

What do you ask your printers?

A Merchants Guide
to the Printing Industry



wausaucoated



When discussing label orders with your printers, asking the right questions can make all the difference. To help ensure you get the perfect labels for your needs, we created a checklist of essential questions to guide your conversations:

- **End-use Application:** What's the intended use?
- **Construction:** What materials are required?
- **Facestock:** Paper or Film?
- **Adhesive:** Permanent, Removable, or Other?
- **Liner:** Standard Scores, Zero-Split, or Custom?
- **Surfaces:** What will the label adhere to? Flat, Curved, Smooth, Textured?
- **Material:** Plastic, Glass, Metal, Clothing, Walls, Wood, or Floors?
- **Environment:** Indoor, Outdoor, Extreme temperatures, Dry, Wet, or Humid?
- **Printing Method:** What type of printer will be used (Laser, Toner, Indigo, Offset, Ink Jet, etc.)?
- **Sheet Size & Packaging:** What sheet sizes, packaging, or skid requirements do you have?
- **Order Volume:** How many sheets do you need?

These questions will help streamline the label production process, ensuring you get exactly what you need.

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