



Pre-Labeled Folding Cartons

Integrate On-/In-Pack Security and Promotional Labels, Coupons and Premiums

Pre-labeled cartons eliminate handwork, maximize production, and simplify your project whatever the application.

From security to promotional labels, coupons to premiums, our pre-labeled carton offering eliminates the worry and hassle of designing, developing, and applying labels by leveraging the strengths of WS Packaging. We ensure a 1-to-1 ratio of labels applied to your folding carton packaging because the labels are applied fully in-line during the folding and gluing stage of production for many of the most common applications. When your cartons come pre-labeled and ready to use, you eliminate the need for integrating the labeling function into your line or at the co-packer. This maximizes your production and ensures a better overall total applied cost.

Whatever the challenge, we'll conquer it and make you the hero.

WS Packaging is a single-source provider for all your on-pack labels, coupons and premiums. From RFID tags placed in-pack for brand protection to on-pack promotions targeting today's grab-and-go convenience-store shoppers, we have the equipment, research and technology assets, security systems, production capacity and knowledge to deliver pre-labeled cartons to meet a broad range of program demands.

On-Pack/In-Pack Labels & Premiums

Incite trial or increase loyalty by including incentives in or on your packaging, such as trading cards, static clings, product material samples, or other premiums. With an almost infinite range of possibilities, if you can imagine it, we can develop it.



Take folding carton packaging to a new level with in-/on-pack labeling:

- Reward consumer loyalty with special coupons.
- Provide instant customer motivation with scratch-off cards for a game promotion.
- Build consumer engagement and repeat purchase with an on-/in-pack collectable premium matched to your target market.
- Make room for new-product launches by using instant-redeemable coupons to quickly move long-standing inventory.
- Provide clear directions for use including bi-lingual copy to reach an increasingly diverse market
- Add brand protection features of RFID for high-value product lines.



RFID and Security

RFID tags and labels can be applied to the inside of a carton completely in-line on the folder/gluer prior to the final finishing of the carton. The RFID tag offers brand protection by acting as a theft deterrent for the product at the retail level. These tags can be applied to every carton or randomly within a run, depending on customer specs.

Multi-Layer Labels

Dri-release label-on-label constructions are ideal for instant-redeemable-coupons (IRCs) and make it simple to offer coupons, recipes, or other promotions, or cross-sell other products.

In-Pack Labels with Overwrapping

Direct-food contact materials allow you to place nearly any promotion inside the package, right along with your product. Various finishing options are available including bandoliers, trays, or rolls. We can also provide the equipment for you to do the insertion.

Folded Booklet, Coupon, and Consumer Education Labels

Consumer education booklets add value and help expand product usage by communicating additional features and benefits of your product. Incite trial or increase loyalty by offering a coupon incentive right on your product. Folded booklet labels create intrigue, add visual depth to your package, and are a great promotional technique to engage consumers.

Game Piece POS Labels

Innovative label solutions with layered constructions are ideal for POS applications to incite consumer purchase. A large billboard display area attracts consumers and highlights the promotions. These pieces can easily be variable imaged with random game codes or other information.

When it comes to high-impact consumer-engagement retail strategies, it's critical you involve experts that can provide everything from a single-item promotion, game or incentive effort, to a complex loyalty program with any number of pieces requiring full programming and chain-of-custody security. We assess your specific needs to identify and anticipate unseen challenges to make the development process and implementation efficient and cost-effective. Our clients rely on our depth of experience in printing, converting, material science and equipment engineering to develop innovative solutions that perform with unbeatable dependability to achieve their goals for sustainable and profitable growth.



For more information:

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With printing and packaging facilities across the U.S. and in Mexico, WS Packaging Group is one of the largest printing and label converting operations in North America. We produce high-quality label and packaging products for customers from emerging start-up companies to category-leading Fortune 500 brands. We offer extensive capabilities in flexographic, screen, digital, and offset printing; finishing effects like hot and cold foiling and embossing; in-house R&D teams for innovative constructions and product development, resulting in multiple industry patents; state-of-the-art research labs; and a proprietary online ordering, proofing, and brand graphics management system capable of seamlessly managing thousands of SKUs.

WS Packaging Group provides a complete label and packaging solution because we're the only converter that is an OEM of standard and customized label application equipment.

Put the power of our innovation to work for you!