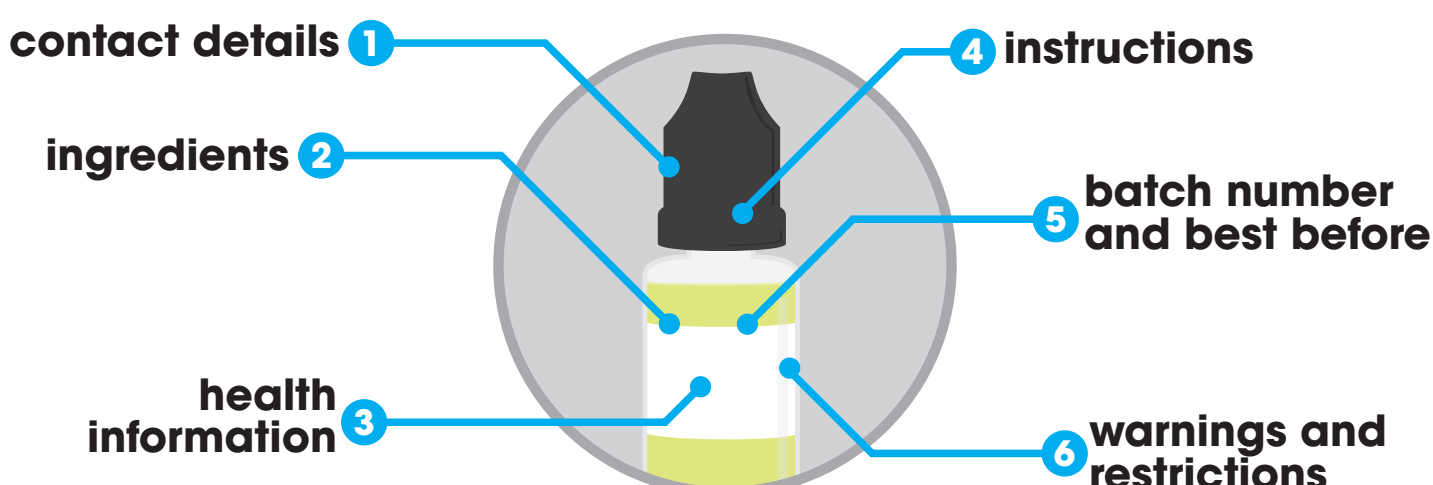


e-liquid labels

tips & guidelines

Must Do: Follow the Rules

your bottle label, specification sheet and box or pouch need to display a variety of important information between them



how can my label include all this information?

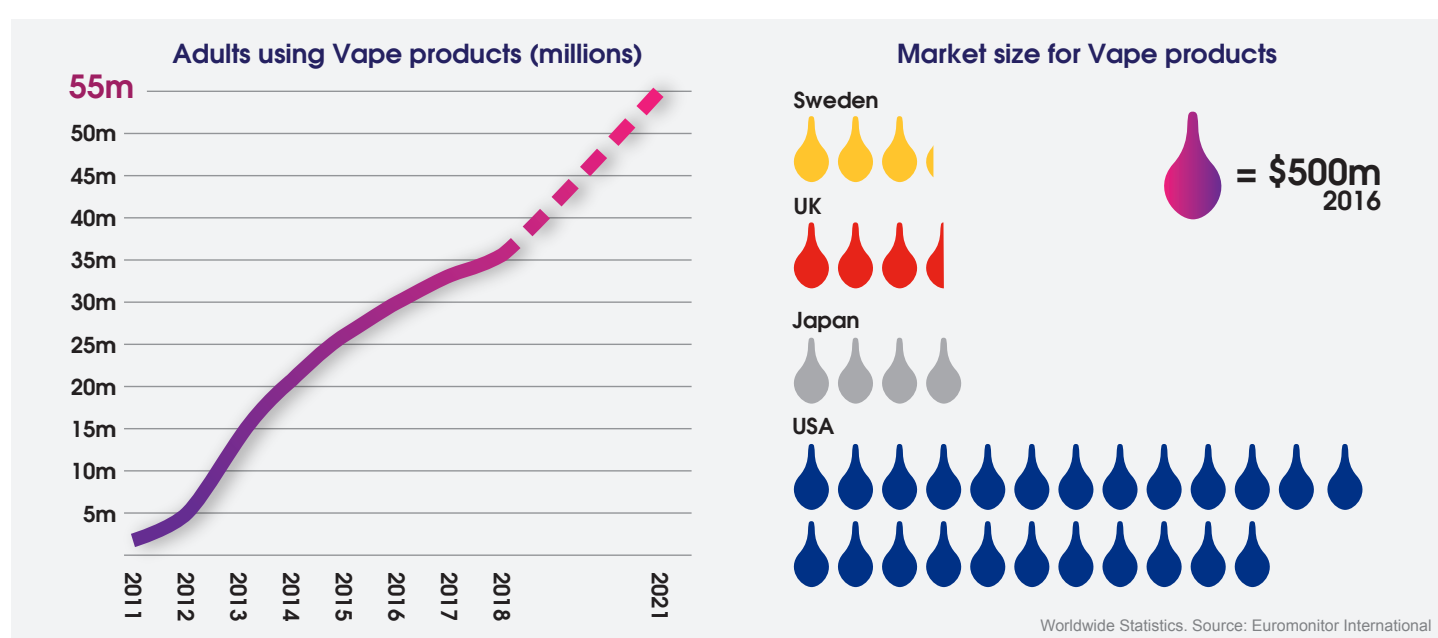
we suggest using digitally printed labels - this process is capable of printing small text and fine details onto small labels which fit directly onto e-liquid bottles

- 1 contact details**
you should have a UK based point of contact for your e-liquid
- 2 e-liquid ingredients**
include details about what is in the liquid including any nicotine
- 3 health information**
such as warnings, potential side effects and addictiveness
- 4 instructions for use**
how to use the product safely and other relevant information
- 5 batch & best before**
for tracking productions and preventing use of old stock
- 6 warnings**
any other related warnings and usage restrictions (eg. 18+)

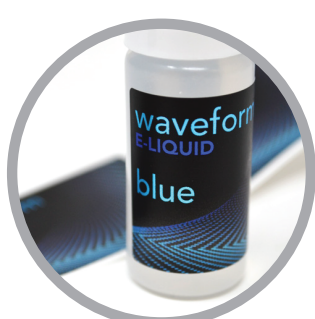
! if your e-liquid contains nicotine, it is subject to strict guidelines and regulation (Tobacco Products Directive)
please ensure you seek full specific advice before labelling your e-liquid

Need To: Make an Impact

with more people using vape products than ever before, now's the time to make sure your e-liquid stands out.



how can my label stand out?



shine with metallics

use a metallic material or metallic foil print to achieve an eye-catching look which is sure to make a consumer take note
perfect for: creating a premium look and feel



the label-less look

with clear material, create the illusion that the label design is printed directly onto, or is a part of, the bottle
get creative: use the liquid colour to impact the label design



vibrant colours

reproduce your artwork more accurately by taking advantage of 7 ink digital printing to achieve stunning results
help consumers: use colours to differentiate between flavours



turn to touch

go beyond the visual by making touch a vital element of your labels, with options such as matt lamination for a velvet finish
added bonus: helps protect your print from liquid

✓ great labels are worth the investment - make sure to work with label experts for the best results