



Label and Litho, NZ Natural Products' leading label specialist, has purchased a new HP ws6000 digital printing press!

"Big deal, so what?" you might say. Well, the great news about this machine is that it is the fastest, best quality, roll-feed digital label printing press in New Zealand - and it has the lowest running cost! It also has the benefit of not just printing labels; it can print small runs of shelf boxes too. The advantage of having labels and boxes printed on the same machine is that the colour matching issues are removed, allowing for brand consistency and any security options you may have can be matched between the label and the box. 'Digital' also means no plate charges for changes or rebrands, less machine set-up time and waste (which you pay for!), improved quality and better price per 1000 rates. Our goal is to always stay one step head of our competitors and provide only the best for our customers. Goal achieved again !!!

And, we all know that printing of any kind has always had a bad reputation in terms of its environmental credentials. Ironically, it's a reputation that's not necessarily deserved, because the same negative publicity about the environmental impacts of paper and printing in the '80s and '90s encouraged the printing industry to become more environmentally sensitive, 20 years ahead of other industries. With the installation of our ws6000 digital press we are going one step further and we are committing to even greater environmental performance. At Label and Litho we are not interested in being middle-of-the-road in our industry, we want to be exceptional and, in 2008, we became the first label printing company in NZ to achieve Enviro-Mark Gold certification.

At Label and Litho we are passionate about quality labels and quality service and it is our aim to **always** produce labels (and boxes!) that we are proud of. We're not interested in just being middle-of-the-road in our industry. We want to be exceptional. Because we are so confident that our new press is capable of producing great labels we would like to offer you up to **1,000 labels printed 'free of charge'** to show you just how great our labels are.

For more information about our **free offer** and more information about how to get all your labelling faster and at a competitive price please contact Angus on 04 568-3696 ext. 823 or email Angus at angus@label.co.nz. Label and Litho Limited - www.label.co.nz

