

## ENSURING CUSTOMER SUCCESS:

*With more packaging formats than any other category, application knowhow is essential in the food sector.*

## Food for Thought:

**Make sure your label supplier knows a lot more than just how to print your labels.**



One in four labels printed in North America is applied to a food product. According to industry researchers, food and beverage make up more than 56% of all labels printed. However food has more packaging formats than any other category. Think about it. Food is pouched, bagged, boxed, sealed, canned, bottled, tubed, tubbed and wrapped. And don't forget the stickpacks, baskets, sachets, trays and clamshells. The food industry has the highest rate of new product launches every year and some of the most rigorous printed packaging application and functionality standards. If you're in the food industry, you better make sure your label supplier knows a lot more than just how to print a label.

Macaran knows food labels. We've been producing them for four decades and have in-house teams of technology experts that specialize in inks, materials, adhesives and coatings specifically for food applications. We're a leader in cutting-edge food application technology including hinge labels, PET recycling, specialty coatings, flexible packaging and reclosures.

The food sector also has the some of the highest extremes when it comes to average job sizes.

Whether you're a condiment, sauce or snack company with job requirements of millions of labels or a craft chocolatier or gourmet food company who needs only hundreds of labels, Macaran has the best flexo, screen and digital print technology available in the marketplace.

For you, labels are only part of the total package. For us, labels are the total package. We know you're busy, but we're confident we can take your food labeling to another level. Give us just a few minutes of your time on the phone. We're really nice people, and we're really good at what we do. Contact us here.

**macaran**  
printed products

18 New Courtland St.  
Cohoes, NY 12047  
(518)237-1436  
custservice@macaran.com

[www.macaran.com](http://www.macaran.com)