COVER-UP FACESTOCKS helping a heal natural dietary suppl



CHANGE HAPPENS.

When it does, conceal it with a cover-up label.

For when a brand refresh takes place before current inventory is depleted. Or a shipping label has to cover other information on a box. Or a \$16.99 cosmetic is now \$24.50 because of an ingredient change. Or when Bold Morning Blend coffee is really Mellow Decaf. And the list goes on and on.

These situations happen, and when it is too expensive or cumbersome to start over and repackage with the correct information, a great option is to use a cover-up product. You simply print a new correct label and apply it over the current label or packaging information. The opacity of the labelstock paired with an aggressive adhesive means the end-user will likely never know there has been a change.

Spinnaker offers a variety of cover-up options that have greater than 95% opacity. This assures there will be little to no show-through when placing the new label over existing text or graphics.

Applications include:

- packaging misprints
- graphic changes
- price corrections
- bold substrates

Cover-up facestocks for:

- prime labels
- variable labels
- tamper evident applications
- thermal transfer, flexo, and digital printing, etc.

