

Labeling

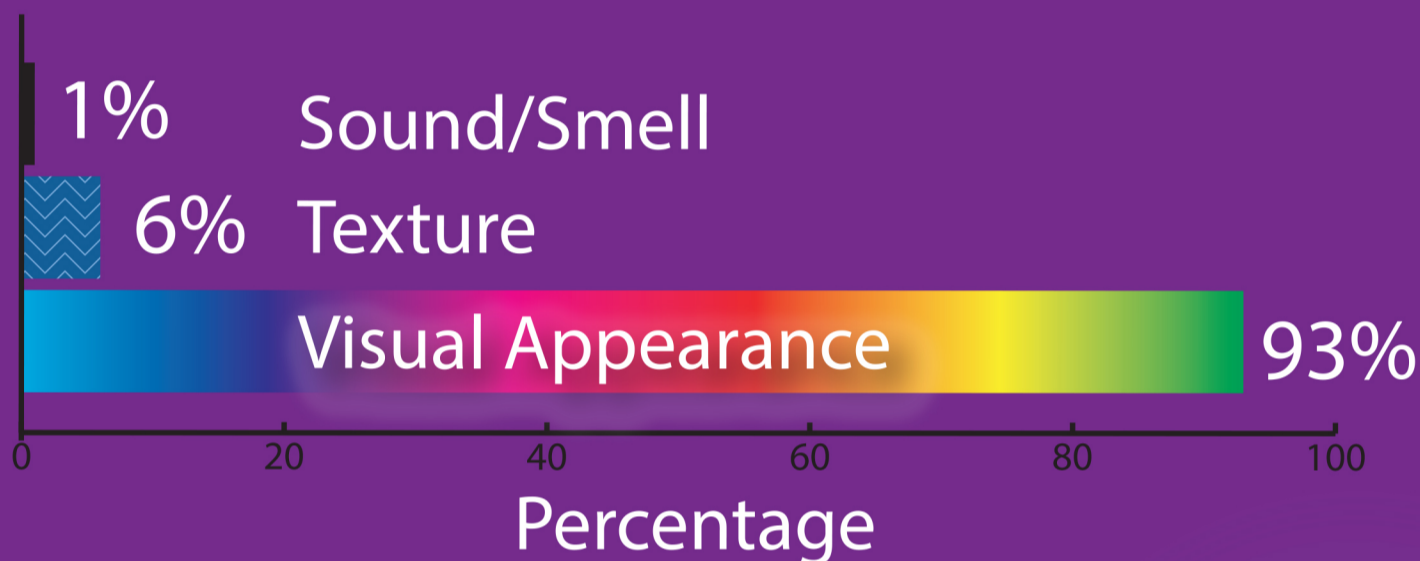
The Psychology Behind the Design

Visual Appearance

Studies show that on average shoppers take just five seconds to locate and select a given product, generally at a distance of from three-to-six feet.



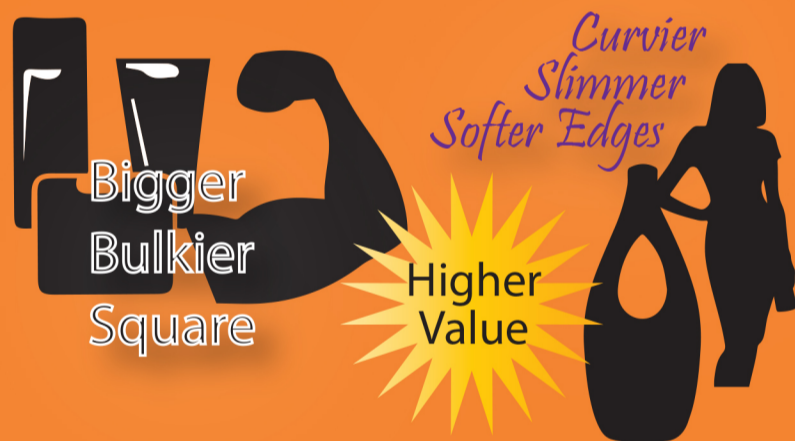
Appearance



Memorable Shapes

Shapes often determine the first impression of a product.

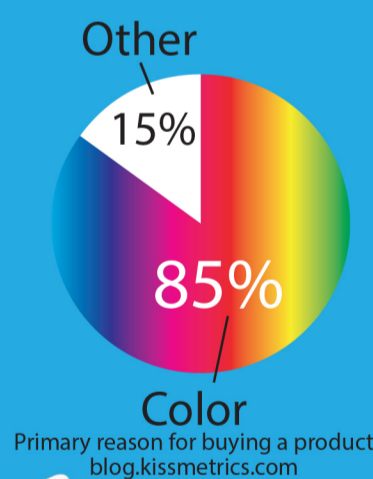
Color and shape combinations can enhance perception.



Color Manipulation

The primary reason for buying a product is color.

According to an article found in Entrepreneur, A study published at the University of Delaware found that the color of the packaging accounts for close to 85 percent of the reason why someone purchases a product.



Green Healthful, Natural	Red Exciting, Inviting	Yellow Energy, Happiness	Black Elegant, Sophisticated
Gold High Quality, Luxurious	White Low Calorie, Pure	Purple Sophisticated, Royalty	Blue Ease, Trustworthy, Dependable, Secure

Factors to Consider

- Identify the product's need, quantity, and environment.
- Evaluate the best labeler for your product.
- Consider any graphic design or size requirements for your label.

To learn more about label design please contact us, or read "Factors to Consider When Designing a Label."

EPI Labelers has been supplying durable labeling equipment for over 30 years and ID Technology offers the highest quality labels available.