

## Tips for Designing a Successful Label

Initially, when looking for a company to print and design a label for your product, look under “Printers” in the yellow pages section of your local telephone book to obtain price quotes. On line companies such as [avery.com](http://avery.com) and [vistaprint.com](http://vistaprint.com) are sources you can research that have excellent tools.

If you need help with a logo design, look under “Graphic Designers”.

It is best to find someone in your area whom you can establish a working relationship. Convey to them what your product is and the marketing image you want to create for your product.

1. Make sure your label conforms with the Food and Drug Administration (FDA) Regulations. (Title 21 Code of Federal Regulations CFR 101).
2. Ensure that front label has eye appeal and acts as a “tickler” to attract consumer attention and stand out from your competition. A key element of specialty food products is its presentation.
3. The side and rear panel or a hang tag needs to include a history of yourself, the company, recipe tips, usage instruction, cooking direction, or other selling information to enhance sales.
4. Develop a logo which identifies your product line, if you are marketing more than one product, to bring them all together.
5. The color of letters or numerals must be in contrast to the color of the background. For example, on a loaf of bread, you would not want to use the color brown as it probably would not be conspicuous.
6. Use nutritional data information, if feasible, because consumer trends dictate a consensus that shoppers are more food label conscious than ever before.
7. Consider using the Universal Product Code (UPC) on your label if you intend to market to grocery store chains. They will not accept your product if it will not scan on their registers.
8. Consider using freshness coding dates or “best if used by” information on your labels if quality control tests show a short shelf life.
9. Ensure space to assign a lot number to a batch and keep records on its distribution to enact a product recall on your product if ever warranted.
10. Advise vendors and consumers of shelf life and special handling information such as “keep under refrigeration” or “refrigerate after opening”. Do quality control studies to evaluate the time period a product can be stored under specified temperature conditions and still remain usable.
11. Consider using tamper evident shrink bands and inner seal devices which show visible signs that the container has been opened.