

**Pressemitteilung / Press
Release**



Labelling for engagement and wedding rings

Round labels with logo print and security extra

Birkenfeld, 02.01.2023. Handy for ring collections: For application and wedding rings, retailers and manufacturers like to use the round version of the label with fastening loop, which is so popular in the jewellery and watch industry because it can be used in so many ways. Label manufacturer Ferdinand Eisele from the Pforzheim region in Germany has therefore expanded the range of products in its eXtra4 brand portfolio to include affordable solutions for customised imprinting.

Great in function and form

The highlight of the round shape: It can be easily concealed in decoration. The label's inscription faces are simply turned inside the

ring. This is effortless because applied eXtra4 loop labels remain mobile. Thanks to an adhesive-free zone, their loop does not stick to the jewellery. Accordingly, the ring is quickly ready again for customers to try on.

With their round form, the labels are also impressive in terms of design. They stand out from the usual rectangular shapes. If logo and inscription also take up the circle line for an individual look, an eye-catching appearance of the brand is guaranteed.

Custom printed at a fixed price

To enable small collections to take advantage of the benefits of round labels with loop for their branding, eXtra4 Labelling Systems has added two labels to its range of products pre-fabricated for individual digital colour printing: Ref. no. 95 1768IR JY1 with wide loop and ref. no. 95 1774IR JY1 with narrow loop, each with inscription areas of 17 mm diameter. They can be ordered ready-printed in any brand design at a fixed price from a minimum quantity of 1,000 pieces.

Jeweller's quality with a safety aspect

Of course, the round shapes prefabricated for digital printing offer jeweller's quality, like all eXtra4 labels. They are permanently adhesive, UV-resistant, can be marked scratchproof, resistant to ultrasonic and steam cleaning.

Furthermore, both shapes score with a safety plus: they cannot be repositioned because they are made of self-destructing material. A split effect destroys the label when it is opened. It cannot simply be reapplied. As guard labels, these shapes also complement the range of eXtra4 security label shapes.

Label trends from the industry specialist

Whether global player or micro brand, the interest in round labels with fastening loop is justified. This label type distinguishes itself from the masses and has clear advantages for ring collections. As a label manufacturer specialising in jewellery and watches, Ferdinand Eisele has set itself the task of identifying such opportunities. The eXtra4 Labelling Systems brand aims to provide trade and industry with new trends in a practical form.

(2.689 digits incl. blancs)

Images with captions



Fig.1: Custom printable with warning text and logo: eXtra4-Guard label 95 1768IR JY1 pre-produced as safety label for ring collections



Fig.2: Ideal for engagement and wedding rings thanks to round inscription areas: loop label ref. no. 95 1774IR JY1 with security plus, customisable in colour by digital printing at a fixed price