

BRAND PHYSICAL PRODUCTS

Custom products branded for all physical product needs that elevate your brand awareness on a global scale.

IN ANY INDUSTRY

A proven portfolio of products that opens doors of possibilities into Home Goods, Hotels, Restaurants, Bedding, Travel Luggage, Sporting Goods.

SUSTAINABLY

Finishes that meet CPSIA and REACH standards, recycled papers, and so many possibilities for a better future!

& WITH TECHNOLOGY

Brand Protection Systems, RFID Chipping, a modern customized online ordering system, and more!



Your Solution to Product Branding

Elevate Your Brand with Custom Labeling

A COMPLETE RETAIL SOLUTION

The Labeltex design team serves as your partner to create brands, complete product campaigns, and complimentary lines of product labeling for any and all types of businesses.

Our team currently works for some of the world's most recognizable brands. With over 30 years of retail experience in designing and manufacturing for fashion, home goods, beddings and linens, influencer brands, tech companies, and many other industries, we have learned to build highly effective brand product solutions for your market that will help boost your awareness and overall sales.

Let us provide:

- A dedicated and responsive design team
- Quick artwork turnaround times
- A vertically integrated team, for design, manufacturing, and delivery
- An exceptional track record of success

Ask your sales representative for a consultation or a complete list of available design services for your business!





Democracy.



RE/DONE

FASHIONNOVA

GUESS

+ FIGS

BOOT BARN

MONFRÈRE

PLAYBOY

free people

BOTTEGA LOUIE

OUR TRUSTED PARTNERS

HOT TOPIC

JOHNNY WAS

Globally, custom product labeling is a fundamental need that creates a deeper connection and deepens brand loyalty. These intricate details play a significant role in defining identity, influencing consumer perception, and establishing brand recognition. For over 30 years, Labeltex has provided full retail branding services for a full spectrum of valued clientele.

JAMES PERSE

VOLCOM

PAC SUN



CURRENT/ELLIOTT

FRAME

patagonia

URBAN OUTFITTERS

REVOLVE

MIRACLESUIT

BUCK MASON



TRUE RELIGION
BRAND JEANS®



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WE'RE COMMITTED TO YOUR SUCCES

Our dedicated service team is here for you and to help build great brand experiences. When you start a project with Labeltex, you gain complete access to your own service team. They go above and beyond to bring your ideas to reality with beautifully designed products. Labeltex connects you with a team of labeling experts. With over 30 years of experience, you can count of them delivering the right expertise, the right sustainable options, and the right price!

- Art Department Director
- Lead Creative / Senior Designers
- Team of Graphic Creatives & Production Designers
- Global Logistics Professionals
- VP of Regional Sales

From the look and feel, to the unique functionality and durability, your labeling should set your brand apart. Our team will help you achieve your labeling goals and build your brand quickly and efficiently.

Talk to one of our friendly service representatives today!



BRANDED PRODUCTS

CUSTOM PRODUCT BRANDING FOR ALL PHYSICAL NEEDS

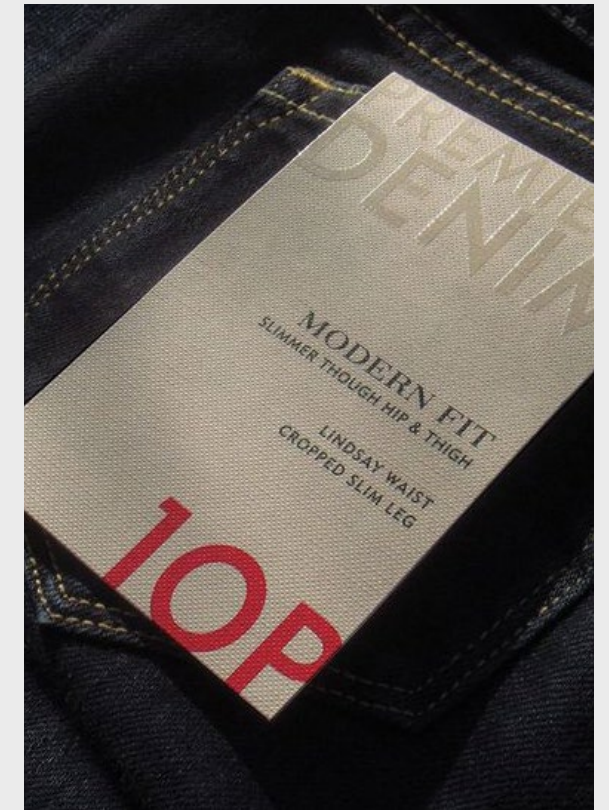
Woven labels, hang tags, heat transfers, metal buttons, zipper pulls, patches, jokers or stickers and more, represent your brand and they have to be perfect!

We specialize in quality products, innovative design, and rapid delivery. Precision is our focus as we are well-acquainted with working in fractions of millimeters to ensure your trim product is perfectly tailored. With over 30 years of manufacturing experience under our belt, our commitment to perfection and attention to detail shines throughout every aspect of our work.

EXCEPTIONAL PAPER PRODUCTS

Paper products play a vital role in branding, offering an array of creative and tactile experiences that enhance brand perception and customer engagement. Items like hang tags, jokers, thank you cards, and more, when thoughtfully designed, can significantly elevate a brand's image. The versatility of paper allows for various treatments and finishes, such as spot UV and foils, which add a layer of sophistication and distinctiveness. These treatments not only enhance the aesthetic appeal but also make the branding materials more memorable and engaging.

- **Enhanced Brand Perception:** High-quality paper products with treatments like spot UV and foils elevate the perceived value and sophistication of the brand.
- **Increased Tangibility and Engagement:** The tactile nature of these paper products creates a more engaging and memorable customer experience.
- **Versatility in Design:** Paper products offer a wide range of customization options, allowing brands to create unique and eye-catching marketing materials.



CREATIVE & UNIQUE PREMIUM LABELING

Physical labeling is a crucial component in the marketing and recognition of a product line. It serves as the first point of contact between the product and the customer, often being the decisive factor in a purchase decision. Good labeling not only conveys essential information about the product but also communicates the brand's identity and values.

It's a visual and tactile medium that can create a lasting impression, helping to differentiate the product in a crowded marketplace.

High-quality, well-designed labels can elevate the perceived value of a product, enticing customers and fostering brand loyalty. Effective labeling can be the key differentiator that sways consumer choice!

- **Greater Brand Recognition:** Well-designed labels build brand recognition and recall, making the product instantly identifiable to consumers.
- **Communication of Key Information:** Labels provide vital information, such as ingredients, usage instructions, and compliance with standards, which can influence buying decisions.
- **Aesthetic Appeal and Differentiation:** Attractive and unique labels can significantly enhance the aesthetic appeal of a product, helping it to stand out from competitors and capture consumer interest.



WOVEN, SILICONE, & LEATHER PATCHES

Woven labels offer high durability and a classic, professional look, often used for displaying brand names, logos, and care instructions inside clothing. Silicone patches, known for their resilience and modern appeal, add a contemporary touch to any product and stand out with a 3D effect and vibrant colors. Leather patches bring a sense of luxury and quality, commonly seen on high-end and outdoor products. These branding elements are essential for creating a brand identity and conveying a message of quality and style.

They are not just labels or patches; they're a statement about the brand and its values, enhancing the overall perceived value and aesthetic of the products they adorn.

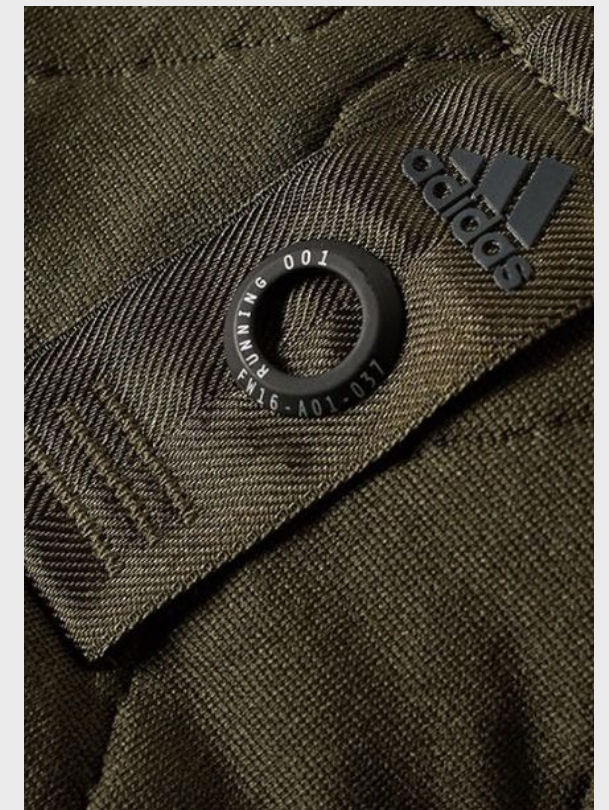
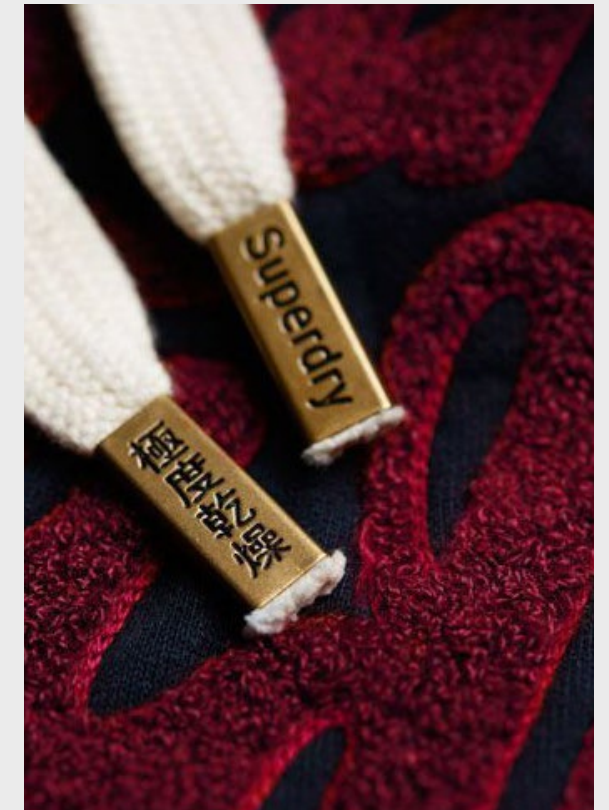
- **Enhanced Brand Recognition:** These materials provide a tactile and visually appealing way to showcase the brand, making it more memorable to consumers.
- **Perceived Quality and Value:** High-quality materials like leather and detailed finishes in woven and silicone labels can elevate the perceived value and quality of a product.
- **Versatility in Branding:** Each material offers unique textural and aesthetic qualities, allowing brands to choose the one that best aligns with their identity and target audience.



FUNCTIONAL, BRAND HARDWARE

These impactful elements play a crucial role in enhancing the overall aesthetic and perceived quality of a product. Buttons and rivets, often visible on garments and accessories, offer a unique opportunity for brands to imprint their logo or distinctive design, thus adding a subtle yet powerful branding element. Cord tips, commonly used in apparel and accessory drawstrings, provide a functional as well as decorative feature, often reflecting the brand's attention to detail and commitment to quality. The choice of hardware materials and designs can also communicate a brand's ethos, whether it's luxury, durability, or innovative design.

- **Subtle yet Effective Branding:** Customized buttons, rivets, and cord tips serve as subtle branding tools, reinforcing brand identity without overwhelming the product's design.
- **Enhanced Perceived Quality:** High-quality hardware can significantly elevate the perceived value and durability of a product, influencing customer satisfaction and loyalty.
- **Design Differentiation:** Unique hardware designs can set a product apart in a competitive market, making it more memorable and desirable to consumers.



APPLIQUÉS & HEAT TRANSFERS

Appliqués, which involve attaching pieces of fabric or other materials to a larger piece, provide a textured, three-dimensional look that adds depth and character to a product. Heat transfers, on the other hand, offer a smooth, integrated finish, allowing for detailed and colorful designs that are directly fused onto the product's surface. They allow for high levels of customization and creativity, making it possible for brands to imprint intricate logos, slogans, or artwork that resonate with their target audience. Both techniques are durable and can withstand regular use and washing, ensuring that the branding remains intact and visible over time.

- **Customization and Creativity:** These methods offer extensive design flexibility, enabling brands to create unique, eye-catching visuals that stand out!
- **Brand Visibility and Recognition:** Appliqués and heat transfers are effective in maintaining brand visibility, with their striking designs catching the eye of potential customers.
- **Durability and Longevity:** Both techniques ensure that branding elements remain durable and retain their quality over time, maintaining brand presence and consumer recall.



PRODUCTS FOR ANY BRAND

PRODUCT CAPABILITY THAT OPENS DOORS OF POSSIBILITIES

Labeltex may stand for “labels” and “textiles,” but the scale of capability that we possess is surprising! Every product needs a touch of branding, and that’s where we come in! We can produce just about anything in any material and in any shape, color, or size, so let’s get creative together!

HOME GOODS & EVERY DAY USE

Branding in the home goods sector is of paramount importance as it not only differentiates products in a crowded market but also connects emotionally with consumers in their personal spaces. Home goods, ranging from kitchenware to decor, are integral to creating a living environment, and branded products in this space often become a part of the consumer’s identity and lifestyle. Effective branding in this sector means creating a narrative around products that resonates with the values, aesthetics, and aspirations of the target audience. It’s about turning everyday items into expressions of personal style and ethos. For instance, a simply branded set of linens can evoke a sense of luxury or comfort, aligning with the consumer’s desire for a tranquil living space and assure customers of product durability and value.

- **Emotional Connection:** Well-branded home goods create an emotional bond with consumers, turning everyday use into a branded experience that resonates with their personal values and lifestyle.
- **Trust and Quality Assurance:** Strong branding in home goods can be a signifier of quality and reliability, fostering consumer trust and encouraging brand loyalty.



LIQUOR & SPIRIT DISTILLERIES

The branding of these products goes beyond just a label or a logo; it tells a story, evokes emotions, and creates a sense of identity that customers can connect with. For spirits, the brand is often associated with heritage, craftsmanship, and the quality of ingredients. Premium packaging, unique bottle design, and distinctive labeling are essential in conveying the exclusivity and flavor profile of the spirit, setting it apart on crowded shelves. In addition, given that many consumers are influenced by brand identity and story when selecting spirits, effective branding can turn a simple beverage into a symbol of lifestyle and status. This emotional connection can lead to increased sales for the distillery.

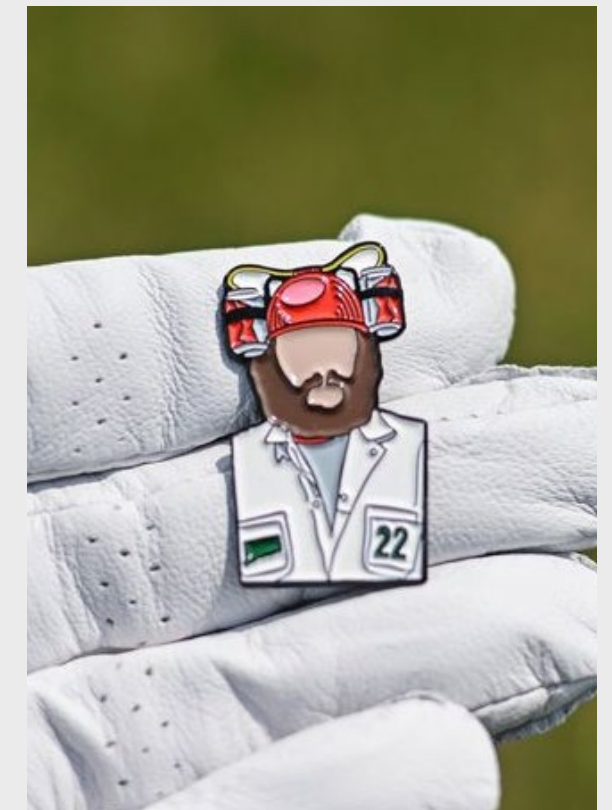
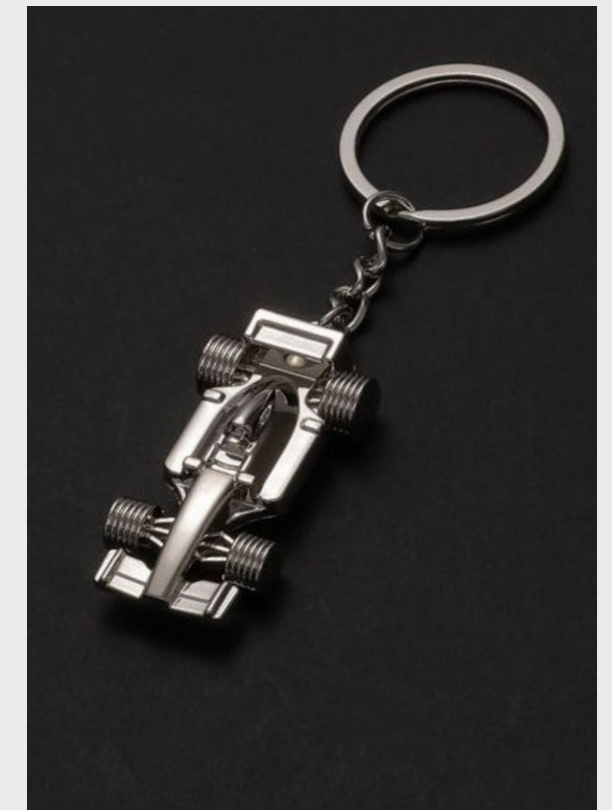
- **Building Emotional Connection:** A compelling brand story and identity can foster an emotional bond with customers, turning a spirit into a lifestyle choice.
- **Differentiation in a Competitive Market:** Unique branding helps a distillery's products stand out in a crowded market, capturing the attention of consumers and retailers.
- **Conveying Quality and Craftsmanship:** Effective branding reflects the quality, heritage, and craftsmanship of the spirit, influencing consumer perception and willingness to pay a premium.



SPORTING GOODS & ATHLETIC WEAR

Branding in the realm of sporting goods and athletic wear should tap into the lifestyle and aspirations of consumers. In this industry, a brand symbolizes much more than the product itself; it represents an athlete's values, goals, and identity. Athletic brands often embody characteristics like performance, endurance, and innovation, which resonate deeply with their target audience. The right branding can transform athletic wear and equipment from mere functional items into symbols of athletic prowess and personal achievement. Moreover, in a market where technology and performance features are key, branding helps communicate the technical superiority and innovative aspects of the products, reinforcing their desirability among fitness enthusiasts.

- **Creating Aspirational Value:** Strong branding aligns products with the aspirations and achievements of athletes, making them more than just gear but part of an athletic lifestyle.
- **Enhancing Product Appeal through Technology and Innovation:** Branding in this sector often highlights technical advancements and innovation, enhancing the appeal of the products to performance-focused consumers.
- **Fostering Brand Loyalty and Community:** Effective branding can build a sense of community among users, fostering brand loyalty and creating a loyal customer base that identifies with the brand's values and ethos.



HOTELS, BOUTIQUES & RESTAURANTS

Create a unique identity and offer an unforgettable guest experience. A strong brand in this industry encompasses the entire customer experience, from the ambiance and service to the minutiae of guest interactions. For hotels and boutiques, branding sets the tone for the kind of luxury, comfort, or unique experience guests can expect, distinguishing them in a crowded and diverse marketplace. For restaurants, it's about creating a memorable culinary journey, where the brand reflects the quality of food, the dining atmosphere, and the ethos of the cuisine. In an industry where personal experiences and word-of-mouth are invaluable, a well-crafted brand can significantly influence customer perception, encourage repeat visits, and drive recommendations. Moreover, a cohesive and compelling brand story can resonate deeply with customers, aligning with their desires for escapism, luxury, or culinary adventure.

- **Differentiation in a Competitive Market:** Strong branding helps these establishments stand out, offering a unique proposition in a sea of choices.
- **Building Emotional Connections with Guests:** Effective branding creates an emotional connection, making guests feel part of a story or experience that goes beyond just a stay or a meal.
- **Enhancing Perceived Value and Loyalty:** A well-established brand can elevate the perceived value of the experience, encouraging loyalty and willingness to pay a premium for a differentiated experience.



FINE LINENS, FABRICS & BEDDING PRODUCTS

Branding in the linens, fabrics, and bedding industry is crucial, as it plays a significant role in influencing consumer perception and choice in a market flooded with options. A strong brand in this sector not only signifies quality and comfort but also reflects a lifestyle choice and aesthetic preference. Consumers often seek out brands that they trust to provide them with comfort and durability, especially in products that are as intimately used as linens and bedding. Well-branded products in this category can evoke a sense of luxury, relaxation, and well-being, aligning with the consumer's desire for a peaceful and comfortable living space. Additionally, in an industry where trends and designs change frequently, a consistent brand identity helps in maintaining customer loyalty and recognition, despite the evolving product lines.

- **Enhancing Perceived Quality and Trust:** Branding assures consumers of the quality and durability of the products, building trust.
- **Reflecting Lifestyle and Aesthetic Preferences:** Well-crafted branding aligns with consumers' personal style and home decor choices, making it an integral part of their lifestyle.
- **Fostering Brand Loyalty and Repeat Purchases:** Strong brand recognition encourages repeat purchases and loyalty, as consumers tend to stick with brands that have provided them comfort and **satisfaction.**



LUGGAGE & TRAVEL BAGS

Branding in the luggage and travel bag sector is essential, playing a significant role in a traveler’s choice of gear. In an industry where functionality and durability are key, a strong brand conveys reliability and quality, crucial factors for consumers investing in travel essentials. The brand of a luggage or bag can also be a statement of style and status, reflecting the traveler’s personal taste and lifestyle. For many consumers, their choice in travel gear is not just about utility, but also about aligning with a brand that resonates with their identity, be it luxury, adventure, or business-oriented. High-quality branding in this sector can thus elevate a product from being a mere travel necessity to a fashion statement and a reliable companion for journeys.

- **Conveying Quality and Durability:** A strong brand reassures customers of the product’s resilience and longevity, essential for frequent travel.
- **Symbolizing Style and Status:** Premium branding can position luggage and bags as fashion statements, appealing to consumers’ desires for elegance and exclusivity.
- **Building Customer Loyalty:** Effective branding fosters brand recognition and loyalty, encouraging repeat purchases and recommendations.



LUXURY HANDBAGS, PURSES, & POUCHES

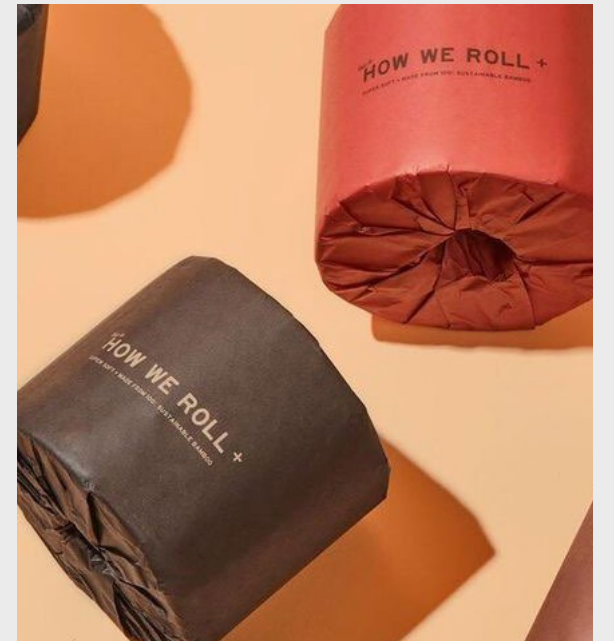
Branding in the handbags, purses, and pouches sector is critical, as it significantly influences consumer perception and purchasing decisions. In the world of fashion accessories, a brand is not just a name, but a symbol of style, quality, and status. Consumers often choose these items not only for their functionality but also for what the brand represents – be it luxury, trendiness, craftsmanship, or ethical values. A well-established brand can elevate a simple handbag or purse to a coveted item, reflecting the wearer’s personal style and preferences. Moreover, in an industry driven by trends and personal expression, a strong brand identity helps maintain customer loyalty and brand recognition, even as styles and designs evolve. High-quality branding in this segment can transform these accessories into fashion status symbols.

- **Symbolizing Fashion and Status:** A recognizable brand can turn a handbag or purse into a statement of fashion sense and social status.
- **Establishing Quality and Craftsmanship:** Consumers associate branded products with high quality, durability, and superior craftsmanship.
- **Creating Emotional Connection and Loyalty:** Effective branding can forge a strong emotional connection with consumers, leading to brand loyalty and repeat purchases.



BRANDING FOR SO MUCH MORE

WE ARE PIONEERING POSSIBILITY!



THE FUTURE OF SUSTAINABILITY



The Greenhouse division of Labeltex offers new, sustainable products, responsibly sourced to deliver a greener tomorrow. If you want labeling made from recycled materials, finishes that pass the standards of CPSIA and REACH, recycled plastic key chains, or even biodegradable hang tags, Greenhouse has an effective solution and the means to tackle your project. Take your brand into the future of sustainability!



MODERN OPTIONS FOR SUSTAINABILITY

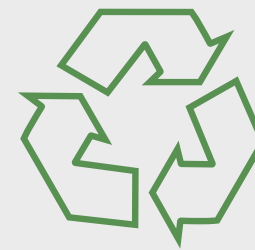


At Labeltex, we want our clients to know their options! We'll help to educate your team and present choices that align with your goals and your budget. Choose from a number of sustainable tracks on your next development.



COMPOSTABLE

This product breaks down into natural elements in a composting environment and causes no harm to the earth. Complete break down typically takes 6-9 months in an industrial facility and leaves no visible, distinguishable or toxic residue. These products can be made of cornstarch, PLA, or plant based polymers.



RECYCLED

Recycled products are produced with previously used material. A variety of materials such as paper, plastics and glass can be recycled and given a new life! Most recycled products are mixed with new materials during processing to help maintain their original properties while reducing waste.



OXO-DEGRADABLE

Oxo-degradable plastic has the same strength and look of standard plastic, but it includes additives which, through oxidation, lead to the fragmentation of the plastic material into micro-fragments and on to chemical decomposition. It's a great way to build products responsibly.



REUSABLE

Creating a package that can be reused or re-purposed is a great way to reduce waste and provide a great customer experience. Items like shopping bags or e-commerce boxes can be designed with a second use for the end user resulting in more life for the piece and greater brand exposure for you!

E-COMMERCE & SUBSCRIPTION BOXES

Branding for e-commerce and subscription box products is a vital aspect of online retail success. In the digital marketplace, where physical browsing is absent, branding becomes the primary tool for creating an impression and establishing trust with potential customers. A strong brand identity in e-commerce or subscription services helps to convey the quality and ethos of the products offered, setting a business apart in an intensely competitive online environment. This is particularly important for subscription boxes, where the brand must evoke excitement and anticipation about receiving a curated experience on a regular basis. Effective branding fosters customer loyalty, enhances perceived value, and can turn a one-time buyer into a long-term subscriber. Additionally, in the social media-driven world, well-branded products are more likely to be shared and promoted by customers, amplifying brand reach and recognition.

- **Building Customer Trust and Loyalty:** A strong, consistent brand builds trust with customers, encouraging repeat purchases and long-term subscriptions.
- **Enhancing Perceived Value:** Good branding elevates the perceived value of products, making customers more willing to invest in them.
- **Facilitating Marketing and Promotion:** Well-branded products are more likely to be shared on social media, leveraging word-of-mouth and influencer marketing effectively.



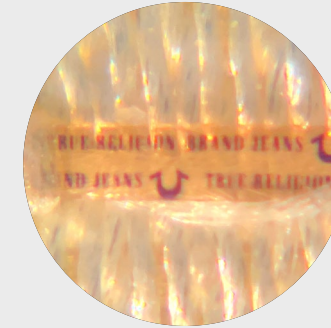
BRAND PROTECTION SYSTEMS

Labeltex offers superior worldwide management of your security system through our Los Angeles based facility. **Our Brand Protection System (BPS) has proven to result in increased revenue, improved quality control, anti-counterfeiting, anti-diversion and significantly increases the degree of successful prosecution at lower legal costs.**

BPS seamlessly integrates with your existing systems, ensuring a smooth implementation process. Our system goes beyond the mere brand authentication and actively tracks your products from their initial conceptualization phase all the way to their final destination. Additionally, our Brand Protection System takes charge of the managing and controlling of your production facilities, promoting accountability and guaranteeing responsibility throughout the production process.

In the event of any infringement, our systems play a vital role in supporting full prosecution, facilitating successful legal action and in some cases, conviction. Lastly, our **BPS collaborates with customs agents, prosecutors, and the police, leveraging their expertise and assistance to protect your brand effectively.**

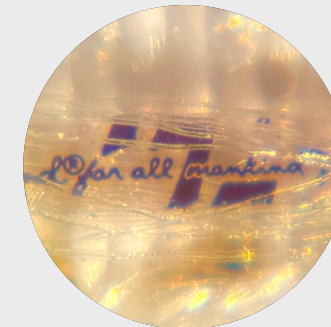
ULTIMATE SYSTEM #1



MACRO PHOTOGRAPHS

Incorporates a micro-branded thread into your woven label coupled with the printing of sequential numbers. Each label represents an authorized traceable garment that corresponds with a manufacturing facility.

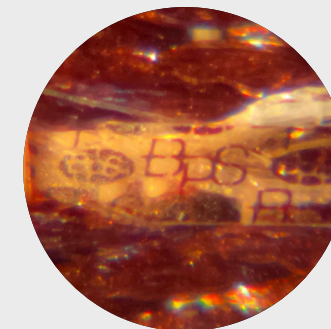
MAXIMUM SYSTEM #2



@ 30 TIMES MAGNIFICATION

Incorporates a micro-branded thread into your woven label. This visible thin metallic silver stitching performs as a “fingerprint” and is designed, manufactured and registered as your unique identification.

ADVANCED SYSTEM #3



FOR VISUAL REFERENCE

Incorporates a generic security thread woven into a customized label.

RFID CHIPPING & QR CODE CONNECTIVITY

In the fast-paced world of retail, where efficiency and accuracy reign supreme, RFID (Radio-Frequency Identification) technology has emerged as a game-changer. From inventory management to enhancing the customer shopping experience, RFID is transforming the retail landscape.

- Enhanced Inventory Management
- Improved Loss Prevention
- Personalized Shopping Experiences
- Improve Supply Chain Visibility

RFID technology is not just a tool; it's a retail revolution. It enhances inventory management, reduces losses, streamlines checkout, personalizes shopping experiences, improves supply chain visibility, contributes to sustainability efforts, and future-proofs retail businesses. As RFID continues to evolve, its impact on the retail industry will only grow.

Ask your sales representative about our comprehensive guide on RFID technology and the integration options at Labeltex for premier, global retailers.

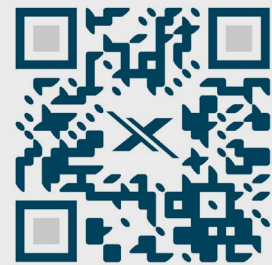


START BUILDING YOUR EXPERIENCE

Whether you're looking to enhance your retail experience, streamline your e-commerce operations, or elevate your product labeling, our team is here to help. Connect with us for personalized solutions tailored to suit the unique needs of your organization.

Explore our comprehensive range of labeling solutions and learn more about our services by visiting Labeltexusa.com.

Our customer service team is ready to support your goals! Reach out to one of our friendly customer care members today!



CONTACT THE TEAM

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 Connect with us on LinkedIn



Our commitment to you
shines through!

LABELTEX

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