

GB LABELS

Beautifully British branding

HOW TO ORDER
YOUR LABELS:

The
ultimate
guide



A little bit about GB Labels...

You might not know us, but we know you. We've worked closely with designers for over 50 years to help bring out the best in what they do. What's our secret to doing it so well?

For starters, we're weavers first and foremost. Only the finest materials pass through our state of the art loom in the heart of Wales.

We also buy British and keep things sustainable wherever we can.



Hey, that's us!



Why we're different

Good branding is a craft. We believe it's the best finishing touch a product can have. From our bustling office in Derby, we create bespoke branding solutions for some of the most prestigious brands in the world.

But being a small, family team ourselves there's no greater joy than nurturing the talent of a new designer or supporting the work of an independent business.

What we make

CHOOSING THE RIGHT LABEL

Each label does something different, making it tricky to narrow down your choice. In this guide, we'll run you through our most popular label types to help you select the perfect one .

Woven label



You can't go wrong with a classic - and that's exactly what our woven labels are. Our signature product comes in three weaves - satin, damask and taffeta.

Damask is the most popular as it can be produced in any colour. It gives the highest definition so it works well with high end and high street products. Nifty.

Satin has a smooth shiny feel so it's perfect for silk garments, evening dresses, suits and wedding dresses.

Taffeta is a light, plain weave normally associated with craft items. However it's awesome for recreating retro clothing from the 60's to the 80's and more..

Printed cotton label

Made from 100% natural materials, these labels are ideal for eco-products and sustainable brands.

We can make these in natural ecru or white, but you can have your logo any colour you fancy.

These work best on lighter garments, so save them for your summer collection.



What we make

SPECIALIST LABELS

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1. Jacron labels

These are an awesome way to reinforce brand identity on bags, outerwear and tougher fabrics such as denim. Jacron offers a rich, two-toned leather or suede effect . If you're looking for maximum durability these are your best bet.

2. Metal labels

Or as we like to call them - 'a little stamp of luxury'. Perfect for adding value, these work great with bags, hats and coats. You can have your logo printed or engraved and you're also able to choose from a range of finishes.

3. Woven badges

These hand-cut badges are available in both 2D and 3D effect, adding a sense of quality and high level of detail to your branding. They're ideal for sleeves, pockets and chest branding - especially on sportswear items and team clothing. We also recommend them for toys and pet products. Choose from a sew on, self-adhesive or iron-on backing.

4. Silicone labels

These are typically used for waterproof clothing or outdoor products (think camping equipment and wellies). And because it's 100% water resistant, silicone branding is perfect for garments such as ski jackets.

What we make

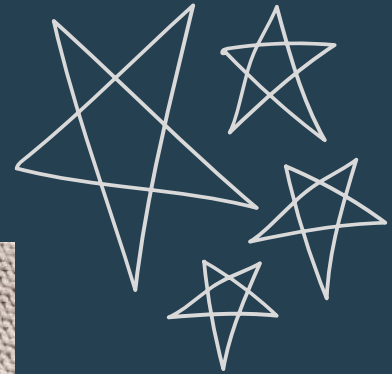
THE FINISHING TOUCHES

Must have!

Care and wash labels are super-important so make sure you pop one on each product.

We make ours out of soft satin polyester so they're gentle on the skin.

You'll also need swing tickets to price and help identify your products. We can make them out of recyclable materials if you like.



Nice to have!

Buttons and fastenings with your logo on can really help tie your branding together.

We use only the highest quality materials - these beauties are made to last.



Ordering with us

THE FREE SAMPLE PACK

We know how important it is for you to see and touch our products before you make a decision. Our high quality sample packs are the best in the business.



*To help you make up your mind,
each standard pack contains a sample
of our most popular products:*

- a swing ticket
- a piece of printed ribbon
- a piece of woven ribbon
- a printed grosgrain label
- a printed cotton label
- a woven badge
- an adhesive-backed woven label (no stitching required!!)
- various sizes of our signature woven labels in taffeta, damask and satin



Ordering with us

THE FREE SAMPLE PACK

Ordering your samples

Getting your mitts on some samples is easy-peasy. Simply click the banner at the top of our home page or click the 'label samples' page on the navigation bar.

If you need something specialist, you can even tailor your sample pack to meet your needs.

To build your pack, choose from the options on the page:

- woven label
- cotton label
- printed label
- woven badge
- embossed label
- Jacron label
- silicone label
- size label
- wash care label
- swing tickets
- zipper pulls
- promotional ribbon
- embroidered badge
- metal clothing label

Once you've ordered it, your postie should drop off your sample pack in just a few days - if not, give us a call and we'll look into it.



*Pssst... not sure
which labels to try?*

Send an email to info@gblabels.co.uk with some information on your products and we'll guide you through some options.

Alternatively, you can browse our Instagram. Take a screen shot of anything you fancy and email it over.

Ordering with us

THE SAMPLE PACK

Getting the most from your sample pack

When your labels arrive - it's time for the fun part. Getting creative with your samples is an awesome way to beat procrastination and prevent yourself from feeling overwhelmed.

Here's how we recommend trialling your samples:

Top tips for trialling samples

1. get a range of different products ready to lay your labels on
2. pin different labels on your products to see how they hang
3. consider location of the label and what you want the label to do
4. think about texture, colour and durability - how will your labels work with your products?
5. take photographs of the labels on your product so you can take another look later on
6. have a gander at our Instagram to see how other makers and designers use our products



There's no rush to make a final decision - take as long as you need.

When you're ready, pop an email to info@gblabels.co.uk to let us know which labels float your boat.

And we'll start you on your journey to awesome branding.

Ordering with us

THE FIRST PHONE CALL

You can be sure that our high quality products match our friendly service -every time.

Whether you're ordering labels for the first time or the hundredth, we understand how confusing it can feel. From quantities and design to the technical details, our friendly experts are here to make the complicated feel simple. Phew.

Starting with your first phone call or email, they'll work **with** you to understand exactly what **you** need. And if you've got a question, want to change your mind or just fancy a natter - they're always on the end of the phone.

What you need to know before you call

1. the dimensions you'd like your label to be
2. the number of colours you'd like on your labels (and the Pantone reference if you have it).
3. any special requirements you need us to consider.

How to get in touch

Got a quick question, enquiry or idea?

Drop us a DM on Instagram or Facebook. But just a heads up - we don't take orders through social media.

Ready to make an order or need more detailed information and advice?

Email info@gblabels.co.uk

Call 01332 460 664

We're open 9am-5pm Monday-Friday and always try to reply lickedy-split.

What to expect when you call

During your first phone call, our design team will get to know you and your brand a little better (we do love a chat).

We'll start by asking if you have a logo or any existing artwork you'd like to use. If there's anything you're not sure on, we'll advise you on what will and won't work with the type of label you've chosen. Easy.

Behind the scenes

WHAT HAPPENS WHEN YOU PLACE AN ORDER

1. we establish if the label and design is possible and let you know a time frame over the phone

2. don't forget to send an email to us with your artwork and product specifications

3. our design team email you back with an exact quote and details on what you need to do next

4. once you're happy, we take a deposit from you

5. we email your order specification to you, along with some Ts&Cs - so you can check everything before we produce a sample



6. over the next 5-7 days, we produce a sample label for you and send you a photo of it

7. we wait for approval and payment before we produce the full order

8. over the next 5-7 days we complete your order

9. after weaving and folding (if needed) we inspect your order to make sure its top notch

10. we send your order via courier - you'll get a text letting you know the date and time it will arrive.

11. your labels arrive and it's time to do a little happy dance

Behind the scenes

HOW WEAVING WORKS



1. we take your artwork and import it into the loom software, adjusting it to fit the weaving programme to avoid stretch or curvature
2. when it's as smooth as possible, we check the font style and tweak until it's perfect
3. all warp and wefts are loaded into the loom so we can make sure the threads per centimetre and denier is correct
4. we check the colours are spot on and wherever possible we match your yarn to Pantone shades
5. the label is run off and cut to size, the edges are sealed and folded to your specification
6. we send you a snap to make sure you love it (you'll definitely love it)

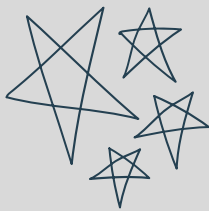


When your labels arrive

IT'S TIME FOR THE FUN PART...

#ShareYourLabel with us

There's nothing better than seeing our labels out in the wild. When yours arrive don't forget to send us your snaps on social media using our very own hashtag **#ShareYourLabel**.

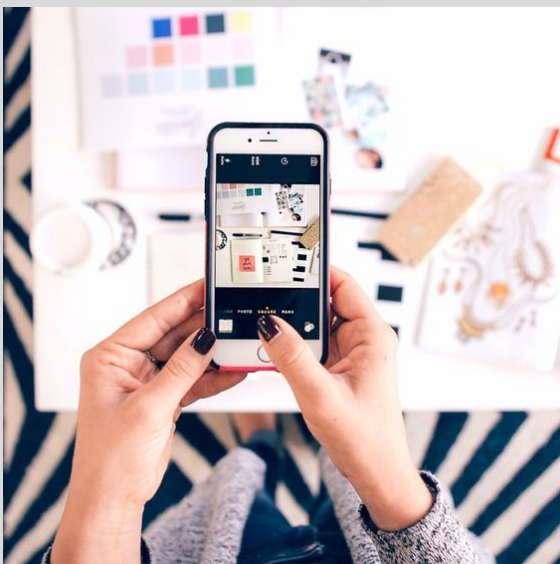


Get involved with our blog

Sometimes we get so excited about your labels we might ask if we can interview you for our blog.

We also produce a 'Spotlight' series where we reveal the story behind your brand. The Instagram call-out we did for our last round of submissions had over 250 responses. Amazing stuff.

If you have an idea for a blog post about your brand or want to find out more about appearing on our blog, email **marketing@gblabels.co.uk** and we'll get back to you pronto.



Start your journey to better branding

FRIENDLY HELP AND ADVICE
WHENEVER YOU NEED IT



Call 01332 460 664

Email info@gblabels.co.uk

We can't wait to hear from you.