



Why Outsource Your Booklet Labels?

If you are an offset or flexo printer with booklet label customers, you might have considered buying the equipment to make your own booklet labels. Please consider outsourcing them to JH Bertrand.

"Outsourcing saves you a lot of money"

When you buy from JHB, you get a quote. That quote is your cost. No hidden manufacturing expenses. No extra things to buy. You know exactly what your cost is.

On the other hand, to make booklet labels yourself, you have to buy equipment and train personnel. You also have to learn the "art" of making booklet labels which is a deep and complex process. There is a lot to know about taking "thick" pamphlets and laminating them to a pressure sensitive web. And, you have to consider how much time you will be running your booklet label equipment. If you don't have enough customers, you won't be running your new equipment much. Equipment that isn't running goes from an asset to a boat anchor. Equipment that isn't running is tough to keep up with. What if your staff ran Photoshop once a month? There is no way they could be good at it. The same is true about making booklet labels. Equipment that runs once or twice a month creates a lot of waste and setup cost. Mistakes come easy when equipment isn't run frequently.

All this costs a lot of money. If you don't have enough customers, consider outsourcing instead of buying the equipment. Focus on your core business. Invest in that. Let JH Bertrand handle the booklet label manufacturing for you. Outsourcing saves you a lot of money because you can channel those funds into the most productive parts of your business.

"Let JHB make it easy for you"

We know what you are thinking. Even if you consider outsourcing, how are you guaranteed to get the job done as you would do it? Your clients are particular. The reason you considered making it in the beginning is for control. You know if you do it "in house", it will be done right even if there are a lot of start up costs.

Look carefully at JH Bertrand. We are singularly focused on booklet labels and other copy expansion products. We do it well because we do it all the time. We make booklet labels for many distributors including offset and flexo houses who recognize that they can't be good at everything. You can be assured that we will do everything possible to make and deliver booklet labels in the spirit of your customer service and quality...right down to making sure that the cartons have your address labels on them. Doing things right is very important to us. Look at our samples. See the depth of experience on our website. Listen to how we talk with you on the phone. We want this to be an easy, problem free process for you.

We are happy to give you as much control as you want. We have a small, friendly staff that is readily available to you. Call us and see if this isn't true. We get a lot of compliments on our friendliness.

We will act as if we are an extension of your company. You will get updates and know where things are. You won't have to guess or wonder what's going on.

And, everything we do is confidential and protected.

By turning your booklet label projects over to JH Bertrand and trusting us, you will free up funds and personnel to be much more productive than you would be if you embarked on trying to perfect a new process.

Give us a try. We will treat your projects with care and respect.

Call Aristotle Pantelis or Jeff Bertrand at 716-631-9201 today.