

# BOOKLET LABEL RESCUE

## FAQ'S

### What methods do you use to cover up the "minor" changes?

We use PS Cover-up Labels, printed on a laser or flexographically, with PMS match if needed. Some customers want a sentence marked out with a Sharpie. .

### How much can you save?

We had one customer that saved \$8,000 by avoiding reprinting. The original order cost \$10,000. We charged \$2,000.

### Which Booklet Label projects make the most sense?

Expensive booklet labels with very minor changes. Those changes could mean a change in EPA number, a code change, a weight change, a sentence or paragraph that needs to be deleted or changed, for example.

### Which Booklet Label projects don't make sense?

Low priced booklet labels that are less expensive to reprint, Booklet Labels with extensive changes on multiple pages or Booklet Labels that are too small to work with.

### How do you repair changes inside the booklet label?

Firstly, we don't want to "peel open" the booklet label. That would make your product look bad. We use JHB developed technology to "open" the booklet's non laminated sides, so we can place a cover-up label inside.

### Is it OK that one of JHB's competitors made the Booklet Labels that need rescue.?

Of course! Most of the Booklet Labels we rescue are from competitors. It works for everybody's benefit. Your printer wins because he avoids having to reprint under pressure. You benefit by saving thousands. We benefit because we become a supplier to you.

### How careful are you about making the changes?

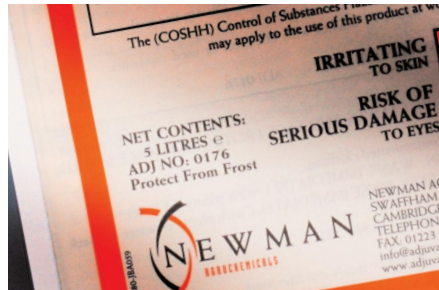
We are a very precise company. We do lots of medical work requiring precision. We work under cGMP in a very clean environment. Our staff wears scrubs while in the manufacturing areas.

### How do you get a quote?

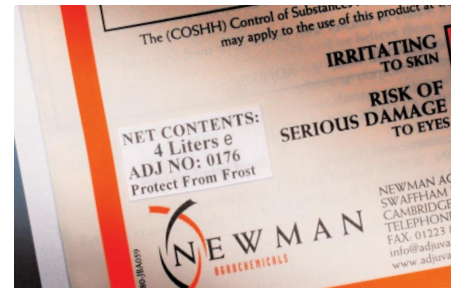
1. Send us a sample to review showing us the areas that need to be changed.
2. We find out what kind of action you are looking for such as a match label, white label or just blocking out an area.
3. We evaluate the number of areas and how easily accessible they are.
4. We do a time study and give you a price.
5. You make the decision to proceed based on evaluating the "rescue" against the cost and time of reprinting.

## You could save thousands of dollars with JHBertrand's Booklet Label Rescue service.

Have you ever thrown away a new run of Booklet Labels due to a minor change? Remember the aggravation you felt? The horror over wasting so much money? Booklet Label Rescue is a service designed to rehabilitate or "rescue" labels that would normally be thrown away due to minor print errors or additional mandatory information. Our method of correction is tasteful and gentle.



Original Label - Incorrect Net Contents Problem



Rescue Label Solution - Net Contents Corrected Saving Costly Reprinting

## Here's how Booklet Label Rescue works:

- Step 1. You send us a sample of your Booklet Label that needs minor changes. Point out the areas that need change and how you want them to be changed. Then, let us know how big the outer diameter of the roll is and the core diameter.
- Step 2. We review to see if it makes sense to do a "rescue". If there are too many changes or the Booklet Label is a high volume low cost Booklet Label, then it might not make sense.
- Step 3. We do a time study and quote you a price.
- Step 4. If you like the price, we send you a sample of your Booklet Label with changes.
- Step 5. Send us the Booklet Labels to be rescued, noting the size of incoming rolls, core size and Label Rewind number
- Step 6. We inspect the incoming Booklet Labels noting any pre-existing problems or issues. Then, we perform "surgery" by applying self adhesive cover-up labels on or inside your Booklet Labels and rewind them back to their original position.

## YOU MAKE THE DECISION...

**Bertrand's rescue price plus freight versus the time and money it would take to reprint.**

If you are interested in getting one of your Booklet Labels rescued, please call us at

**716-631-9201**

Ask for Beth or Jennifer.



**JHBERTRAND INC**

Copy Expansion Labeling... It's All We Do!™

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a.k.a. BookletLabel.com