ISSUE 1
SEPTEMBER 2018

Spring

with norwood®

STRIKING LABELS

TIPS TO HELP YOUR LABELS STAND OUT

+

your spring colour guide

POWER OF FONTS

A CLOSER LOOK INTO THE WORLD OF FONTS

EXCLUSIVE DESIGN TIPS

- inside -

WHAT'S TRENDING

Spring Colours

ULTRA VIOLET

LITTLE BOY BLUE

CHERRY TOMATO

MEADOWLARK

SPRING CROCUS

ARCADIA

BLOOMING DAHLIA

EMPERADOR

PINK LAVENDER

LIME PUNCH

ALMOST MAUVE

CHILLI OIL

SAILOR BLUE

HARBOUR MIST

SAND

COCONUT MILK

Apple
'granny smith'

THE POWER OF *fonts*

Font choices often set the tone for the whole design and can influence customers feelings toward your brand and labels. A font needs to be easy to read and practical, however there are so many fonts and variations out there to choose from we thought we'd take a look at a few!

ARCHER

Alana

Al Fresco

Amperzand

Avant Garde

Baskerville

Bodoni

Bradley Hand

DESIGN TIPS

Brilliant Signature

Chalkduster

GOTHAM

Lato Type

Lobster

Lust Script

Magic Soul

Merienda

Otama

MICROBREW

Stringfellows

TREND

Spring Day

SPRING RECIPE

HOMEMADE *Lemonade*

INGREDIENTS

- Juice of 4 lemons
- 4 cups of water
- ½ cup caster sugar

METHOD

In a 2 litre jug, combine the lemon juice, water and sugar. Stir until sugar is dissolved. Chill in refrigerator.

Christmas

PUSH IN LABELS

51-5617
$121/1000
Min Qty 125

51-5618
$121/1000
Min Qty 125

51-5619
$121/1000
Min Qty 125

51-5026
$121/1000
Min Qty 125

51-5027
$121/1000
Min Qty 125

51-5620
$121/1000
Min Qty 125

51-5643
$180/1000
Min Qty 125

51-5644
$180/1000
Min Qty 125

51-5645
$180/1000
Min Qty 125

51-5646
$180/1000
Min Qty 125

51-5621
$90/1000
Min Qty 125

51-5622
$90/1000
Min Qty 125

51-5623
$180/1000
Min Qty 125

TIE ON LABELS

51-5630
$180/1000
Min Qty 125

- Suitable for stakes
- No twist tie

51-5631
$180/1000
Min Qty 125

51-5632
$180/1000
Min Qty 125

- Suitable for stakes
- No twist tie

51-5627
$140/1000
Min Qty 125

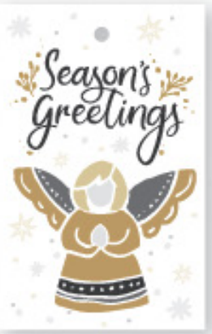
51-5628
$140/1000
Min Qty 125

51-5629
$140/1000
Min Qty 125

51-5040
$140/1000
Min Qty 125

51-5638
$180/1000
Min Qty 125

31-0695
$153/1000
Min Qty 50



31-0694
$153/1000
Min Qty 50

31-0696
$153/1000
Min Qty 50

51-5637
$180/1000
Min Qty 125

51-5624
$155/1000
Min Qty 125

51-5625
$155/1000
Min Qty 125

51-5626
$155/1000
Min Qty 125

140MM GIFT BOXES

51-5639
$1 each
Min Qty 10

51-5640
$1 each
Min Qty 10

51-5641
$1 each
Min Qty 10

51-5642
$1 each
Min Qty 10

POINSETTIA LABELS

51-5635
$180/1000
Min Qty 125

51-5636
$180/1000
Min Qty 125

51-5634
$121/1000
Min Qty 125

- Suitable for stakes
- No twist tie

51-5633
$180/1000
Min Qty 125

Pre order by 14th Sept 2018 and the prices are as per the attached. For delivery after November 1st. Orders after this date will increase by 3%. All prices exclude GST and freight.

CUSTOMISATION OF CHRISTMAS LABELS IS AVAILABLE

DESIGN TIPS

RECIPE FOR A STRIKING LABEL

1. Bold Range Name

+

2. Clear Plant Image

+

3. Legible Plant Name

+

4. Consistency

HANDY TIP!

As most labels sit in amongst a colourful background of foliage and flowers, white space in a label design often helps the label stand out in a retail environment and helps attract the consumers attention! Even a simple white border can increase visibility in the market!

norwood®

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