

Double Sided Advertising Window Clings

ACE Hardware looks for cost-effective label solution to advertise specials on their entry doors.

Customer Situation

ACE Hardware was looking for a full color, double-sided label to be displayed on each of its stores' doors to advertise its ACE Rewards credit card promotion. The customer was initially looking for a static cling stock but was open to recommendations.

If the solution worked well and was within budget, ACE would order the same clings once every three months to promote a new message.

Solution

Based on Label Works experience and the customer's requirements, clear Window Lite® stock was recommended as it is still removable but adheres better than static cling.

To meet the full color and double-sided expectations, Label Works created a solution by marrying the Window Lite stock to a white film and used their different printing methods. The finished product appears to be printed on both sides and is opaque so that the information from one side cannot be seen from the other.

For added protection, the non-adhered side of the label was coated with a UV varnish.

ACE Hardware was pleased with the final result and the overall cost of the project. They plan to order these same labels for future promotions.



Label Works is committed to finding a creative solution to any label opportunity you may have.