

INSTANT REDEEMABLE COUPON *Labels*

Attract consumer attention with an Instant Redeemable Coupon (IRC) affixed to your product showcasing an offer or discount

Common Applications/Uses:

- ▶ Peeling off the label reveals the coupon message with a QR code or the offer for instant redemption
- ▶ Increase sales with impulse purchases, encourage larger purchases and promote other products under the same brand with the coupon's offer
- ▶ Offer rebates with a removable mail-in coupon
- ▶ Promote new product launches and entice the consumer to purchase
- ▶ Double-sided to include the offer details and barcode to redeem at the store



Features

- Low minimums
- Dry-release adhesive, not sticky once removed
- Printed on one or both sides
- Available in 1 Color and Process Color printing
- Consecutive numbering and variable printing
- Horizontal and vertical label orientation choices
- Roll or individual finishing choices available
- Gloss and matte stock options