



State of West Virginia

**DEPARTMENT OF AGRICULTURE**  
**Gus R. Douglass, Commissioner**

Janet L. Fisher  
Deputy Commissioner

Steve Hannah  
Deputy Commissioner

## **LABELS**

**Note:** Initially when looking for a company to print and design a label for your product, look under “printers” in the yellow pages of your local telephone book to obtain price quotes. If you need help with a logo design look under “graphic designer”. It is best to find someone locally in your area with whom you can establish a working relationship. The following list of printers and graphic artists/designers does not constitute an endorsement by the West Virginia Department of Agriculture’s Marketing and Development Division.

### **PRINTERS**

B & L Label  
421 Fox Drive  
Piqua, OH 45356  
800-339-4635  
937-773-9080

Color Craft Printing  
Doris Lewis  
3126 7th Avenue  
Charleston, WV 25312  
744-0933

Dunbar Printing Company  
1310 Ohio Avenue  
Dunbar, WV 25064  
304/768-1281

Driscoll Label Company, Inc.  
1275 Bloomfield Avenue  
Fairfield, NJ 07004  
201/575-8492  
FAX: 800/342-1195

Easton Printing  
1721 St. Mary’s Avenue  
Parkersburg, WV 26101  
800/392-2116

Gift Box Corporation of America  
The Label Factory, Inc.  
Hugh Logsdon  
1018 Blue Grass Avenue  
Louisville, KY 40215  
1-800-giftbox (Voice Mail #623)

BJW Printing & Office Supplies, Inc.  
Andrew R. Gresham  
4918 Raven Drive  
Charleston, WV 25306

304/925-1184  
FAX: 304/925-8795

Harless Printing Company  
Harriett Harless  
605 Holley Street  
St. Albans, WV 25177  
304/727-4852

L/N Marketing Services  
9 Deacon Drive  
Hamilton, NJ 08619  
800/828-8221

LABELTRONIX  
1097 N. Batavia St.  
Orange, CA 92867  
800/429-4321 or 714/516-2300  
FAX: 714/516-2323  
E-Mail: [www.labeltronix.com](http://www.labeltronix.com)

Label Plus  
2407 106th Street South West  
Everette, WV 98204  
800/275-7587  
FAX: 206/823-1973

MPI Labels and Systems  
P. O. Box 70  
450 Courtney Road  
Sebring, OH 44672  
800-837-2134  
FAX: 330-938-9878

Progressive Printing  
Laura Mathews  
526 West King Street  
Martinsburg, WV 25401  
304/263-9646

Pronto Print & Copy Center  
364 Patterson Drive  
Morgantown, WV 26505  
304/599-6066  
FAX: 304/599-5875

Quick Label Systems  
An Astro-Med, ®Inc. Product Group  
Joseph Quednau-Sales Engineer,  
Midwest Region  
600 East Greenwich Avenue  
West Warwick, Rhode Island 02893  
877-757-7978 ext. 681 (toll free)  
Email: [jquednau@astromed.com](mailto:jquednau@astromed.com)  
[www.quicklabelsystems.com](http://www.quicklabelsystems.com)  
District phone: 248-643-8050  
District fax: 248-643-8055

Red Clay Press  
Rt. 1, Box 103  
Grantsville, WV 26147  
800-675-2032

Reed - Rite, Inc.  
The Reliable Label Company  
2203 W. Curtess  
Downers Grove, IL 60515  
800/323-7265

Salem Label Company, Inc.  
840 S. Landing Avenue  
Salem, OH 44460  
216/332-1591

Specialty Printers, ltd.  
P. R. "Dan" Cook  
P. O. Box 481  
2760 Fifth Street  
Hurricane, WV 25526  
304/562-5550  
1-800/745-0628  
FAX: 304-562-5551

Swan Label & Tag  
Mike  
P. O. Box 308  
Coraopolis, PA 15108  
412-264-9000

## GRAPHIC ARTISTS

Advertising Design & Illustration  
Helen Larrimore Route 7, Box 121 a  
South Charleston, WV 25309  
304/768-7494

Colleen Anderson  
Mother Witt  
6 Arlington Court  
Charleston, WV 25301  
304/342-1213

Meg Andrews  
823 Whispering Way  
So. Charleston, WV 25303  
304/744-5600

Art Services  
Helen Larrimore  
605 Walnut St.  
Monongah, WV 26554  
304/534-5490

Deitsch Design Group  
1100 Ninth Street, Suite F  
Vienna, WV 26105  
304/295-0367

Nancy Franbel  
1640 Crestmont Drive  
Huntington, WV 25701-5311  
304/697-6817

Image Associates  
Sharon Harms  
#8 Hale Street  
Charleston, WV 25301  
304/345-4429

Jodie Campbell Design  
15 Beachview Drive  
St. Albans, WV 25177  
304/722-6528

Krafty Kat Designs  
HC 64, Box 85  
Alum Bridge, WV 26321  
304/269-4211 or 4909  
FAX: 304/269-1931

Jim Miller  
Route 2, Box 73  
Jane Lew, WV 26378  
304/884-7349

Charles Ryan Associates, Inc.  
John Auge  
1012 Kanawha Blvd. East  
Charleston, WV 25301  
304/342-0161

Sally White  
Pinch, WV  
304/965-5659

Mark Wolfe Design  
910 Temple Street  
Charleston, WV 25312  
304/344-2962

Jonathon Jones  
Cirrus Creative  
709 Orchard Street, Suite 2  
Summersville, WV 26651  
304 619-4612  
E-mail: [perseus31@aol.com](mailto:perseus31@aol.com)  
[www.cirruscreative.com](http://www.cirruscreative.com)

## Tips for Designing a Successful Label

Initially, when looking for a company to print and design a label for your product, look under “Printers” in the yellow pages section of your local telephone book to obtain price quotes.

If you need help with a logo design, look under “Graphic Designers”.

It is best to find someone in your area whom you can establish a working relationship. Convey to them what your product is and the marketing image you want to create for your product.

1. Make sure your label conforms with the Food and Drug Administration (FDA) Regulations. (Title 21 Code of Federal Regulations CFR 101).
2. Ensure that front label has eye appeal and acts as a “tickler” to attract consumer attention and stand out from your competition. A key element of specialty food products is its presentation.
3. The side and rear panel or a hang tag needs to include a history of you, the company, recipe tips, usage instruction, cooking direction, or other selling information to enhance sales.
4. Develop a logo which identifies your product line, if you are marketing more than one product, to bring them all together.
5. The color of letters or numerals must be in contrast to the color of the background. For example, on a loaf of bread, you would not want to use the color brown as it probably would not be conspicuous.
6. Use nutritional data information, if feasible, because consumer trends dictate a consensus that shoppers are more food label conscious than ever before.
7. Consider using the Universal Product Code (UPC) on your label if you intend to market to grocery store chains. They will not accept your product if it will not scan on their registers.
8. Consider using freshness coding dates or “best if used by” information on your labels if quality control tests show a short shelf life.
9. Ensure space to assign a lot number to a batch and keep records on its distribution to enact a product recall on your product if ever warranted.
10. Advise vendors and consumers of shelf life and special handling information such as “keep under refrigeration” or “refrigerate after opening”. Do quality control studies to evaluate the time period a product can be stored under specified temperature conditions and still remain usable.
11. Consider using tamper evident shrink bands and inner seal devices which show visible signs that the container has been opened.