



Quality Assured
Label

BACKPACK® ROLL-FED EXTENDED CONTENT LABELS



Roll-Fed ECLs are customizable
to meet your packaging requirements

**BACKPACK® ROLL-FED ECL,
3-PAGE OFFERS UP TO
200% MORE CONTENT AREA**



**BACKPACK® SINGLE-PLY ROLL-FED
ECL, 2-PAGE OFFERS UP TO
100% MORE CONTENT AREA**

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Quality Assured Label's Backpack®

Roll-Fed ECLs are available in 3-page and single-ply, 2-page constructions

When you need extra room on your package for legal or regulatory information, multi-lingual content, or promotional copy, extended content labels (ECL) — sometimes called booklet labels — are your answer.

FEATURES

- ECL label that can open up to 350 degrees.
- Runs on existing labeling equipment without modification
- No reduction in application line speed
- Functionality is customizable
- Easy to open and close
- Durable and **re-sealable**
- Coupon and cross marketing potential, with perf and tear option

PRINTING CAPABILITIES

- Print up to 9 colors
- 1" x 1" minimum size
- 15" x 32" maximum size

MATERIALS

- Films can be high- or low-shrink
- White, metallic or clear film
- Use your existing specified materials

OPTIONS

- Options are available for both Backpack® Roll-Fed ECL, 3-page and Backpack® Single-ply Roll-Fed ECL, 2-page
- Customizable, limited only by your requirements

Perf and Tear

- Create Coupon and cross marketing potential with Perf and Tear windows and pages

Windows

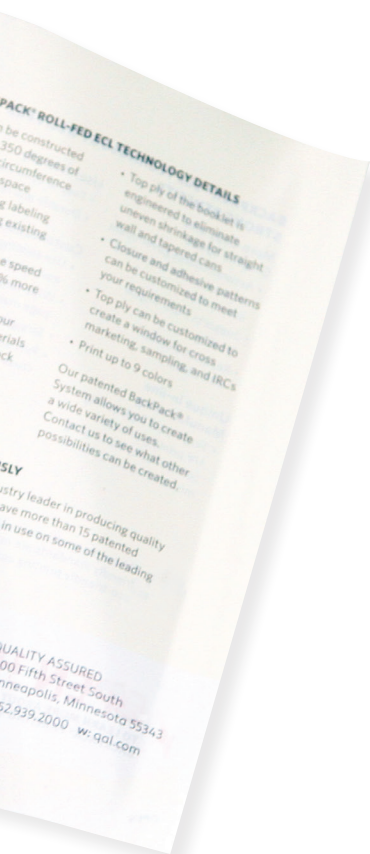
- Add 1 or more partial height opening windows
- Customizable for location, height and length

Easy Open Tab

- Tab added to top-ply through custom die cut

Under Bite

- Notch die cut from base-ply at booklet open point
- Customizable for location, shape, and size



All options shown and listed are available for both Roll-Fed ECL, 3-page and Single-Ply Roll-Fed ECL, 2-page labels.



WE TAKE OUR NAME SERIOUSLY

Quality Assured Label (QAL) has been an industry leader in producing quality packaging for over 30 years. We've printed over 50 billion packaging products and have more than 15 patented products and innovative processes in use on some of the leading global brands.

YOUR SINGLE SOURCE PACKAGING PRINTER

Quality Assured Label's customers benefit from our competitive advantage as a one-stop shop for printed packaging needs. QAL leads through innovation in 6 specific printed packaging product categories: Pressure Sensitive Labels, Roll-Fed Labels, Extended Content Labels (ECLs), Blister Cards, Cartons, and Q-Pon™ brand Coupons — all produced 100% in-line, offering cost efficiencies, consistent color between product categories, and quicker turn-around times.

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