



## Promotional & Marketing

At **Maritime Labels & Packaging**, we don't just provide custom printed labels but have the ability to offer marketing and speciality promotional printed items to help your company and products reach your market.

Whether it may be for an in-store promotion, new product launch, in-store kiosk food or beverage sampling, promoting an event, or regionalizing your products with custom labels for event participation, we have options for you.

When it comes to our special promotional and marketing printing services we're sure that your imagination can run wild with the many possible uses - from banners, promotional labeled water, contest labels, and more.

We have some great ideas on how you can use this unique service to enhance your product visibility and reach your targeted markets. Contact us today for an interactive discussion of how we can help you.

**Maritime Labels & Packaging** is committed to helping you and your products gain the consumer recognition you deserve. Helping you succeed is our goal.





Printer: **B.R. Printing Plates Co. Ltd.**

Project: **Event Promotional Banner Roll**

Client: **Molson Canada**

### Market growth

B.R. Printing Plates (BRPP) was established in 1971 to provide printing plates and prepress services in the region surrounding Halifax, Nova Scotia • The company purchased a HP Indigo WS2000 web stream press two years ago, and now specializes in producing products like pressure-sensitive labels and banner rolls • Banners produced by BRPP are often used in short- to medium-term promotions, wraps for stands, displays in bars or other high-impact visual locations • For event sponsorships, clients often request banners that hold repetitive logos, which suits the 17-inch format of the WS2000 digital production engine

### Pro logo

Molson needed a banner for its sponsorship of the Touchdown Atlantic June CFL exhibition game at Saint Mary's University stadium in Halifax. • BRPP's work won a 2005 HP Ribbon Award – the only Canadian firm to win this year • To produce the piece, which initially used two logos, each logo was placed into its own 12 x 18-inch page layout and sent to the HP Indigo RIP • The RIP then created a 2-page spread containing both logos • The spread's dimensions are designed relative to each logo to control spacing, and this enabled continuous printing of alternating logos • This banner roll layout was initially 12-inches wide

Maritime **LABELS & Packaging** 2005  
A Division of B.R. Printing Plates Co. Ltd.



Featured in **PRINTACTION**  
Volume 35, Number 11, November 2005

by 2,100 feet in length • BRPP eventually printed two other logo layouts for an additional 2,000 feet of banner • Two weeks later, Molson realized the true scope of advertising space available for the event, and another 2,000 feet were printed, bringing total production length to 6,100 feet • The banner roll was then cut down into 50-foot lengths for placement

### The job

This project was printed in 4-colour process • Spot colours contained in the original job were converted to – and printed as – process CMYK using a Chromalin colour LUT and Sequin 144-lines-per-inch screening • The DuPont 8740D Tyvek polyethylene substrate is 7.5-millimeters thick and 12-inches wide • Purchased from FASSON, this substrate is used for its strong, lightweight, flexible, smooth and weather-resistant characteristics • BRPP applied a unique digital primer to the Tyvek to make the product printable using the WS2000 inks • Considering the inherent weather-resistant characteristics of HP Indigo Electroink, and the project's short- to medium-term use, no finishing coatings were applied



"Using the right digital primer combination in conjunction with perfect press-blanket temperature is a key consideration when maintaining a long print-run on Tyvek."

– Paul Sproule, Operations Manager, B.R. Printing Plates Company Ltd.