

Pressemitteilung / Press Release



WrapTags now in stock and on video

Patented label solution for jewellery and watches

by eXtra4 Labelling Systems

Birkenfeld, 12.07.2022. Label manufacturer Ferdinand Eisele counts the development of innovative label solutions among its core competencies. The specialist for the needs of the jewellery and watch industry has applied for a patent for WrapTags. This type of label can be printed on in the same way as standard self-adhesive labels, but then protects the imprint itself with an additional layer of foil. A tag of this line is now available from stock at eXtra4. To illustrate the application, the company from Birkenfeld near Pforzheim has published videos. They are available at www.extra4.com.

Technical sophistication in production

The clou of WrapTags lies in the combination of a special folding technique with partly transparent material. It is manufactured in-house as a composite for this type of label. High-precision die-cutting creates label shapes with four symmetrical sections - two opaque white for data printing and two transparent as a protective layerAll have open holes punched through the backing paper which, when folded, fuse together to form ready-to-use openings without the need to remove any remaining material beforehand.

Easy handling in video tutorials

What is technically complex must be simple in practice! Video tutorials on the eXtra4 website illustrate how easy it is to attach WrapTags: For application, the partial surfaces of a WrapTag are folded along their edges and, starting at the imprint, glued to each other in a wrapping process. The two transparent label areas encase the printed opaque ones. The label virtually wraps itself in its own protection cloak. Thanks to perforated parting lines, folding is easy and succeeds with a perfect fit. Pre-punched holes meet each other exactly without effort. The resulting opening is used for a thread to attach the WrapTag.

Protection and seal character

Covered by the additional foil layer of the transparent label areas, texts and codes from the thermal transfer printer are safe from

chemical as well as mechanical impact. A WrapTag even survives surface treatment with a polishing tumbler without damage. The label does not have to be removed and reapplied to the corresponding piece, but can remain on the jewellery during the polishing process.

Logo or company lettering can be printed in house colours before marking with computer data. Under the glossy lamination of a WrapTag, brand names convey a sophisticated impression, as is often desired for premium goods - stones, pearls, jewellery or watches. The extra layer of material gives WrapTags the character of a seal, because they have noticeably more weight, volume and stiffness than standard labels.

Reliable application

WrapTags as labels with a thread for attachment are versatile in use. They can be attached to virtually any type of jewellery either semi-automatically using a tagging gun or manually via textile threads. For basic requirements, pre-knotted threads are appropriate for looping through.

Security threads are particularly recommended for higher protection needs. They are made of tear-resistant synthetic fibre cord, which is welded with a bayonet fastener that closes once only. WrapTags cannot be exchanged or repositioned unnoticed when fixed in this way.

Available immediately ex stock

For individual label requests, tools in various sizes and shapes for WrapTags are available ready for production at eXtra4 - also labels for tagging and sealing pearl strands. Of the versions as an tag with thread, the smallest can now be found permanently in the stock range: the shape with reference number 35 2745 K1 measures only 27 x 12 mm when fully folded. Label and matching threads of various types are also available from the eXtra4 online shop at www.extra4shop.de. Visitors to the INOVA Collection trade show, August 27-29, 2022, in Hofheim-Wallau, Germany, can experience WrapTags in person at booth EG51. (3.878 digits incl. blancs)

Captions and images

Fig.1: The self-adhesive eXtra4-WrapTag 35 2745 K1 - here with data imprint from the thermal transfer printer



Fig.2: Video tutorial at www.extra4.com: Folding and attaching WrapTags is quick and easy



Fig.3: Now available from stock: the patented label development WrapTag from eXtra4 Labelling Systems as an label with thread for attachment Ref-No. 35 2745 K1



Fig.4: Video tutorial on www.extra4.com: Application of WrapTags at watches with security thread by hand and with a tagging gun



Fig.5: eXtra4-WrapTag with pre-printed company logo according to corporate design for use on watches with metal strap