

# People want excitement. Be different.

Direct mail works best when it encourages interaction. Because it can be configured in a wide range of sizes and shapes, *BlazerLabel* is the perfect way to get people to respond to your product or service. *BlazerLabel* can be personalized and printed at the time the carrier sheet is printed, which means color matching and registration problems are

completely eliminated. But *BlazerLabel* also has many practical applications, such as use on packing slips and invoices.

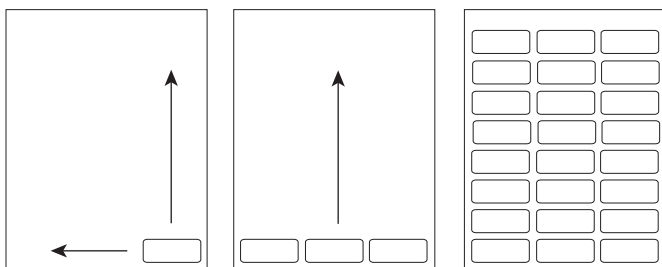
*BlazerLabel* is a MailBlazer product, a unique line of direct mail solutions that allow laser personalization, transforming ordinary direct mail into a powerful promotional tool.

## **BENEFITS**

- Wide range of shapes and sizes
- Can be laser personalized
- Easy to remove from carrier sheet
- Invites interaction
- Flexible placement on carrier sheet
- Accurate positioning

## **APPLICATIONS**

- Promotional stickers
- Packing slips
- Invoices
- Parcel and stock labels
- Barcoded forms and labels
- Receipts



SOME OF THE MANY PLACEMENT OPTIONS FOR *BLAZERLABEL*

**BlazerLabel Saves Time and Money**



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