OOPS! The wrong coffee was packaged in this pre-printed bag.

In trying to fix the problem, you don't want to see the original art show through and highlight the mistake.

A true cover-up label makes it look like it's supposed to be that way.

Cover-up Facestocks

CHANGE HAPPENS

When it does, conceal it with a cover-up label.

When a brand refresh takes place before current inventory is depleted. Or a shipping label has to cover other information on a box. Or a $16.99 cosmetic is now $24.50 because of an ingredient change. Or when Bold Morning Blend coffee is really Mellow Decaf. The list goes on and on.

These situations happen, and when it is too expensive or cumbersome to start over and repackage with the correct information, a great option is to use a cover-up product. You simply print a new correct label and apply it over the current label or packaging information. The opacity of the labelstock paired with an aggressive adhesive means the end-user will likely never know there has been a change.

Applications include:

- packaging misprints
- graphics changes
- price corrections
- bold substrates
- promotional

Spinnaker offers a variety of cover-up options that have greater than 95% opacity. The products below are available on our Trimless List.

Cover-up Papers

Semi Gloss Cover-up
Coverglos™
Covermatte™
48# CTT Cover-up
DiversiPrint® Cover-up
SafeTE™ C1S Cover-up

Cover-up Films

2.3 mil White Metallized BOPP
SafeTE™ Cover-up TC Film
PrimeScan® Cover:

NEW 2.6 mil White Pearlized BOPP Cover:
This is the latest addition to our cover-up film product line. It offers over 95% opacity, and can be printed on many platforms, including: flexo, thermal transfer, and UV inkjet.

Have an application to discuss? Call your Account Manager at 800.543.9452 or our Technical Consulting Hotline at 877.210.5104 to find something that works for you.