



Barcode labels

Dot Matrix labels

Multi-Color labels

Liquor / Wine labels

Pharmaceutical labels

Tamper Proof labels

Water Bottle labels

Food & Beverage labels

Automotive labels

QC OK Labels

Cosmetics Labels

Barcode Printers

Barcode Scanner

Thermal Ribbons

and more



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Since  
**2019**

# Custom Labels to Serve Virtually Any Industry...

## Barcode Labels



We are ready to meet your labeling needs with a full range of stock blank labels for your barcode printer as well as completely pre-printed labels.

With options for a variety of sizes, colors, and material types, we have the perfect match for any application.

## Dot Matrix Labels



These are printable labels for use in dot matrix printers. A computer sprocket punch label is one of the oldest and most tried and tested labels.

Popularly used for mailing lists, stock control and any posted parcels and documents.

## Multi Color Labels



Get more value for less with our industrial grade, short run, all digital custom product labels, stickers and decals printing services.

By advertising and marketing your products, equipments and services with the self sticking digital printed labels, you get improved quality and lessen the time, effort and investment on printing of custom product labels.

## Liquor / Wine Labels



Whether you need labels for plastic containers, plastic bottles, or glass bottles and jars, we have a label solution for you.

Our expert staff can recommend label materials, label adhesives, liners, and label varnishes.

## Pharma Labels



Medical tapes and films must be durable, flexible and safe to use in a broad range of conditions & combinations - in some cases, within the human body itself.

Our extensive knowledge of materials enables each label to be specifically designed to handle the rigors of a healthcare environment and work in sync with the new technologies of modern healthcare system.

## Tamper Proof Labels



Tamper-indicating options include "void" messages, triangle shapes, or destructible facestocks. Adhesives provide permanent or non-permanent marking on numerous substrates.

Common uses for security labels include ID badges, electronics and other product warranty labels, brand protection and much more.

# And Virtually Any Application...

## Water Bottle Labels



Our weatherproof material is the most popular since it's durable enough to withstand smudging and peeling when wet.

Custom water bottle labels are great for company events, special occasions, weddings, and promotional use.

## Food Labels



Our experience in this segment allows us to recommend the appropriate label construction with an effective combination of adhesive, ink & facestock.

Be it self adhesive labels, or non adhesive wrappers, our understanding of this industry has allowed for effective solutions.

## Automotive Labels



A highly technical segment, the auto segment has stringent demands of its labels with provision of technical information being the main label function.

This segment requires labels to withstand extreme environmental conditions as well as contact with hazardous chemicals.

## QC OK Labels



Discover our vast library of quality control and calibration label designs and materials.

Tested OK Labels & Stickers  
QC Passed Labels & Stickers  
Quality Control Labels & Stickers

## Cosmetic Labels



Brands in the personal care segment focus on the "feel good" factor.

This is reflected by the choice of images, colors and materials used in the product labels and packaging.

Be it a face wash or a moisturizer, the message to be conveyed to potential customer is of wellbeing.

## Caution Labels



Handy Caution Labels can be placed just where your warning is most likely to be heeded.

- Labels are an effective tool for sending your "caution" message. They are both colorful & concise.
- Most legends are available in stock and ready to ship right away.

# Process Color Labels

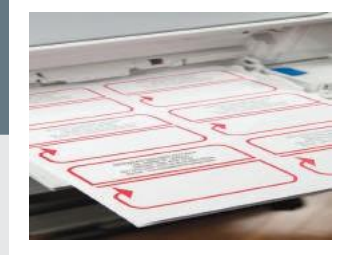
## Promotional Labels



Brand your packages with custom printed Packing Tape.

Set your promotional label printing products apart from the competition with our digital printed labels

## Printer Labels



Specializing in laser labels and inkjet labels. all our blank adhesive labels are available in 100 sheet boxes.

We have rectangular address labels and round adhesive label stickers available in many sizes.

## Speciality Labels



- \* Removable Adhesive Labels
- \* Tyre Labels
- \* DOME Labels
- \* MATT or Gloss Polycarbonate Labels
- \* UL Approved Labels

## Barcode Printer



Automatic Identification & Data Capture (AIDC), automates the process of item identification and transfer of data to the users application software, be it a WMS, ERP or Process Automation.

## Barcode Scanners



We have a complete assortment of Barcode scanning and Barcode Printing products for your business needs.

Our solutions include barcode scanners, barcode label printers, EPOS systems and barcode software and hardware solutions.

## Thermal Ribbons



Our ribbons are compatible with all printers on the market, whatever the brand and model.

Free thermal transfer ribbon samples are available. Simply contact us for further information

# We strives to be your one-stop resource for all your label needs.

With its foundation set in 2019, MS SUPERLINK IDEA is a Dehradun based leading manufacturer of labels and bar code stickers.

We offer an integrated print solutions provider to customers in varied industries. Many years of experience and expertise in Printing, has allowed, providing clients complete solutions that are tailor made to their needs and requirements in the proper application of labels.

Above all, we are dedicated to customer care. We strive to offer the best personal assistance and customer care possible, treating each printing order as a priority.

We are a full service labeling company with a focus on creating labels that are innovative, unique and functional. We have the capabilities to create eye-catching artwork for your label, and offer a variety of printing options including digital, Flexographic and wide format.



## Our Label Printing Option

### PAPER

- Chromo Art Paper
- MapLitho or Vellum
- Mirror Coated Paper
- Fluorescent Coloured Papers
- Direct Thermal Transfer Paper

### FILMS – (Opaque or Transparent)

- Poly Propylene
- Poly Ethylene Polyester (PET)
- PVC

### LABEL FINISHES

- Matt
- Semi Glossy
- Glossy

### LABEL ADHESIVES

- Hot Melt
- Acrylic
- Water Based

### LABEL FORMATS

- Sheet Form
- Roll Form
- Continuous Stationery

### LAMINATION

➤ In this process, a clear film is applied to the label material, giving it a polished appearance. Lamination is mostly done to protect the label, and the label is rendered moisture-resistant and practically tear-proof, thus increasing the life of the label.

### VARNISHING

➤ Varnishing refers to the process of applying a heat-cured clear coating of transparent ink on the surface of a label for protection and for giving it lustrous look. The labels with a varnishing enhancement protect the material and the printing from abrasion, sunlight, chemicals and moisture.

### SERIAL NUMBERING

➤ Labeling with unique serial numbers is required in various industries, such as retail and logistics, as well as for several purposes, such as identifying spare parts and individual units of goods and products.

### BAR-CODING

➤ Bar coding is a method for easy identification of products or units, using a specific pattern comprising spaces and lines (bars) of varying width. The bar code represents alpha or alphanumeric data in machine readable form. Bar coding makes replication and forgery harder, and is easy to validate.

### HALF TONE EFFECT/GRADIENT EFFECT

➤ This is a process in which fine dots are used to create a variation in which the colour seems to fade from the base colour to a lighter-shaded version of a base color.

### SECURITY/SPECIALTY INK

➤ We provide our customers with a choice of more than 20 security/specialty inks in different colours and print processes and guide them which ink they should use depending on the level of security, brand protection, and attractiveness.



## MANUFACTURING COMPANY

### SUPERLINK IDEA

#Shop No.4, Malsi Complex, Malsipuliya Chowk,  
Dehradun -248008.

Email: [shiv@superlinkidea.com](mailto:shiv@superlinkidea.com) Ph: 0135-2938805

Mobile: +91 9953277386

[www.superlinkidea.com](http://www.superlinkidea.com)

### Our Valuable Clients:

- Apollo Hospitals
- Air India
- India Post
- Hindustan Petroleum
- Caterpillar India Pvt Ltd
- CMC Vellore
- Hyundai Motors India
- Medall Healthcare
- Medimix Soaps(Cholayil)
- NVH India Auto Spares
- Saravana Stores
- Kamatchi TMT Steels
- Bahola Healthcare
- Global Pharma
- and many more

Call  
here on your  
smartphone  
to know

## Ordering Made Easy

SIMPLY ANSWER THESE QUESTIONS BELOW AND YOU'LL  
HAVE EVERYTHING YOU NEED TO PLACE AN ORDER.

1. What will the size and quantity be?
2. What is the paper stock and ink color?
3. What will the label be applied to?  
(different surfaces may require certain paper stocks or adhesive options)
4. What will the label be exposed to?

6

5

3

4

2

1

Inch