

# TAG INFORMATION — STOCK

## WHAT IS A TAG?

Tags are used by business and industry in a multitude of ways. The basic functions of a tag are to identify, instruct, inform, and control. Whenever these functions exist there is a potential need for a tag product. But, what exactly is a tag?

There are four basic tag constructions: Shear Cut, Die Cut, Manifold, and Continuous.

Hawks Tag solves your most unusual requirement.

## HOW TO SELECT THE RIGHT TAG

### Choose the right **SIZE**

—depending on the amount of copy and any special layout needs. A point to consider: the larger the tag, the more attention it gets.

### Choose the right **GRADE - Where is the tag to be used?**

—handling, exposure to weather, the impression it will make on customers — these are all factors to take into account. It doesn't cost much more to get a tag you know can do the job.

### Choose the right **COLOR** for visibility.

—color talks — and gets attention for your message. Color classifies, grades, identifies, and signals (examples: — green tags for new items, red for caution, yellow for visibility).

## TAG FACILITIES

—single or gangs, manifold tags, die cut specialties, automatic stringing, cotton and elastic, automatic wiring and deadlocks.

## SERVICES INCLUDE

—special, self adhesive strip application, punching, knife slitting, reinforced patches, metal eyeleting, lamination. Tell us your tag problem ... we'll help you find an answer!

Tags are manufactured in a wide variety of weights, stocks and colors. We can produce tags from almost any material available.

## STANDARD STOCK MATERIALS

### 10 PT. MANILA

Light grade tag board. Excellent surface for writing or imprinting. Durable enough for inside use and most one time applications.

### 10 PT. DIP

Light grade pulp dyed tag board. Available in six colors. This is an uncoated tag that is available as a special order material.

### 13 PT. MANILA

Medium grade tag board. Same type as 10 Pt. but sturdier to withstand heavy usage. Excellent for general industrial.

### 13 PT. CSU

Medium grade coated tag board. Stocked in all standard sizes in 14 colors. Suitable for rough handling and multiple usage.

### 15 PT. MANILA

A strong high grade tag board with excellent surface for writing or printing. Sufficiently strong for all industrial use. Can be used for express shipments except for metal. Available as a special order material.

## FLUORESCENT

Bright vivid colors that bring attention to your message. Available in 13 Pt. and in 5 colors.

## TYVEK

Suitable for outdoor use. Rugged tear resistant to withstand rough handling. Excellent surface for writing or imprinting. White and colors in some sizes. Sample of actual tag stock available on request.

**OTHER STOCKS** are available on special order to suit particular specialized needs.

## SIZE

Tags can be made almost any size, however when designing a tag, it is somewhat more economical to choose one of the standard sizes. The standard sizes are displayed in the chart below.



**STANDARD  
TAG  
SIZE CHART**

**#1**

( $2\frac{3}{4}$  x  $1\frac{3}{8}$ )

**#2**

( $3\frac{1}{4}$  x  $1\frac{5}{8}$ )

**#3**

( $3\frac{3}{4}$  x  $1\frac{7}{8}$ )

**#4**

( $4\frac{1}{4}$  x  $2\frac{1}{8}$ )

**#5**

( $4\frac{3}{4}$  x  $2\frac{3}{8}$ )

**#6**

( $5\frac{1}{4}$  x  $2\frac{5}{8}$ )

**#7**

( $5\frac{3}{4}$  x  $2\frac{7}{8}$ )

**#8**

( $6\frac{1}{4}$  x  $3\frac{1}{8}$ )

