

Instantly Redeemable Coupons

Instantly redeemable coupons are basically standard pressure sensitive labels with a twist. They are applied to a product; removed by the consumer at the time of purchase and redeemed for a discount. They are very popular with consumer product manufactures as a way to sway consumers to purchase their product via advertising directly from the store shelf.

If you look closely at the product after you remove the coupon you will see a clear film remains on the product.

Instantly redeemable coupons can be broken down into two types: those without printing on the back of the coupon and those with back printing.

If a coupon does not have any back printing the production is exactly the same as any other pressure sensitive label. Your label converter will produce the label on an instantly redeemable coupon material.

If the coupon does have back printing a little more work is involved in its' production. The converter will start with a coupon stock and print the back printing on this material. The face of the coupon is then married to the coupon stock. This material is just another pressure sensitive material and its' adhesive is used to adhere to the coupon stock. Once the two materials are together the face printing is added and then the final product is die cut. All of this usually happens on one pass through the label press.

Instantly redeemable coupons are a great option to provide to end-users with products being sold through retailers. The coupons can be custom designed for any shape, size or special offer they may wish to provide to their retail customers.