

Press Release

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Brisbane, QLD, Australia (May 18, 2011).

Label Power introduces eco-friendly labels to the Australian market.

Label Power Pty Ltd is Australia's leading manufacturer of top quality labels, tags and is also a supplier of associated equipment for printing and applying labels.

We are very excited to announce our latest environmentally friendly initiative, Stone Paper.

Stone Paper is a natural product manufactured from calcium carbonate which is a by-product of limestone quarrying. The calcium carbonate is ground into a fine white chalk powder and blended with a non-toxic resin to create Stone Paper.

James Malone, Managing Director of Label Power, explains "Stone Paper Labels" are durable, water, tear and grease resistant and can be over-printed with thermal transfer printers. One of the great benefits of using Stone Paper is that it prints and finishes like traditional pulp fibre papers and has the versatility and durability of synthetic paper".

Label Power's Stone Paper Labels can be matt or gloss finished and are ideal for labelling a variety of products such as organic and natural foods, cosmetic and personal care products, pharmaceuticals, packaging and many more.

By labelling their products using Label Power's Stone Paper Australian businesses will be choosing a product that requires a lower energy footprint than that required to make traditional paper and synthetic substrate. This means that companies can support a product that saves trees, reduces water borne waste, saves water and saves energy.

Malone also adds "with small but collective steps we can start to make a difference for the environment. Label Power has embraced its commitment to become more sustainable and we hope that with our Stone Paper Labels we can inspire Australian companies to commit to the use of environmental friendly products".

Businesses interested in obtaining more information about this product can visit www.labelpower.com.au or call us on 1300 727 202.

Label Power is accepting reseller enquires for this range of products, from manufacturers or businesses involved in selling labels.

About Label Power

Label Power was established in 1996 with head office and manufacturing facility located in Brisbane, Queensland. We are the industry leaders in VIP (Variable Information Printing) systems which enable clients to print variable information labels and tags on demand.



Label Power supply full colour industrial digital label printing and converting systems including the popular reel to reel Primera CX1200 digital press and FX1200 digital diecutter.

Other products supplied are Colour Inkjet Label Printers, Label Dispensers, Label Rewinders and Label Applicators. For label design and print Label Power are distributors of a full range of labelling software including Bartender, Labelview and Nice Label.

An extensive label manufacturing plant coupled over 15 years experience in the implementation of the best labeling systems, Barcode scanners and Software make Label Power the right partner to help you implement all your product identification and tracking needs. Reseller enquiries welcomed.

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