



PRODUCT LABEL FOR HARBETH – HIGH SPEC LOUDSPEAKERS

“Handmade in England, loved everywhere” – [Harbeth](#).



THE APPLICATION:

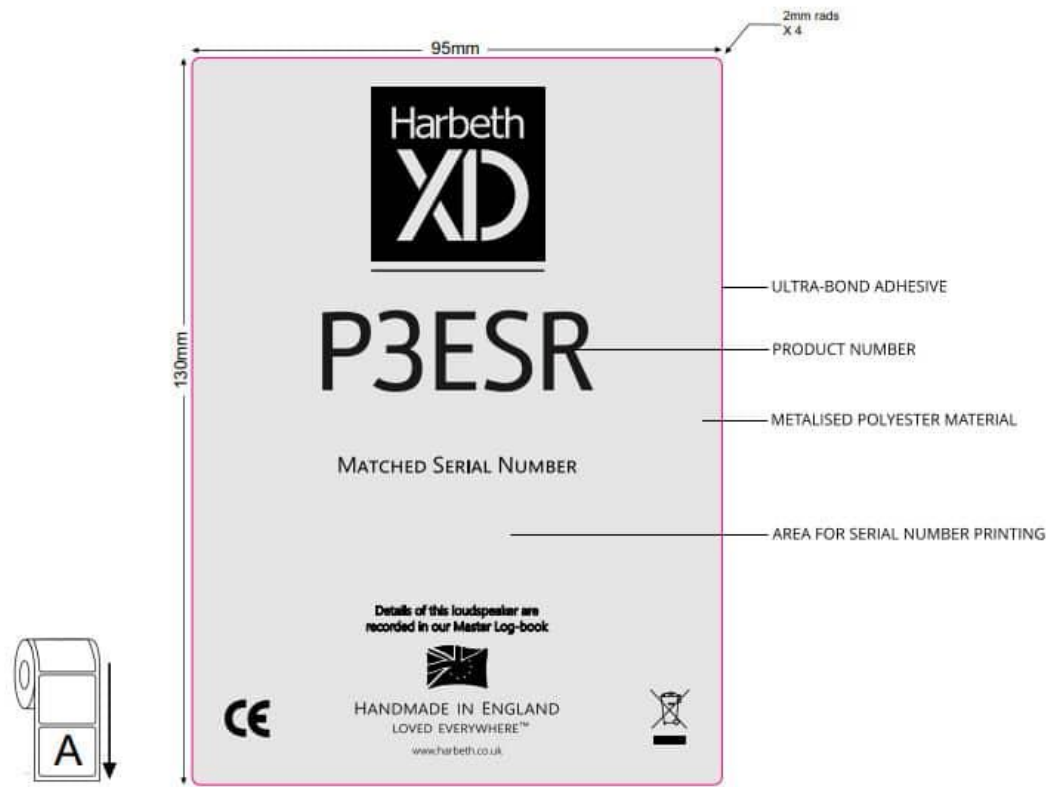
Last year Harbeth was looking for a durable, solvent resistant product label for their high-end loudspeakers produced in Horsham, West Sussex. The requirement was for multiple labels that conformed to Harbeth’s image and brand while providing extra utility and ease of application over previously used brass plates. The label would need to be printable (for

the addition of a serial number in-house) and solvent resistant, in the event of aggressive cleaning solutions being used to clean the speakers.



THE LABEL SOLUTION:

After assessing the application requirements, we advised our RoMark **RML-M47816** 'matt' metalised polyester label construction. This would meet the specification requirements while offering a unique abrasion/solvent resistant thermal transfer, print receptive surface coating. This material features an 'ultra-bond', 'heavy-duty' permanent solvent acrylic adhesive, which is ideal for providing a permanent bond to both smooth and heavily textured surfaces.



The artwork approval.



ADDITIONAL LABEL:

As an addition to the main label, Harbeth wanted a smaller label added to the front of the product displaying the product number. This additional label was made to the same specification as the original, adding a clean, refined touch to the front of the loudspeaker as well.



CLOSING

We love helping businesses reach their labelling goals. You can [check out another case study](#) where we replace a costly metallic rating plate with our cost-effective labelling solution.

We were very pleased with the outcome of this label and so were our clients. There can be a lot to consider when choosing the right label for the job, which is why we always advise speaking with one of our labelling experts to get the right label for your application, bespoke to your requirements. If you have any questions or you are ready to take your labelling to the next level, give us a call, freephone **0800 023 9277** or drop us an email at: **info@romark-labels.com**.

[Twitter](#) / [LinkedIn](#)

Replacing Metal Rating Plate with Durable Labels