












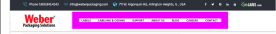


Competitive Feature Analysis



Competitive
Feature Analysis







1 - 5 Scale,
1 is hardest to use
5 is easiest to use

	COMPETITORS					
						
Primary Navigation	<p>YES(3) On top of the website</p>  <p>Labelink(About the company), Product, Services, Compliance</p> <p>Primary navigation is not fixed. A user has to come all the way to top to see the navigation.</p>	<p>YES(3) On top of the website</p>  <p>Home, About FDC, Products, Markets, Services, Contact us</p> <p>Primary navigation is not fixed. A user has to come all the way to top to see the navigation.</p>	<p>YES(5) On top of the website</p>  <p>Home, Solutions, Capabilities, Prototyping FX, Resources, About, Contact, News</p> <p>Primary navigation is fixed.</p>	<p>YES(1) On top of the website, but hamburger menu on the side</p>  <p>Primary navigation is fixed, but the primary navigation is hidden at hamburger menu</p>	<p>YES(5) On top of the website</p>  <p>Home, About, Market, Products, Contact</p> <p>Primary navigation is fixed.</p>	<p>YES(5) On top of the website</p>  <p>Labels, Labels & Coding, Support, About Us, Blog, Careers, Contact</p> <p>Primary navigation is fixed.</p>
Landing Page - Quick links	<ul style="list-style-type: none"> -My Siteline (Register customer portal) -Get a Quote -Home -Portfolio -Contact Us -FAQ -Blog 	<ul style="list-style-type: none"> -English/French mode -NCL Graphic Specialties -Register -Log In 	<ul style="list-style-type: none"> - Client Access - Social Media, (Facebook, Tweeter, Youtube, LinkedIn) 	<ul style="list-style-type: none"> -English (Different language modes) -Careers -Contact us -Customer Connect 	<ul style="list-style-type: none"> - Request a Sample - Request a Quote 	<ul style="list-style-type: none"> - Go Label Store - Social Media, (Facebook, Tweeter, Pinterest, Youtube, LinkedIn)
Responsive Website	<p>YES(5) 4 Break points</p>	<p>YES(2) 2 Break points</p>	<p>YES(5) 4 Break points</p>	<p>YES(5) 4 Break points</p>	<p>YES(5) 4 Break points</p>	<p>YES(5) 4 Break points</p>



Competitive
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5 is easiest to use

	COMPETITORS					
		 FORT DEARBORN COMPANY				
Sample Request	N/A	Yes. Modal window pops up when you are checking at the market	N/A	N/A	YES	YES
Case Studies	N/A	N/A	YES	YES	N/A	N/A
Previous Client	N/A	YES On the landing page	YES On the landing page	YES On the specific market	YES On the landing page	N/A
Market(Industry) and Product Information Division	NO Only product info	YES	NO Only market solution	NO Only market solution	YES	YES But not well organized
Contact Button Followed by product description	Yes (3) However, the form is not tailored to the product information	YES (3) "Learn How" button will lead a user to "Request a Quote" but the form is not tailored to the product description	YES (3) "Contact Us" button will lead a user to "Contact US" page but the form is not tailored to the product description	YES (3) There are three buttons followed by the product information. Alls the forms are same and all of them are not tailored to product description	N/A There are two lines of "Request a sample" or "contact us". The forms are not tailored to product description	N/A Only available through quick link near primary navigation bar



Competitive Feature Analysis

Labelink Product Description

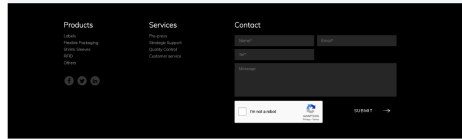
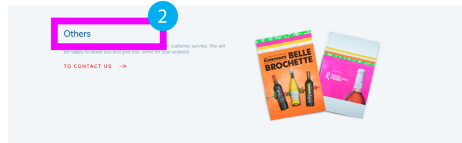
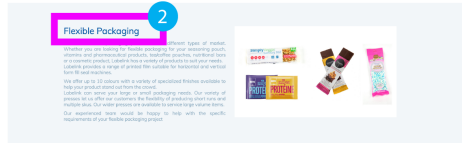
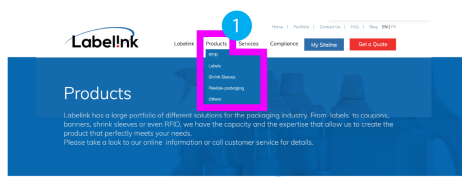
- Product descriptions are available on "Products" page. However, all the descriptions are on the same page.

Only the "RFID" page is available.

- Names are not clickable. All the details about the products are only available at the bottom of the name.

- All the description heavily depends on the written description.

- "TAKE A LOOK TO OUR PORTFOLIO" is located after the Label description. It might cause users to think there is only a label portfolio available.



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 514-338-3887 • 1-800-766-1170 • Fax: 514-338-1583
Quebec 11, Rue Napoléon-Côté, Saint-Lambert-de-Lévis Québec
 Q3A 2M9
 418-417-1280 • 1-800-766-1170 • Fax: 418-417-1289
Virginia 1875 Woodbridge Rd, Suite 101, Fredericksburg, VA, USA 22409
 757-566-9966



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- All of the filter buttons don't work.

- None of the pictures are clickable. There is no description of which kinds of packaging method is used for the samples shown on the picture.



Competitive Feature Analysis

Fort Dearborn Company Product Description

- 1 Product descriptions are available on "Product" page.
- 2 "Market" is showing different kinds of labels that are based on industry.
- 3 Product detail pages are available.

Products Overview

1 CUT & STACK LABELS

2 MARKET

3 CUT & STACK LABELS

4 ECONOMICAL DECORATION

5 WRAP AROUND LABEL

6 CLASSIC VERSATILITY

7 LABEL INVENTORY MANAGEMENT

8 MIX PREVENTION

9 COMBINATION & QUICK SHIP PROGRAMS

10 ROLL-FED LABELS

11 SHRINK SLEEVE LABELS

12 STRETCH SLEEVE LABELS

13 FLEXIBLE PACKAGING

14 PROMOTIONAL

15 SUBSTRATES

16 CUT & STACK LABEL ENHANCEMENTS

17 PROMOTIONAL CUT & STACK LABELS

ORBIT SMART

4 CUT & STACK LABELS

5 WRAP AROUND LABEL

6 CLASSIC VERSATILITY

7 LABEL INVENTORY MANAGEMENT

8 MIX PREVENTION

9 COMBINATION & QUICK SHIP PROGRAMS

10 ROLL-FED LABELS

11 SHRINK SLEEVE LABELS

12 STRETCH SLEEVE LABELS

13 FLEXIBLE PACKAGING

14 PROMOTIONAL

15 SUBSTRATES

16 CUT & STACK LABEL ENHANCEMENTS

17 PROMOTIONAL CUT & STACK LABELS

Hennessy WHISKEY

7 LABEL INVENTORY MANAGEMENT

8 MIX PREVENTION

9 COMBINATION & QUICK SHIP PROGRAMS

10 ROLL-FED LABELS

11 SHRINK SLEEVE LABELS

12 STRETCH SLEEVE LABELS

13 FLEXIBLE PACKAGING

14 PROMOTIONAL

15 SUBSTRATES

16 CUT & STACK LABEL ENHANCEMENTS

17 PROMOTIONAL CUT & STACK LABELS

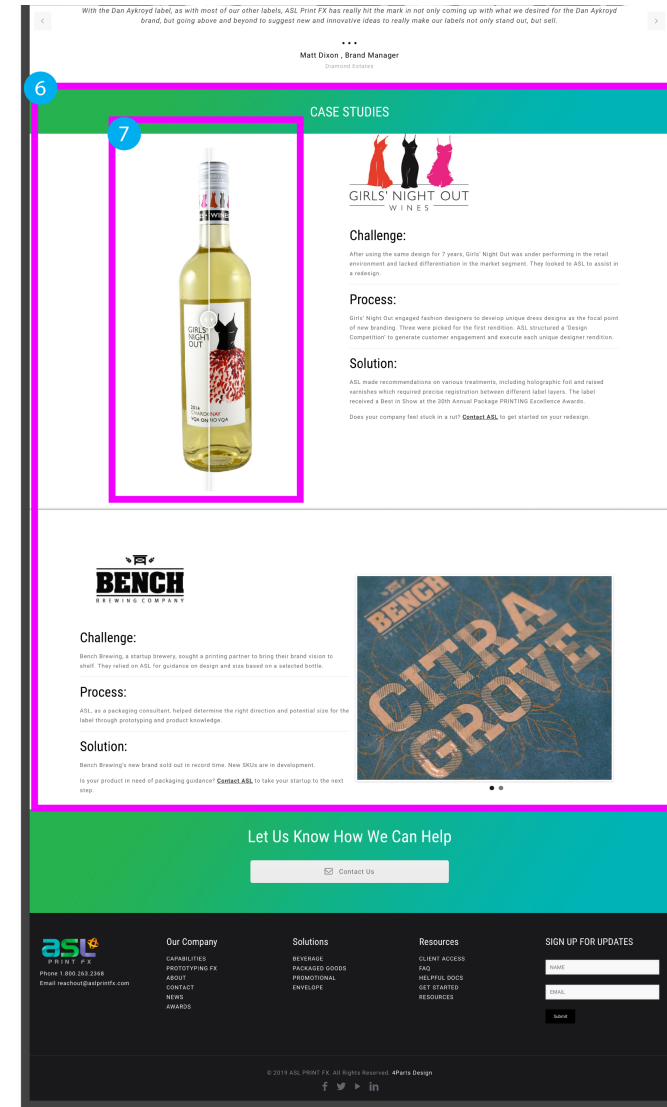
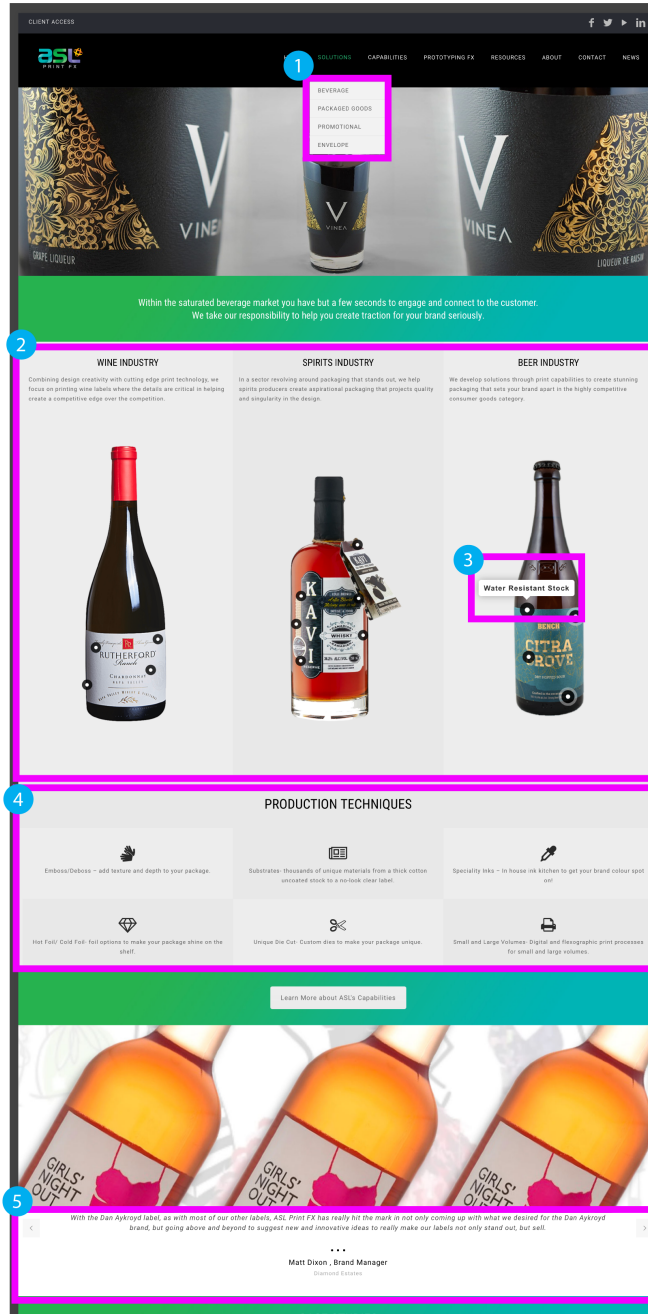
- 4 Simple and short description
- 5 Detail descriptions with illustrations explaining the functions
- 6 Digestible descriptions of different options in "Cut and Stack" label with visual examples
- 7 Other services after printing labels



Competitive Feature Analysis

ASL Print Fx Product Description

- 1 Product descriptions are available on "Solutions".
- 2 They are divided into different industries.
- 3 Detail information of the product pops up when a user hovers over it.
- 4 Production Techniques descriptions with icons.
- 5 Feedbacks from the customer



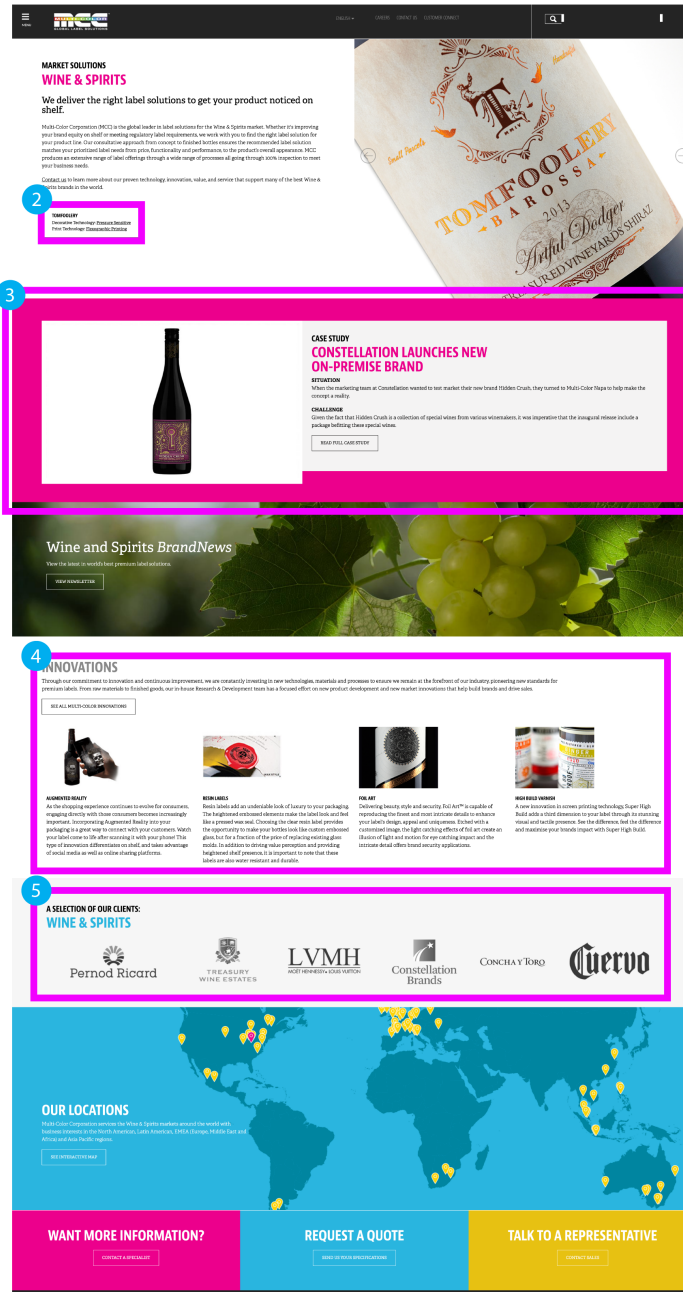
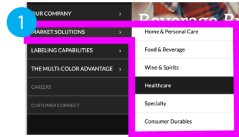
- 6 Case Studies
It is showcasing examples of past experiences with clients. Telling what they did, what was their challenge was, and how they solved the problem.
- 7 Before and After picture
Using the bar, a user can see how much it got improved on.



Competitive Feature Analysis

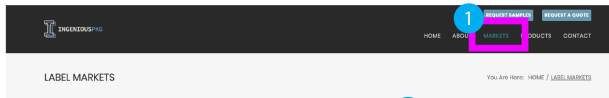
MCclabel Product Description

- 1 Product descriptions are available on "Market Solution" on the hamburger menu bar on the side. It is divided by industry.
- 2 Which print technology is used on example picture on the right
- 3 Case Studies. It is showcasing examples of past experiences with clients. Telling what they did, what was their challenge was, and how they solved the problem.
- 4 Other print technology options
- 5 Past Clients who worked with them: This will gain truth from users



Competitive Feature Analysis

Ingeniouspkg Company Product Description



Label Markets



Stand out and stick with your customers.

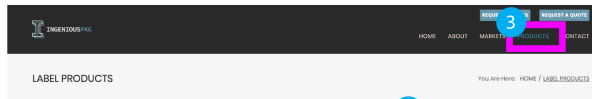
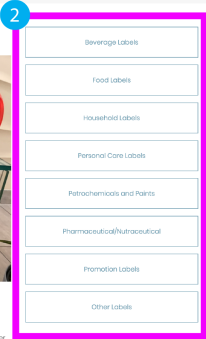
IngeniousPKG has every label market covered.

With decades of experience in every market and product category, we are sure to have a label that will better identify your brand, deliver your critical messaging and stick in the minds of your target market segment.

Turn to us for labels that reach consumers in these markets:

- ✓ Household labels
- ✓ Food labels
- ✓ Personal care labels
- ✓ Pharmaceutical and nutraceutical labels
- ✓ Petrochemicals and paints
- ✓ Promotion labels
- ✓ Beverage and wine labels
- ✓ Other labels

Explore the numerous label markets we specialize in and find that we're the right partner to push your product to the forefront. If you'd like a quote, have a question or are wondering if we can suggest a solution to a unique challenge of your market segment, [contact us](#) today.



Shape up or ship out.



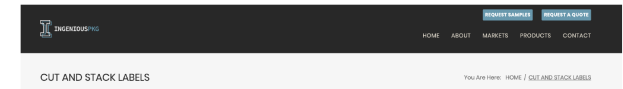
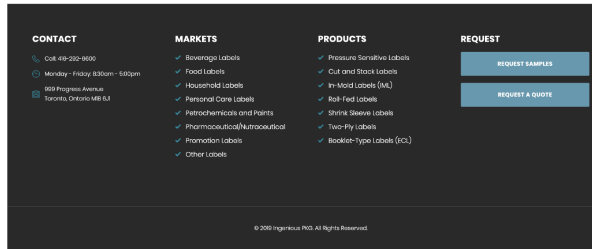
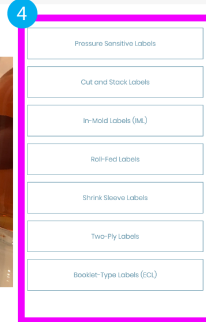
Whatever your container, box or bag – we have the perfect fit.

In our business you've got to be malleable. And, over time we've seen quite a bit of change. Manufacturers no longer churn out standard, predictable containers for products. Instead, now that the challenge is to create unique vessels and delivery systems to help products out through the clutter, so, our challenge is to make labels that better fit the needs of our clients.

At IngeniousPKG, we are continually focused on creating innovative, striking label solutions that work to suit your unique container, box, bag or precisely any substrate you present to us. Some of our label products are:

- ✓ In-Mold labels
- ✓ Shrink Sleeve Labels
- ✓ Roll-Fed Labels
- ✓ Pressure Sensitive Labels
- ✓ Cut and Stack Labels
- ✓ Booklet-Type Labels
- ✓ Two-Ply Labels

Explore our label product options and discover a world of creative solutions that elevate the label and your product to new heights. If you need a quote, [visit our website](#) or are looking to discuss a unique solution to a new obstacle, [contact us](#) today.



Cut and Stack Labels



Cut and stack (glue applied) labels are an economical and familiar choice for branding all kinds of products in bottles, cans and cartons. They hold up to the challenge of cost-effective, high-volume production and are widely used on:

- ✓ Food and beverage products
- ✓ Household products
- ✓ Petrochemicals and paint products

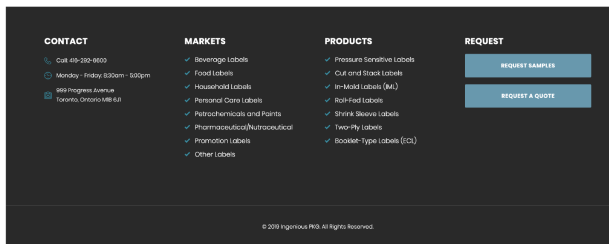
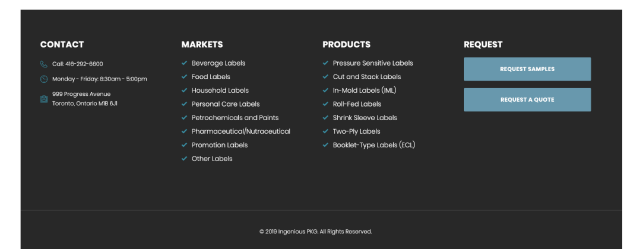
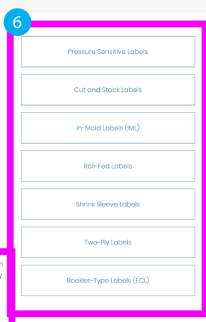
Economical

Glue-applied labels are designed for big jobs at a low cost. Our labels are produced to tight tolerances to ensure that you have no downtime on your production line.

Variety and versatility

Stay current with professional branding standards with your high-impact, multi-colored design. Glue-applied labels are fully adaptable to your brand's look and are durable enough to survive life on the shelf. You can select a coating that will ensure your label can withstand water, heat, acids and keep your labels looking crisp longer.

From thin film to thick paper, you can select the most suitable substrate to best reflect your brand. Choose your ink type and the perfect combination of finishing treatments, such as embossing, foiling or raised varnishes to make your cut and stack labels stand out. With numerous options available to you, your products will look exactly the way you envisioned them.



1 It is divided into two ways to show the product description.

“Market” is showing different kinds of labels that are based on industry.

2

4 Individual pages are divided by industry.

3 “Products” are showing the lists of product descriptions based on print technology.

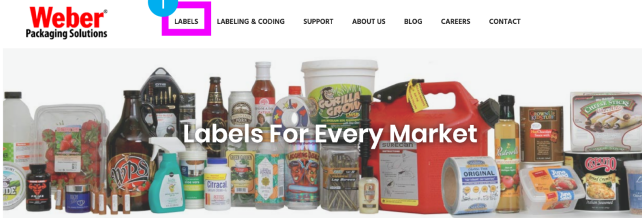
5 It is describing how this print technology can be used in different markets and industries.

6 It is an easy way for a user to change the different print technology.



Competitive Feature Analysis

Weber Packaging Solutions Product Description



Discover The Variety Of Labels Available From Weber

- Custom Labels
- Durable Labels
- Blank Stock Labels
- Specialty Labels
- RFID Labels
- Labels by Market

Looking for some numbers on your new label project? **Get Your Free Label Quote**

Get a FREE Durable Label Sample Kit **Get Your Durable Label Sample**

Need some ideas for your product labels? **Get Your Free Sample Labels**

Weber Packaging Solutions

What We Do
Weber Packaging Solutions is a leading innovator in the design, engineering, manufacture and supply of high-performance pressure-sensitive labels, labeling systems and ink jet systems.

Read Weber's Blog
Food Safety and Quality are the Number One Ingredient. **November 20, 2018**
Corner-Wrap Labeling Helps Mrs. Gerry's Meet GSI **January 8, 2019**

Contact Us
771 W. Algonquin Rd., Arlington Heights, IL, 60005
Phone: 1.800.843.4242
info@weberpackaging.com
www.go-label.com
weberserviceparts.com

Explore Labels By Market

- Automotive Parts Labels
- Beverage Labels
- Booklet Labels
- Commodity Labels
- Chemical Labels
- Durable Labels
- Food Labels
- Healthcare Labels
- Household Products
- Manufacturing Labels
- Personal Care Labels
- PET Food & PET Cans Labels
- Promotional Labels
- Sustainable Labels
- Wine & Craft Beer Labels

Weber Packaging Solutions

What We Do
Custom Labels
Blank Stock Labels
Label Applications
Label Printer Applications
BestCode Ink Jet Codes
Manufacturing Ink Jet Codes
Label Rollers

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- Product descriptions are available on "Label"
- It is divided into different kinds of labels and industries.
- Detail information of the product pops up when a user hovers over it.

Labels | Labeling & Coding | Support | About Us | Blog | Careers | Contact

Home | Labels By Market | Craft Beer/Wine/Distilled Spirits Labels

Craft Beer, Wine & Distilled Spirits Labels

The craft beer and wine industries are booming at the seams with new breweries and wineries opening every day. And we are supplying them with creative labels as special as their offerings.

Clear labels and metallic facelocks can give your labels a unique look that gets your product get noticed. Plus it adds implied value because the label looks so good!

When you label a bottle of your wine or craft beer, you are telling your story to the world. Since many shoppers make their decision about their purchase by the look of the label, you need to have a label that will get them excited about trying your brand.

Wine and craft beer labels need to look unique, setting you apart from the crowd in the busy beverage aisle. And the labels need to be durable, water-resistant and smudge-proof. Weber can print your labels on their digital presses, so small labellers are very economical. We can use a variety of label stocks for special effects and can add foil and embossing to really make your label come alive.

Related Articles

- Urban Growler brewing for growth in St. Paul
- Buy craft beer labels online!
- Video: Adding date codes to craft beer cans
- Download the Craft Beer Label Book
- Want to improve your craft beer packaging?

4 It is the storytelling of why labeling is essential.

5 It is a video of production for a more easy understanding for users.

Craft Beer & Wine Label Tips

Materials:

- Wine, craft beer & spirits packaging has to endure a wide range of environmental extremes from wet and humid storage in coolers to abuse on store shelves.
- Wine's other facelocks and adhesives that can withstand these hardships with ease.
- Our quality testing assures your label performance.

Artwork:

- Add a laminate or spot varnish to areas of your label to highlight specific features.
- Booklet labels can add additional pages to your label that can contain recipes, health information or coupons.
- Add a QR Code or Spotify tag to direct your customers to your social media pages.

New to labels?

Get our handy guide to getting started with labels. **Download Labels Guide to Labels**

What We Do
Weber Packaging Solutions is a leading innovator in the design, engineering, manufacture and supply of high-performance pressure-sensitive labels, labeling systems and ink jet systems.

Read Weber's Blog
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weberserviceparts.com



Competitive Feature Analysis

Insights

- 4/6 have fixed primary navigations
- 3/6 have separated "Product" with "Market(Industry)" page
- 3/6 offer free samples on product
- 2/6 offer case studies from previous clients
- 4/6 share big clients name on the website (on the landing page, or specific market)
- 0/6 offers tailored "Get a Quote" form after product details

Summary

I did the competitive feature analysis on Labelink with five other competitors. Throughout the analysis, we can see how other companies are doing on their websites and realize what we are missing.

3/6 Companies separated the "Product" page, and "Market(Industry)" page, which means when a user does not know which print technology is suitable for his/her products, a user would like to know what is popular print technology for the user's industry.

Competitors are offering "Free Samples," "Case Studies," and sharing previous big clients' names because they would like to tell users that they are reliable and trustworthy.

In order to figure out if the features that we are missing are necessary, we will have to conduct user interviews and usability tests on possible new features.