



HICKMAN
LABEL COMPANY



Label Sizes & Shapes Guide

Packaging Considerations • Application Compatibility • Expert Advice

01 STANDARD SHAPES

The Most Popular Choice

Best For: Food, beverage, household products, shipping, warehouse, everyday retail packaging

Why It Works:

Standard label shapes, such as rectangles, squares, circles, and ovals, are the most common choice because they balance appearance, functionality, and cost. They're available in a wide variety of sizes, making them compatible with most containers and printing equipment.

For most products, a standard shape delivers a clean, professional appearance while keeping production simple and economical.

Made To Match Your Product & Brand

Best For: Premium packaging, unique branding, promotional products, and packaging that needs to stand out

Why It Works:

Clear BOPP creates the popular "no-label look" by allowing the container to remain visible beneath the printed design. When applied correctly, the label blends into the packaging while maintaining the durability and moisture resistance expected from film materials.

It's an excellent choice whenever presentation is just as important as protection.



Maximum Flexibility

Best For: Variable-length printing, logistics, industrial labelling, warehouse operations, and applications where information changes frequently

Why It Works:

Unlike pre-cut labels, continuous rolls allow labels to be printed at virtually any length. This provides maximum flexibility for barcode labels, shipping labels, inventory management, and industrial applications where label size varies from one job to the next.

If your printer supports continuous media, this option minimizes waste while giving you complete control over label length.



Finding The Perfect Fit

Expert Tip: Taking the time to accurately measure your labels allows you to balance branding, compliance, and container shape is critical to a final product that reads as intentional and polished

Why It Works:

The best-looking labels begin with accurate measurements. Choosing the right size means balancing available container space, branding, readability, and required product information. A label that's too large can wrinkle or extend into curved areas, while one that's too small may leave important information difficult to read.

As a general rule, labels should fit comfortably within the flat application area of the container while leaving a small margin around the edges for a clean, professional appearance.



Questions?

Reach out to:

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