



HICKMAN
LABEL COMPANY



Label Materials Guide

Packaging Applications • Adhesive Compatibility • Expert Recommendations

Hickman Label Company | 2026 Edition

WHITE BOPP

The Industry Standard

Best For: Food, beverage, health and beauty, household products, most everyday packaging applications

Why It Works:

White BOPP is the most widely used label material because it combines durability, moisture resistance, and excellent print quality. It performs reliably in a wide range of environments while providing a clean, opaque surface that allows colors, barcodes, and branding to stand out.

For businesses looking for one material that works across most products, white BOPP is typically the safest and most versatile choice.



The Designer's Choice

Best For: Glass containers, premium packaging, cosmetics, beverages, and products where the container itself is part of the presentation.

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.



The Classic Choice

Best For: Wine bottles, gourmet foods, craft products, boutique retail packaging, and products that benefit from a textured, traditional appearance

Why It Works:

Paper labels offer a classic, premium look that many brands prefer for handcrafted and specialty products. They accept a wide variety of printing techniques and finishes, making them highly customizable for distinctive branding.

While they don't offer the same moisture resistance as film materials, paper remains an excellent choice for dry, indoor applications where appearance is the primary priority.



When You Want To Stand Out

Best For: Luxury packaging, textured finishes, metallic labels, estate wineries, craft beverages, premium consumer products, and unique branding applications

Why It Works:

Some products deserve materials beyond standard paper or film. Specialty stocks include textured papers, metallic finishes, estate papers, and other premium materials designed to create a memorable first impression.

** If your project calls for a distinctive appearance or unique tactile finish, our team can connect you with additional specialty options through the broader ID Images family of companies.*



Questions?

Reach out to:

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