

# “WORD BAND” LABELERS BY *contact*® | **USA**

## CREATE YOUR OWN “IMPACT”

Promotional labeling helps consumers identify savings opportunities while increasing sales and profits for the retailer. Independent studies have shown that over 60% of customers purchase decisions are made from impulse while standing within 5 feet of the product. Through the use of promotional labeling retailers can attract the attention of their customers and trigger those buying emotions that lead to those impulse sales!

- Increased impulse sales through large bold attention getting slogans
- Increased profits through the sale of higher margin items
- Draw attention & create demand for new items and products on sale
- Blow out over stocked and slow moving inventory
- Eliminate the need for large inventories of custom labels with one labeler

**13 SLOGAN CHOICES ON THE TOP LINE...  
BOTTOM LINE FOR PRICING**



### SLOGANS

3 FOR  
2 FOR  
SPECIAL  
SALE  
REDUCED  
BUY 1 GET 1 FREE  
WE I.D.  
COMPARE & SAVE!  
BEST BUY  
NEW TRY ME  
CLEARANCE  
SAVE  
ESPECIAL

# “WORD BAND” LABELERS BY



## 2216 & 2516 Premium

### FEATURES & BENEFITS:

- Fast, simple drop-in loading (easiest label to load on the market)
- No need to peel labels during the loading procedure like other labelers on the market
- Virtually jam free (eliminates down time & repairs caused by label jams)
- Self-aligning drive wheel design
- Lightweight & extremely durable (lightest labelers on the market, reduces user fatigue)
- Quick change ink roller design for clean & simple ink roller changes
- Smooth slip resistant dial indicator for quick, precise number/slogan changes
- High quality print head provides clear, crisp label impressions
- Modular part design makes maintenance & removing rare liner back-ups a snap

### CONTACT’S LINE OF WORD BAND LABELERS IS “WHAT EVER RETAILER NEEDS TO INCREASE SALES & PROFITS”

Word Band labelers come in both the Classic model and the “All-New” Premium model. They are available with label sizes of 22 x 16mm and 25 x 16mm. Both sizes offer 13 standard slogans on the top line with pricing capabilities on the bottom. The 2216 Word Band labeler comes with 7 numeric bands on the bottom row for all your pricing needs. The 2516 Word Band offers 6 larger bold characters for that increased eye catching ability.

### HOW CAN CONTACT WORD BAND LABELERS HELP YOU SELL MORE AND SAVE MONEY AT THE SAME TIME?

They allow you to communicate a specific message at the point of sale to customers already inside your store. The best part is you accomplish this without the need of costly custom label inventory and with one model of label gun. You can even dial the top line to the blank space provided and utilize it as a standard price gun.

#### 2216 WORD BAND SLOGANS

<b>SALE</b> 4 <del>OR</del> \$9.00	<b>SPECIAL</b> \$4.99 <sup>+TAX</sup>	<b>SAVE</b> 2/\$5.00 <sup>+TAX</sup>
<b>CLEARANCE</b> 99¢ <sup>+TAX</sup>	<b>REDUCED</b> \$15.98	<b>BUY 1 GET 1 FREE</b> \$8.99 <sup>+TAX</sup>
<b>2 FOR</b> \$5.00	<b>3 FOR</b> \$12.00 <sup>+TAX</sup>	<b>BEST BUY</b> 9 <del>OR</del> \$10.00
<b>COMPARE &amp; SAVE!</b> \$13.25	<b>NEW TRY ME</b> \$2.99 <sup>E</sup> <sub>A</sub>	<b>WE I.D.</b> \$13.59 <sup>+DEP</sup>

**ESPECIAL**  
NOW \$1.50

**ESPECIAL**  
NOW \$1.50

#### 2516 WORD BAND SLOGANS

<b>SALE</b> 4 <del>OR</del> \$9.00	<b>SPECIAL</b> \$4.99 <sup>+TAX</sup>	<b>SAVE</b> 2/\$5.00 <sup>+TAX</sup>
<b>CLEARANCE</b> 99¢ <sup>+TAX</sup>	<b>REDUCED</b> \$15.98	<b>BUY 1 GET 1 FREE</b> \$8.99 <sup>+TAX</sup>
<b>2 FOR</b> \$5.00	<b>3 FOR</b> \$12.00 <sup>+TAX</sup>	<b>BEST BUY</b> 9 <del>OR</del> \$10.00
<b>COMPARE &amp; SAVE!</b> \$13.25	<b>NEW TRY ME</b> \$2.99 <sup>E</sup> <sub>A</sub>	<b>WE I.D.</b> \$13.59 <sup>+DEP</sup>

#### PRODUCT CODE

CN-00840  
CN-00847

#### DESCRIPTION

2216 Premium Word Band Gun  
2516 Premium Word Band Gun