

# CUSTOM FOIL PRINTED OP-TAGS™ & LABELS



2024  
CUSTOM  
CATALOG



Building Positive Images for Business

BUY WITH CONFIDENCE!

CALL: 1-800-526-8353 OR

VISIT: [WWW.ARCHCROWN.COM](http://WWW.ARCHCROWN.COM)



## The Professional Method to Price and Promote Frames

Custom foil printed plastic Op-Tags™ create a positive reflection of your store's image. Foil printed Op-Tags™ add prestige and name recognition to your merchandise. For pricing and ordering information, see pages 10 and 11. Minimum order of 1000.



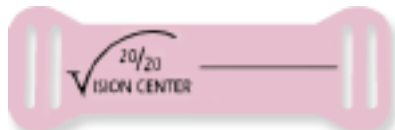
*"The 833 Op-Tag™ is excellent for promoting 'Our Versions™ LIFETIME GUARANTEE', it helps us achieve a high degree of customer confidence at the point-of-sale."*

Randall P. Cohen, Vice President  
SNI Group/Drugstore-Direct, Inc. - Bristol, PA

To order call  
**1-800-526-8353**  
*Hablamos Español*



Black on Gold 830 Op-Tag™



Black on Pink 830 Op-Tag™



Red and White on Black 830 Op-Tag™



Black, Red and Yellow on White 830 Op-Tag™

*"La Optica Alemana de Columbia, manifiesta su satisfacción por el excelente servicio en la asesoría, elaboración y despacho prestados por Arch Crown... un producto precioso y ajustado a lo que nosotros queríamos."* Ella Karpf, Manager - Optica Alemana

Optica Alemana of Columbia states their complete satisfaction with Arch Crown for the excellent service in printing the Op-Tags™ and expediting their order.



Metallic Teal on Pink 810 Op-Tag™



Black on Tan 833 Op-Tag™

For Metallic, Matte and Gloss Imprint Colors, see bottom of page 9.

## Add Prestige and Name Recognition to Your Frames

Reinforce your store's image with your name and logo custom foil printed. Choose from a wide selection of metallic, matte and gloss imprint colors, see page 15.

To order call  
**1-800-526-8353**  
*Ask for our sales department*



## Custom Shape Op-Tags™... Need a Unique Design?

Designed to your specifications. Ask for our sales department.

Shown Actual Size



SO880



SO860



SO813



SO881



SO840



## A Personal Touch That's Sure to Get Noticed!

**Custom printed pressure sensitive labels are a cost effective method of increasing your sales!**

Your store's name deserves repeating... display it prominently to customers before they buy and again to prospective customers on every eyeglass case and accessory that leaves your store. **Laminated** labels provide a scuff resistant surface for a richer appearance and protect the foil printing. **Don't lose sight of your most unique asset... your name!**

See pages 8 and 9 for shapes, sizes and colors.  
For pricing information, see pages 10 and 11.  
**Short runs available, minimums start at 1000.**



Pink and Black on White Polyester



Green on Laminated White Cloth



Metallic Silver on Black Cloth



Green and Black on Laminated White Cloth



Metallic Gold on Blue Cloth



To order call  
**1-800-526-8353**  
Ask for our sales department



Green and Blue on White Polyester



Metallic Green and White on Black Cloth



White on Gray Laminated Cloth

## Help Your Customers Safeguard Their Investment!

**Create goodwill with your customers and patients by adding "If Found, Please Return To" labels on every eyeglass case that leaves your practice.**

Affordable custom foil printed labels will pay for themselves with repeat sales.

**For best application on eyeglass cases,** we suggest the use of Laminated Gray, Blue or White Cloth, Clear Acetate or Polyester.

It's easy to write on laminated and polyester labels with our fine marking pens, see page 15.



Reflex Blue and Red on White Cloth



Metallic Gold on Black Cloth



Black on White Polyester



Teal and Black on White Polyester



To order call  
**1-800-526-8353**  
Ask for our sales department



Burgundy on White Cloth

**Short print runs available, minimums start at 1000 labels.**  
For shapes, sizes and colors, see pages 8 & 9.  
Pricing refer to page 11.



## The Professional Way to Advertise and Promote!

**Foil printed static cling vinyl labels add name recognition to your frames.** Price chart on page 11; shapes and sizes, see pages 8 and 9.

Minimum order 1000  
Shown Actual Size

EYETIQUE

Black on Clear  
Static Cling Vinyl

+3.00

Blue on  
White Static Cling Vinyl

project  
RUNWAY  
100% UV PROTECTION

Red on  
White Static Cling Vinyl

EXCLUSIVELY AT  
myeyedr.

Black on  
Clear Static Cling Vinyl

FOCUS

Pink, Teal and Black on  
White Static Cling Vinyl

V1 VISION

Red and Purple on  
Yellow Static Cling Vinyl

Vision MATCH

FAMILY  
VISION CENTER

Metallic Gold and Burgundy  
on Clear Static Cling Vinyl

gurian  
HEARING & VISION  
CENTER

Burgundy on  
White Static Cling Vinyl

FISHERMAN'S  
POLARIZED  
100% UV PROTECTION

Red and Black on  
White Static Cling Vinyl

NATURE  
EYEWEAR

Green on  
Clear Static Cling Vinyl

## Special Offer on Custom Printed Combination Sets!

**Don't lose sight of merchandising opportunities!**

As a merchandising aid or advertising vehicle, personalized Op-Tags™, pressure sensitive and static cling vinyl labels communicate your store's unique identity. **Once out of the store, laminated pressure sensitive labels on eyeglass cases act as your most cost-effective advertising medium.**

Choose from a wide selection of custom printed tags and labels, see pages 8-11.

**Receive one FREE plate preparation, a \$50.00 value, when you order any combination of custom printed Op-Tags™ and/or labels.**

Limit: One per customer.  
Cannot be combined with  
any other promotional offer.  
Offer expires 12/31/24

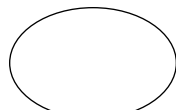


## Color Coded and Blank Static Cling Vinyl Labels

**The professional way to advertise and promote your frames.**

Don't mar your lenses with messy glue residue. Just apply static cling vinyl labels to lenses and they stay put. SCV labels can be reapplied many times without losing static cling or scratching your lenses. Blank labels with no adhesive are easy to write on with fine marking pens.

White or Clear Static Cling Vinyl Shown Actual Size



SV136 \$65.15



SV151 \$65.15



SV289 \$65.15



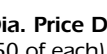
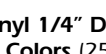
SV26 \$65.15

**Color Coded SV151 Labels and SV187 Price Dots for Pricing Levels**



Static Cling Vinyl Price Labels 5/8" W x 3/8" H

4 Assorted Colors (250 of each, please specify colors) SV151 \$85.70 per 1000



Static Cling Vinyl 1/4" Dia. Price Dots

4 Assorted Colors (250 of each)

Black, White, Red, Yellow, Blue, Green, Orange, Violet SV187 \$85.30 per 1000

## Don't Mar Lenses with Glue, Use Static Cling Vinyl Labels

**Customize Your Price Points with Color Coded Static Cling Vinyl Labels**

Promote your frames with color coded price points by printing on any of our static cling vinyl colors: clear, white, yellow, black, or red. Create your own custom color price points by printing a metallic, matte or gloss color on white or black static cling vinyl material.

\$100

\$110

\$125

\$149

\$159

\$199

\$249

\$299

See price chart on page 11.



No need for  
label remover  
Use Static Cling  
Vinyl Labels!



Static Cling  
Vinyl Colors

Clear White Yellow Black Red

**IMPRINT COLORS AVAILABLE:**

**Metallic Colors**

Gold Silver Purple Rainbow Red  
Blue Green Copper Holographic Gray

Other colors available on request.

**Matte and Gloss Colors**

Blue White Red Green  
Black Purple Pink Burgundy



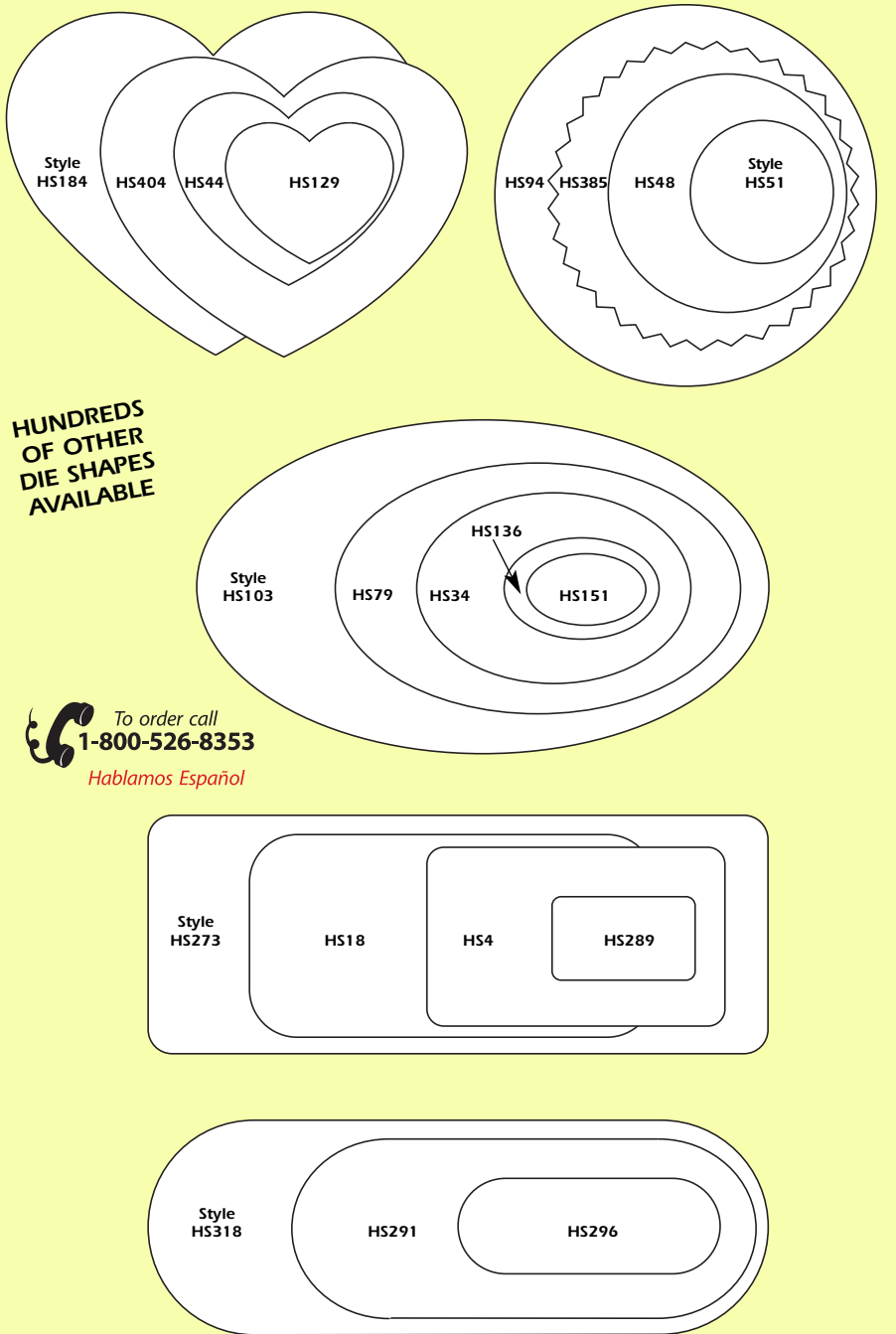
All Die Shapes Are Shown Actual Size

Is it time to reorder your custom printed tags or labels?

Please check your supply now and give us a call at 1-800-526-8353.

HUNDREDS  
OF OTHER  
DIE SHAPES  
AVAILABLE

To order call  
**1-800-526-8353**  
*Hablamos Español*



Background and Imprint Colors

Ask about our laminated labels.

Choose from our large selection of background materials and imprint colors.

**BACKGROUND MATERIALS:**

Gold Polyester  
Silver Polyester  
White Polyester  
Gray Cloth\*  
Blue Cloth\*  
White Cloth\*  
Black Cloth\*  
Clear Static Cling Vinyl  
White Static Cling Vinyl  
Black Static Cling Vinyl  
Red Static Cling Vinyl  
Yellow Static Cling Vinyl  
Clear Acetate\*†  
Matte Black  
Matte White†  
Matte Gold  
Bright Gold  
Matte Silver  
Bright Silver  
Gloss White  
Gloss Black  
Gloss Brown  
Gloss Ivory  
Gloss Burgundy  
Gloss Pink  
Gloss Red  
Gloss Green  
Black Vinyl  
Kraft Brown

\*For best application on  
eyeglass cases, we suggest  
the use of Laminated Cloth,  
Clear Acetate or Polyester.

†Available with 'removable'  
adhesive on request.

**IMPRINT COLORS:**

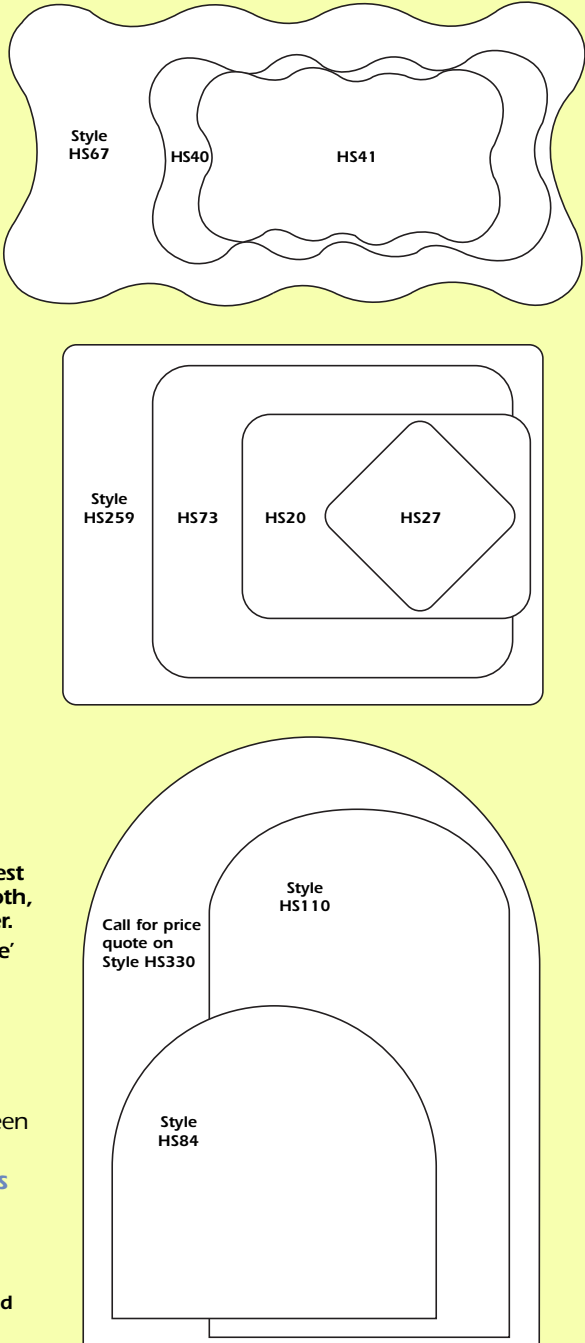
**Metallic colors**

Gold Blue Copper  
Silver Red Purple Green  
Holographic Rainbow

**Matte and gloss colors**

White Pink Purple  
Black Blue Green  
Gray Red Burgundy

Other imprint and background  
colors available on request.



# Arch Crown Policy for Custom Printed Products

**CUSTOMER SUPPLIED ART** – Since we will follow your exact specifications in preparing your tag/label, the copy should be typed or hand printed so that it is clean and error free. In the absence of exact specifications, our artists will use their best judgment in designing your tag/label. Camera ready art is required for logos (please mail or e-mail, do not fax original art).

**COMPUTER ARTWORK** – Artwork can be submitted on either a CD, DVD or via e-mail to: [orders@archcrown.com](mailto:orders@archcrown.com). Save images as a tif, jpg, pdf or eps file in PC format. **When compiling files be sure to embed all fonts and include a hard copy.**

**CHANGES** – Changes in quantities, copy, color or stock can be made prior to printing. These changes may require an additional charge.

**PROMOTIONAL RIGHTS** – We reserve the right to use any tags or labels which have been printed by us in promotional and advertising materials unless notified prior to printing your order.

**RETURNS** – All returns must be authorized in advance and accompanied by a return authorization number. Unauthorized returns will not be accepted.

**DIE SHAPES NOT SHOWN** – Other shapes & sizes are available. Please contact a sales representative for further information. New custom dies are available at an additional cost.

**PROOFS** – A black and white pdf proof will be emailed. Can be mailed or faxed upon request at no extra charge. Press proofs are available at \$150.

**CANCELLATIONS** – There is no charge for orders cancelled before art or typesetting has started. However, there will be no refund on plate and/or mold charges for cancellations received after art or typesetting has begun.

**There can be no cancellations after the job has been printed.**

## How to Order Custom Printed Op-Tags™ and Labels












**Be sure to follow these easy steps when ordering.**

- Choose the die shape you want to use, see pages 8 and 9.
- Select the imprint color and background material, see page 9.
- Select the typeface font desired, see page 11.
- Select the border style, see page 11.
- Stock illustrations available, see below.
- Customer supplied art, see above Arch Crown policy.
- Fax your sketch to us: 973-731-2228 or send via e-mail: [orders@ArchCrown.com](mailto:orders@ArchCrown.com)
- To contact a sales representative, call toll free 1-800-526-8353 or 973-731-6300.



## Stock Illustrations for Custom Printed Products

Please choose one and indicate your selection by number when ordering. There's no additional charge for this service.

12  MADE IN USA	13  Member A.O.A.	14 	15 	16 	17 	18 
19 	20 	21 	22  We can print your name here	23 If found please return to: Name: _____ Phone: _____		

# Custom Printing Prices for Foil Printed Tags and Labels

Prices are per 1000 tags or labels. Multi-color printing additional, for price quote call 800-526-8353. Plate preparation charge (nonrecurring) \$50.; Embossing Plate

CUSTOM FOIL PRINTED LABELS - PRICE PER 1000							
Style No.	1000	2000	3000	4000	5000	10,000	25,000
HS 27, 51, 129, 136, 151, 289, 296	\$348.65	\$219.75	\$178.75	\$156.40	\$143.50	\$119.70	\$103.40
HS 4, 20, 34, 41, 44, 48	354.75	224.65	182.00	160.40	147.30	122.30	106.00
HS 18, 40, 73, 79, 84, 291, 385, 404, 605	365.90	234.85	192.00	171.00	158.90	133.75	115.30
HS 67, 94, 103, 110, 184, 259, 273, 318, 384	416.20	269.90	222.75	190.55	184.40	158.95	137.35

Add \$10.00 per 1000 each for Polyester, Cloth, Static Cling Vinyl, Laminating or Embossing.

FOIL PRINTED TAGS							
Style No.	1000	2000	3000	4000	5000	10,000	25,000
Button Tags (B7 Series)	\$417.70	\$288.80	\$246.40	\$224.70	\$212.10	\$194.00	\$182.90
Eyelet Tags (E5 Series, 421)	362.70	233.75	191.55	169.55	157.00	138.70	128.00
String Tags (901 - 917)	402.40	279.00	241.60	229.35	214.70	199.25	188.10
String Tags (918, 919, 950)	411.00	282.85	248.55	238.20	225.60	204.15	193.40
String Tags (920, 921, 955)	421.95	298.35	265.10	248.55	236.30	216.45	205.30
String Tags (922 - 936)	433.30	309.30	272.35	257.75	241.05	223.30	221.35
Slip-on Op-Tags (801 - 808)	357.05	228.55	185.75	163.85	151.05	135.20	124.20
Slip-on Op-Tags (809 - 838)	385.25	256.30	213.65	192.30	179.30	160.95	150.10

Plate preparation charge (one-time charge) \$50.00. Add \$9.55 per 1000 for braided string.

## Be Sure to Indicate Typeface and Border Style

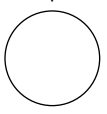
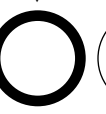

**Typefaces:**

Eras Medium  
Avante Garde Bold  
Bookman Bold  
Century Schoolbook  
Clearface Bold  
Zapf Chancery

*Balmoral*  
*Vivaldi Script*  
*Brush Script*  
*Commercial Script*  
*Park Avenue*  
*Marriage*

**Border Style:** Edge of Label

Borderless    Bleed    Pencil

**NO CHARGE FOR THESE SERVICES.**

Other typefaces available upon request.

## Compliance Op-Tags™ and Static Cling Vinyl Labels

### Pre-printed California Proposition 65 "WARNING" Op-Tags™ and static cling vinyl labels for eyewear that contain chemicals which require notification under Proposition 65 compliance regulations.

Pre-printed Style 217 "WARNING" labels are black on clear static cling vinyl. Static cling vinyl labels can be reapplied many times without losing static cling or scratching the lenses. Pre-printed Style 830 non-slip Op-Tags™ are black on white plastic and stay in place keeping your displays neat and professional. Op-Tags™ are excellent carriers for bar code and other computer labels. Both pre-printed styles are available in three "WARNING" versions.

The California Office of Environmental Health Hazard Assessment has established a website to provide the public and businesses with information on Proposition 65 warnings.

Visit: <https://www.p65warnings.ca.gov>

Black on White Plastic



P830C \$129.55



P830H \$129.55



P830CRH \$129.55

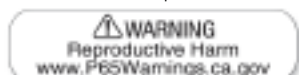
Shown Actual Size



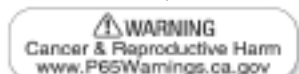
Black on Clear Static Cling Vinyl



P217C \$87.60



P217H \$87.60



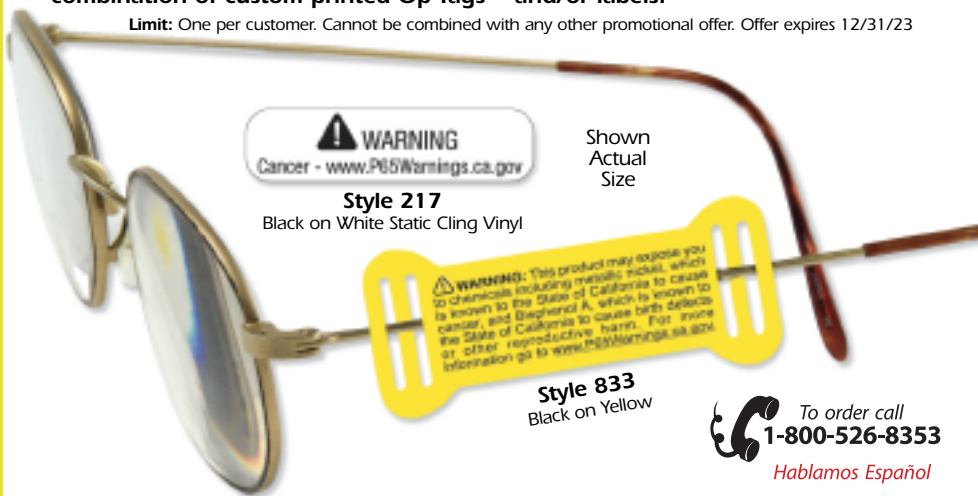
P217CRH \$87.60

### Custom Printed Op-Tag™ and Label Sets

Custom printed Op-Tags™ and labels can be designed to meet your specific needs. Choose from a wide selection of custom printed tags and labels (for color selection and pricing information, see pages 14 thru 17).

Receive one **FREE** plate preparation, a \$50.00 value, when you order any combination of custom printed Op-Tags™ and/or labels.

**Limit:** One per customer. Cannot be combined with any other promotional offer. Offer expires 12/31/23



Style 217  
Black on White Static Cling Vinyl

Shown Actual Size



Style 833  
Black on Yellow



Hablamos Español

## Let Arch Crown Print Your Thermal Transfer Tags & Labels

### Crisp reproduction of logos, bar codes, pricing and description.

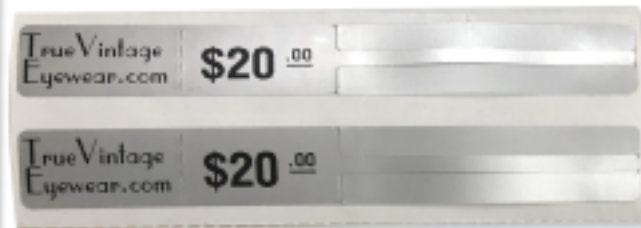
Arch Crown can custom print your logo, product description and pricing information on thermal transfer tags and labels with or without UPC bar codes to your specifications.

Call 1-800-526-8353 for price quote.



Available in 9 colors:  
White, Yellow, Green, Blue, Red, Pink, Orange, Silver and Gold  
For more styles, see pages 26-28.

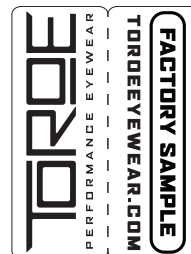
Gold TT364  
Gloss Poly-Lam  
Shown Actual Size



Shown Actual Size

\$20.00

Silver TT306 Gloss Poly-Lam  
Silver TT369 Matte Poly-Lam



Available in 7 colors:  
Green, Pink, Yellow, Blue, Orange, Lavender and White



Ask for our sales department

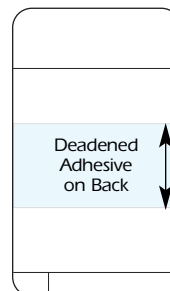
White TT368  
Paper  
Shown Actual Size

We can print  
logos and/or QR  
or UPC bar codes!



### Eye Cloud Pro Direct Thermal Labels

Shown Actual Size



**NEW!**

Eye Cloud Pro Direct Thermal Label  
Dimensions: 0.875" W x 1.5" L  
1 across  
1750 labels per roll on a 1" core  
**Direct Thermal DT393**  
Poly-Film White only  
\$35.70 per roll

No Ribbons are Required  
for Direct Thermal Tags!





# Stock and Custom Print Poly-Lam Thermal Transfer Computer Tags

**TT306 Gloss and TT369 Matte Poly-Lam Tags** with adhesive-free adjustable loop are available in Gold, Silver, Orange, Red, Pink, Blue, Green, Yellow and White

**TT364 Gloss Poly-Lam Tags** with adhesive-free adjustable loop are available in Gold, Silver, Orange, Pink, Blue, Green, Yellow and White

**FREE THERMAL TRANSFER RIBBON** with minimum purchase of computer tags.

**CHECK YOUR SUPPLY NOW... TO ORDER CALL**

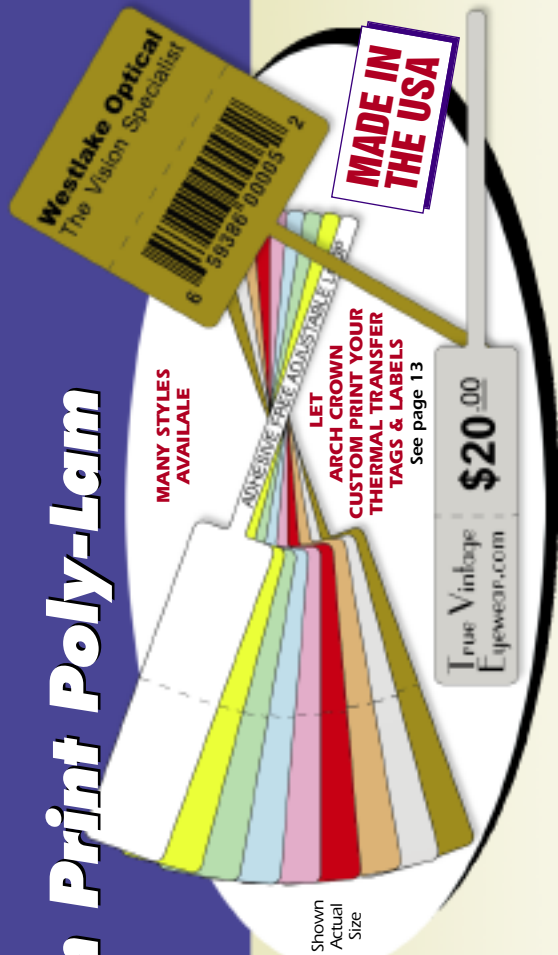
**1-800-526-8353**



460 Hillside Avenue, Hillside, NJ 07205-1125  
Tel: 973-731-6300 | 800-526-8353 | Fax: 973-731-2228  
info@ArchCrown.com | www.ArchCrown.com



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MANY STYLES AVAILABLE

Shown Actual Size

LET ARCH CROWN CUSTOM PRINT YOUR THERMAL TRANSFER TAGS & LABELS See page 13

## Permanent Fine Marking Pens for Tags and Labels

Available in black, red, blue and green

Order No. FP \$3.95



## Let Arch Crown Print Your Bar Code Tags and Labels

**Crisp reproduction of bar codes, logos, pricing and description.**

Thermal transfer tags and labels printed to your specifications. Call for price quote.



For more custom print samples, see page 13

## Custom Personalized QR Codes

**Personalized QR (Quick Response) codes promote your store.**

Arch Crown can create and print QR codes for simple text, a URL, an email message, an SMS or MMS, a phone number, or a location to promote your business.

**Arch Crown can print your QR or UPC bar codes, logo and text, call for price quote 1-800-526-8353.**

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Follow us on...



To order custom printed Op-Tags™ and labels call our sales department toll free 1-800-526-8353 or 973-731-6300.

