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# breAd.

## edible labels

A marketing tool for product  
visibility, brand building  
and increased sales

breAd. & edible labels





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## Edible labels will help you with:

### Make your product visible

Branding your bread and other products can boost your image among consumers. Not only will you increase awareness of your brand, but you will also prevent unfair competitors from trying to imitate your products.

### Introduce yourself effectively

Impress your customers on the first day your bread is in the shops. With edible labels, they won't miss it.



### Increase your sales

Most bakery products look almost the same on the shelves. However, with edible labels, you can easily differentiate your product from others and make it easier for customers to remember.

### Build your brand

Edible labels help you build your company and your products' brand. In addition, you will show the benefits of products such as organic, gluten-free bread, etc., which may otherwise get lost amongst others.



### Making production more efficient

Edible labels help you build your company and your products' brand. In addition, you will show the benefits of products such as organic, gluten-free bread, etc. which may otherwise get lost amongst others.

### Be eco-friendly

Our customers have already saved approximately 470 tonnes of paper or 165 tonnes of plastic using edible labels instead of another packaging.





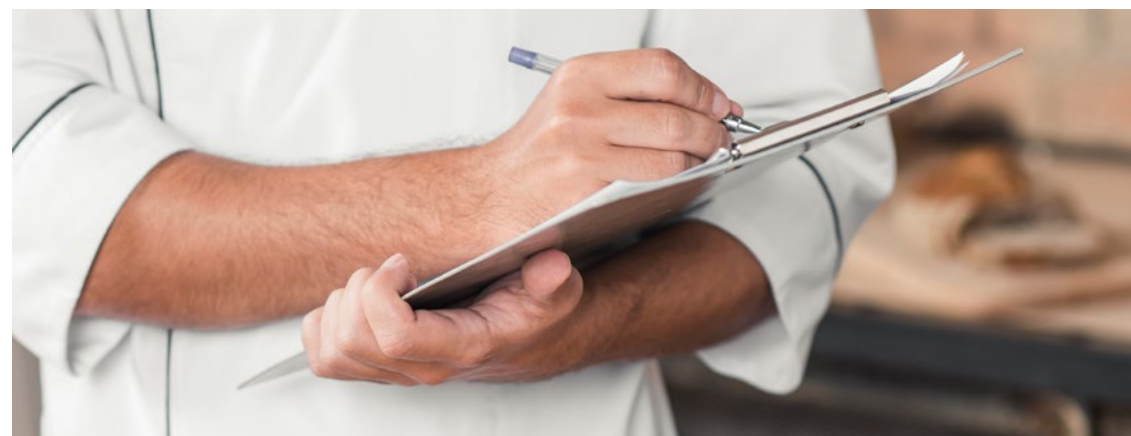
**breAd.**

We are a **family-owned company** that has been in business **since 2010** to help **bakeries and confectioners** to **raise the profile of their brands and products**.

We have supplied **over 105,000,000 edible labels** to customers in **13 countries**.

Our edible labels you can find on **selected bakery products** in all major **food store chains, bakeries and confectioneries across Europe**.

Our products are manufactured according to **strict hygiene standards**. International certificates **IFS, BRC and BIO** confirm that **we do our work properly and at the top level**.



**Marlenka®**





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## On the dough

Place the edible label on the moistened dough before baking.



## Into the proofing basket

Place an edible label on the bottom of the proofing basket before placing the dough.



## AFTER BAKING ON THE FINISHED PRODUCT (not recommended)

After removing from the oven,

a) Moisten the surface of the product (or moisten the bottom of the label) and press the label on the product.

b) The carved label without printing is completely immersed in water (up to 1 sec.) and then placed on the still hot product.

**Note:** You may use a brush or sponge for dampening. The product must not be floured.

## Before baking on products with seeds

If you want to apply edible labels on products with seeds on its surface, always apply the label before baking on a wet dough first, then sprinkle or dip it into seeds.

## CAUTION:

If you normally wet the dough to achieve a glossy (flour-free) surface of the product, do not apply the printed edible label before wetting. Printed labels may blur or smudge when in contact with water. If you are using automatic water spraying before baking with no possibility to apply the labels afterward, try to reduce the amount of sprayed water to avoid blurring. If problems persist, we can provide you with edible labels coated by edible wax on demand.



## OFFER OF BASIC COLORS:

SB001

**Dark brown**  
PANTONE 7518 C  
E 172 Iron oxides  
and hydroxides

SB004

**Cocoa dark**  
PANTONE 7518 C  
Cocoa powder dark

SB006

**Black**  
PANTONE 7518 C  
E 172 Iron oxides  
and hydroxides

SB012

**Green**  
PANTONE 7518 C  
E 141 Copper complexes  
of chlorophylls and  
chlorophyllins

SB014

**Cocoa standard – darkened**  
PANTONE 7518 C  
Cocoa powder mix  
colours

SB016

**Pink**  
PANTONE 7518 C  
E 120 Crimson red

SB002

**Dark red**  
PANTONE 7518 C  
E 172 Iron oxides  
and hydroxides

SB005

**Cocoa standard**  
PANTONE 7518 C  
Cocoa powder standard

SB011

**Light yellow**  
PANTONE 7518 C  
E 160a Beta-carotene,  
E 100 turmeric

SB013

**Reddish brown**  
PANTONE 7518 C  
E 172 Iron oxides  
and hydroxides

SB015

**Cocoa standard  
without arabic gum**  
PANTONE 7518 C  
Cocoa powder standard  
without arabic gum

SB017

**Orange**  
PANTONE 7518 C  
E 172 Iron oxides  
and hydroxides

SB018

**Dark yellow**  
PANTONE 7518 C  
E 172 Iron oxides  
and hydroxides

SB020

**Blue**  
PANTONE 7518 C  
E 131 Patent blue V

SB019

**Dark green**  
PANTONE 7518 C  
E 141 Copper complexes  
of chlorophylls and  
chlorophyllins

SB023

**Lila**  
PANTONE 4121 C  
E 120 Crimson red  
E 131 Patent blue V

## ORGANIC QUALITY

SB009

**ORGANIC cocoa  
without arabic gum**  
PANTONE 7518 C  
Organic cocoa powder  
without arabic gum

SB021

**ORGANIC carob dark**  
PANTONE 7518 C  
Organic carob

SB010

**ORGANIC green**  
PANTONE 7518 C  
Spirulina, young barley

- The label can also contain a combination of several colors.
- By color lightening we are able to achieve more color shades (within one color).
- PANTONE colors are the closest equivalents to actual printed colors. Their display may differ depending on the type of monitor.
- For the first order, we charge a one-time fee of CZK 1,500 (€60) for the product on of a printing template for each specific color.
- The minimum order for this technology is 15,000 labels.



## PAPER TYPE OFFER:

paper thickness tolerance  $\pm 10\%$



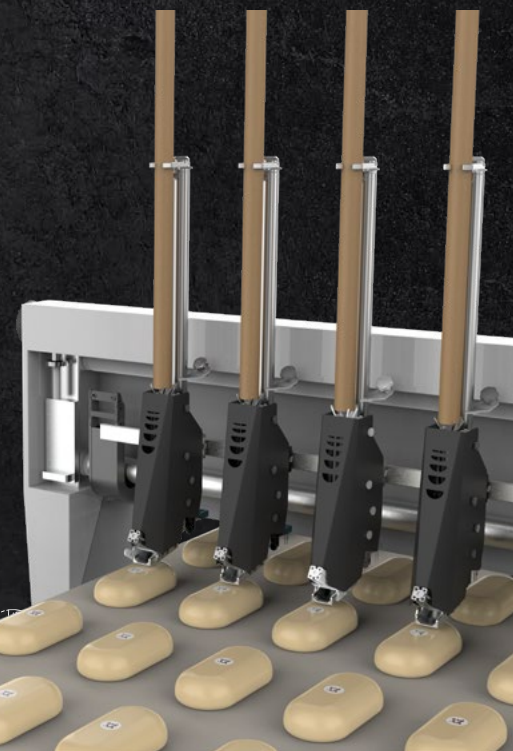
- EDIBLE PAPER – thin – white color – thickness 0,4 mm
- EDIBLE PAPER – standard – white color – thickness 0,6 mm
- EDIBLE PAPER – standard – beige color – thickness 0,6 mm
- EDIBLE PAPER – corn – beige color – thickness 0,9 mm

### in **ORGANIC** quality:

- ORGANIC EDIBLE PAPER – standard – white color – thickness 0,6 mm
- ORGANIC EDIBLE PAPER – corn – beige color – thickness 0,9 mm

## Another option:

- Significant cost savings for manual application
- Increase efficiency
- Can be installed on existing or new production line





**breAd.**

We have developed a **machine for automated application of edible labels**. This technology can handle **top, side and front application** on a wide range of **bakery and confectionery products**.

**Speed of production** is not an obstacle. The applicator can easily handle the productions of **3,000 to 30,000 pieces per hour**.

**Bakeries and confectioneries** will reduce costs and increase profitability. The applicator can be installed on any **existing or new production lines**.





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Edible labels can be applied to various bakery and confectionery products.







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Want to know more?  
Contact us!

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