

Coveted classic available again

Back in the eXtra4 range: metallic labels for hand lettering

Birkenfeld, October 2013. After several years of forced break, Ferdinand Eisele GmbH has re-launched gold colored labels with thread for manual lettering in the assortment of their house brand "eXtra4".

The plastic labels have a brushed metallic surface. So they can easily be marked with a fine permanent marker. Also for this reason, they have been sought after by jewellers and goldsmiths for decades. But mainly because the labels harmonize very well in the presentation of jewellery and watches. At the point of sale as well as in the shop window they look subtle and convey an individual, artistic touch thanks to the handwriting.

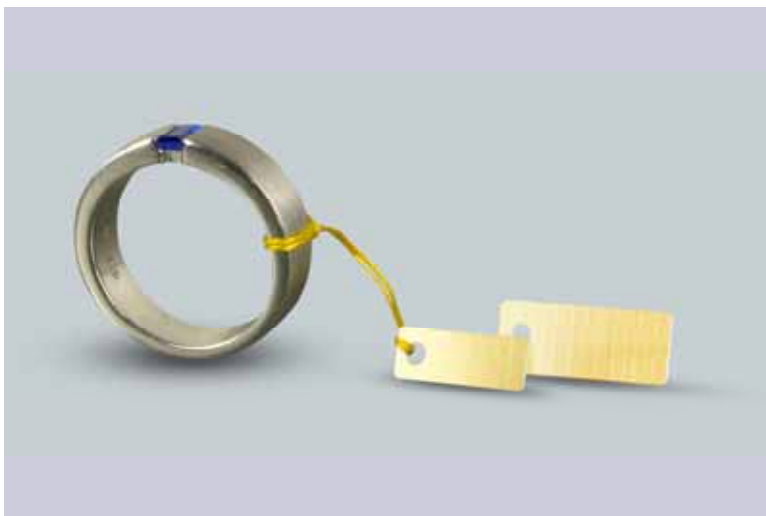
Although the labels used to be very popular, the label specialists in the Pforzheim area had to cease production several years ago: for technical reasons, no supplier was willing to produce the necessary material any longer.

Despite numerous rejections Ferdinand Eisele was tenacious enough and left no stone unturned over the years to be able to re-launch the repeatedly demanded product again - a perseverance that has now

been rewarded : With the supply of a material manufacturer from overseas they now were able to start production again.

Back in the range are currently two forms: Ref 71 78A CYZ with dimensions of 13.5 x 5 mm, and Ref 71 764A CYZ with 20 x 8 mm. Both forms have - suitable for a surface in gold metallic finish - a 7 cm long, ocher cotton thread. Delivery by 1,000 in plastic bag, bundled into 100 pieces. Find more information at www.shop.extra4.com.

Picture with sublines



Metallic labels 71 78A CYZ and 71 764A CYZ with ocher thread