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Altro Labels Helps Brands Win Shelf Wars

Commercial label printer uses the latest printing and finishing technologies to make labels stand out

August 7, 2019 – North Vancouver, BC – When it takes only seconds for most consumers to decide which product to purchase, what’s on the outside is often as important as what’s on the inside of a package. That’s why [Altro Labels](#), a new printing company in North Vancouver, is passionate about using [technology](#) and experience to help create labels that instantly grab a customer’s attention.

Altro offers competitive pricing for small and large runs thanks to its new seven-colour hybrid inkjet press, designed to reduce waste and press time and print from 100 to a million labels efficiently. The press combines traditional flexo and digital processes in one high-speed workflow, and is equipped with [sophisticated finishing](#) capabilities including cold and hot foil, embossing, spot UV print, varnishes, silk print and more.

“No job is too small or too big for us,” said Sam Naemi, Operations Director at Altro. “We have hundreds of techniques and materials at our disposal to help designers push the limits of their imagination. Our new press makes it possible for us to deliver unique labels for a competitive price, even with small orders.”

Altro prints labels for numerous [markets](#) including craft beer, wine and spirits, food, cosmetics, pharmaceutical, consumer durables, and smart labels including RFID.

To make it simple for customers to [place an order quickly](#) and to easily keep track of their project, Altro has an online platform. Many orders placed before 2pm can be delivered the next day.

Altro offers a range of specialty substrates, films, papers and textures that meet necessary regulatory approvals. Labels can glow in the dark or include RFID technology for inventory management. The company uses high-quality materials from premium suppliers including Avery Dennison and UPM Raflatac.

Naemi, a naturalized Canadian citizen, was involved on the production side of his family’s successful label printing business for 10 years prior to immigrating to Canada. He and his family explored many options before deciding to establish a new local label printing business in this competitive industry.

“We’re doing what we know how to do best because we believe it’s the way to grow a successful business and give back to our community,” said Sam Naemi. “We grew up in the label printing industry; we were literally born to do this.”

Based in North Vancouver, BC, [Altro Labels](#) is a family-run organization. Ata Naemi, Sam Naemi’s nephew, is the company’s managing director; his niece Mahna Naemi manages Altro’s sales. There are 10 employees currently employed at Altro’s 4000 square foot facility, with plans to grow the team and expand its space quickly as revenues grow. In addition to serving the Canadian label market, the company hopes to earn business across North America as the favorable exchange rate makes it economical for customers in the United States to order labels from Canada.

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For more information about Altro Labels, please contact Sam Naemi by email at sam@altrolabels.com or call 1-877-772-5876.