



breAd.[®]

edible labels

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

breAd. & edible labels s.r.o.

www.bread.cz/en/



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 hundreds of tonnes of waste by using edible labels instead of other packaging.



About us

We are a **family owned company** established in 2010 to **help bakers and confectioners promote their brand and products with edible labels**.

We produce **hundreds of millions of labels** a year for our **customers around the world**.

Our edible labels can be found on selected bakery products in major retail chains, bakeries and patisseries.

Countries: 30+ | Customers: 400+ | Edible labels: 200 million+



Certificates and quality

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



Application of edible labels

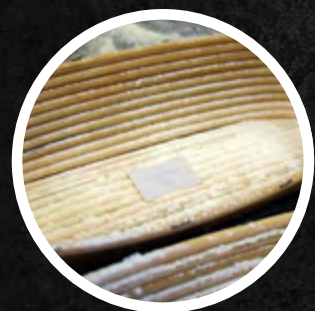
To ensure perfect adhesion of the edible label to the baked product, you can choose from several simple methods, adapted to the different stages of baking.

Pressing into the dough after proofing

1. Before baking, press the edible label into the risen dough and push it about 1 cm inwards.
2. If the product is dusted with flour, moisten the surface of the dough before pressing the label.
3. Bake as usual.



Press on the dough before proofing or place in a proofing basket



A) On the dough after proofing

1. Press the label about 1 cm into the dough.
2. Turn the dough 180° on the conveyor belt and drop it into the proofing basket with the label already attached.

B) At the bottom of the basket

1. Before placing the dough in the basket, place the label on the bottom with the printed side down.
2. The dough will stick to the label as it rises.
3. Bake as usual.

Before proofing, place the label on the dough

1. Press the label onto the side or top of the dough.
2. If the product is floured, moisten the surface of the dough before pressing the label.
3. The dough will stick to the label as it rises.
4. Bake as usual.

Application to finished product after baking

A) Dip the label in water

1. Soak the label briefly in water and then press it onto the hot product.
2. Press only on the edges of the label so that it adheres to the product (do not touch the printed area as this may smear).

B) Rub the finished product with water

1. After removal from the oven, wet the surface of the product or the underside (unprinted) of the label and press it onto the hot product.

Always keep your hands dry when handling printed labels. Printed labels can melt or smear on contact with water.

If you have any questions about using edible labels or need advice, please do not hesitate to contact us by phone or email. We are here to help.

Telefon: +420 725 832 292 / +44 7575 011057, **E-mail:** info@bread.cz



Offer of basic colors

SB001 Dark brown PANTONE 7518 C E 172 Iron oxides and hydroxides	SB002 Dark red PANTONE 7627 CP E 172 Iron oxides and hydroxides	SB018 Dark yellow PANTONE 150 CP E 172 Iron oxides and hydroxides	SB019 Dark green PANTONE 7742 C E 141 Copper complexes of chlorophylls and chlorophyllins
SB004 Cocoa dark PANTONE 437 CP Cocoa powder dark	SB005 Cocoa standard PANTONE 4715 C Cocoa powder standard	SB020 Blue PANTONE 3553 C E 131 Patent blue V	SB023 Lila PANTONE 4121 C E 120 Crimson red E 131 Patent blue V
SB006 Black PANTONE 419 CP E 172 Iron oxides and hydroxides	SB011 Light yellow PANTONE 116 C E 160a Beta-carotene, E 100 turmeric	<div>ORGANIC QUALITY</div>	
SB012 Green PANTONE 2264 C E 141 Copper complexes of chlorophylls and chlorophyllins	SB013 Reddish brown PANTONE 7609 C E 172 Iron oxides and hydroxides		
SB014 Cocoa standard – darkened PANTONE 4705 CP Cocoa powder mix colours	SB015 Cocoa standard without arabic gum PANTONE 479 CP Cocoa powder standard without arabic gum		
SB016 Pink PANTONE 211 C E 120 Crimson red	SB017 Orange PANTONE 158 CP E 172 Iron oxides and hydroxides		
		SB009 ORGANIC cocoa without arabic gum PANTONE 4645 C Organic cocoa powder without arabic gum	SB010 ORGANIC green PANTONE 2249 C Spirulina, young barley
		SB021 ORGANIC carob dark PANTONE 4635 C Organic carob	

- 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.
- The minimum order for this technology is 15,000 labels.

Paper type offer



- 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

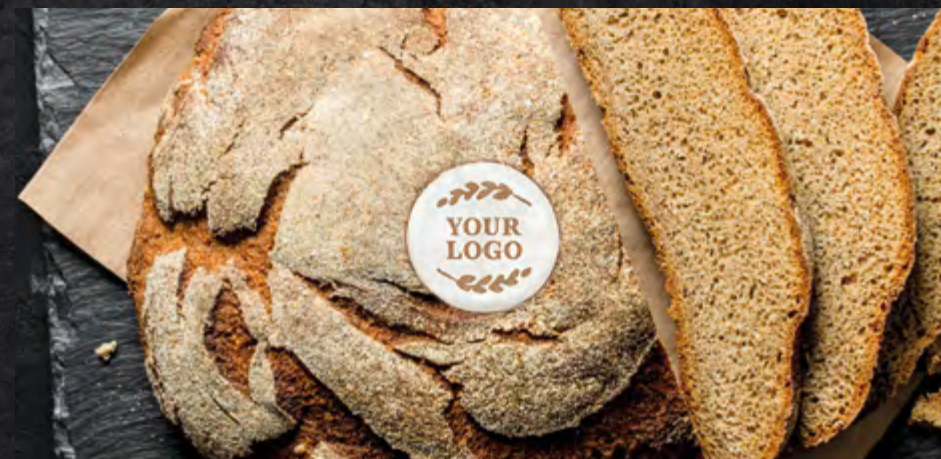
in **ORGANIC** quality:

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

Edible paper is made from only starch, water and oils.

Examples of edible labels

A variety of bakery and confectionery products can be labelled with edible labels.



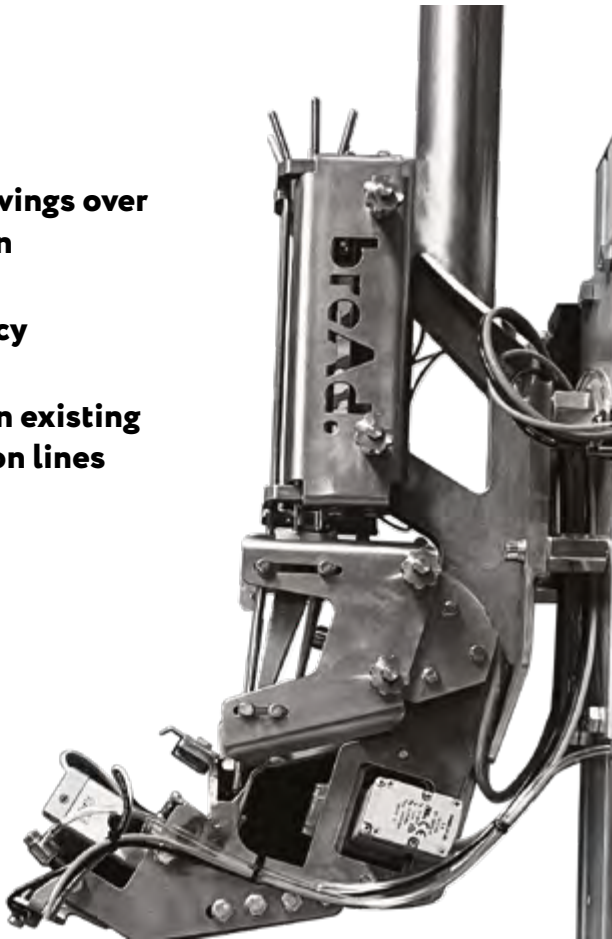
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Another option:

Automated application

- **Significant cost savings over manual application**
- **Increased efficiency**
- **Can be installed on existing and new production lines**



We have developed a machine for the automatic application of edible labels. Production speed is not an obstacle. The applicator can easily handle production from **3,000 to 30,000 pieces per hour**.

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





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Would you like to find out more?
Please contact us!



☎ +420 725 832 292

+44 7575 011057

✉ info@bread.cz

🌐 www.bread.cz/en



Co-funded by
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MINISTRY OF INDUSTRY AND TRADE
OF THE CZECH REPUBLIC