



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

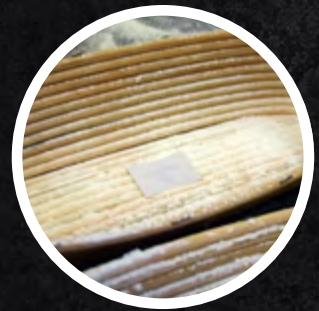
To ensure perfect adhesion of the edible label to the baked product, you can choose from several simple methods, adapted to the different stages of baking.

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



Selection of basic colors

- 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.

SB001
Dark brown
PANTONE 7630 U
E 172 Iron oxides and hydroxides

SB004
Cocoa dark
PANTONE 2319 U
Cocoa powder dark

SB006
Black
PANTONE BLACK 6 U
E 172 Iron oxides and hydroxides

SB012
Green
PANTONE 2263 U
E 141 Copper complexes of chlorophylls and chlorophyllins

SB014
Cocoa standard – darkened
PANTONE 4645 U
Cocoa powder mix colours

SB016
Pink
PANTONE 2037 U
E 120 Crimson red

SB002
Dark red
PANTONE 7627 U
E 172 Iron oxides and hydroxides

SB005
Cocoa standard
PANTONE 2318 U
Cocoa powder standard

SB011
Light yellow
PANTONE 114 U
E 160a Beta-carotene, E 100 turmeric

SB013
Reddish brown
PANTONE 7623 U
E 172 Iron oxides and hydroxides

SB015
Cocoa standard without arabic gum
PANTONE 478 U
Cocoa powder standard without arabic gum

SB017
Orange
PANTONE 1595 U
E 172 Iron oxides and hydroxides

SB018
Dark yellow
PANTONE 7549 U
E 172 Iron oxides and hydroxides

SB020
Blue
PANTONE 639 U
E 131 Patent blue V

SB019
Dark green
PANTONE 2264 U
E 141 Copper complexes of chlorophylls and chlorophyllins

SB023
Lila
PANTONE 2080 U
E 120 Crimson red
E 131 Patent blue V

ORGANIC QUALITY

SB009
ORGANIC cocoa without arabic gum
PANTONE 2313 U
Organic cocoa powder without arabic gum

SB021
ORGANIC carob dark
PANTONE 4655 U
Organic carob

SB010
ORGANIC green
PANTONE 2261 U
Spirulina, young barley

SB026
ORGANIC Cocoa with Potato Starch
PANTONE 7590 U
Organic cocoa powder, organic potato starch

 **THE FULL RANGE OF COLORS**

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Selection of basic edible paper types



- **THIN** – white color
– thickness 0,4 mm
- **STANDARD** – white color
– thickness 0,6 mm
- **KARAMEL** – beige color
– thickness 0,65 mm
- **CORN** – white color
– thickness 1,2 ± 0,1 mm

in **ORGANIC** quality:

- **ORGANIC – STANDARD** – white color – thickness 0,6 mm
- **ORGANIC – CORN** – white color – thickness 1,2 ± 0,1 mm

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



**THE FULL RANGE OF
EDIBLE PAPER TYPES**

breAd.[®]

Customized samples of edible labels

The best way to get started with edible labels is to try them for yourself – bake with them, see the results, and get feedback. Order a custom sample with your logo or chosen design and see the edible labels directly on your bread. Preparing the design for your label is free of charge – we only need your logo or your idea.



**ORDER FREE CUSTOM
EDIBLE LABEL SAMPLES**



breAd.®



Another option:

Automated application

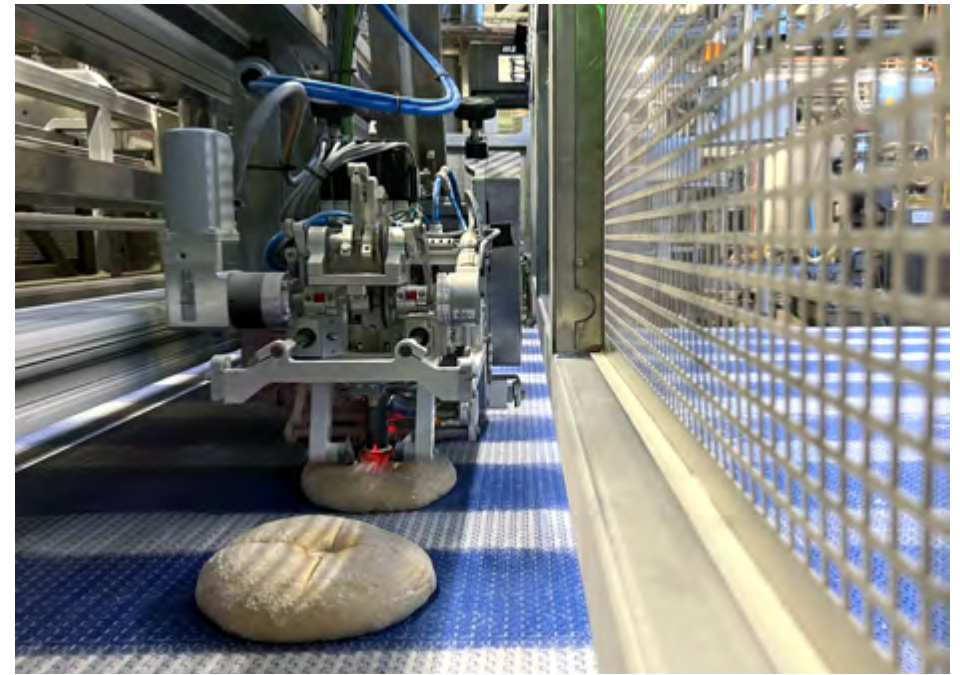
- **Significant cost savings over manual application**
- **Increased efficiency**
- **Can be installed on existing and new production lines**

 **MORE INFORMATION**



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!



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