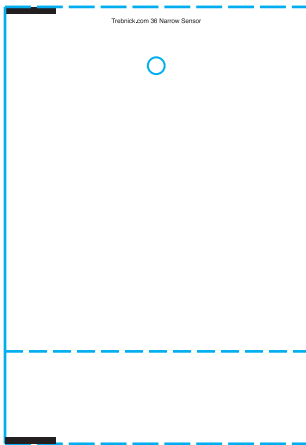# TREBNICK SYSTEMS, inc.

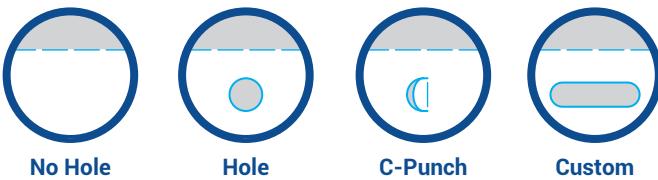## TAG OR LABEL?
WHAT'S THE DIFFERENCE?

Tags and labels are our calling here, but what exactly is **the difference**? We've noticed that some people as well as customers have called tags labels and vice-versa thus creating confusion on both ends. In order to curb this confusion so that we can help you with a problem more effectively, we have put together this infographic to try and help you better understand some of the terminology behind what we do.

TAG

A tag **hangs** freely by its **hole** or can be taped/ stapled to a surface if there is no hole. A tag can also be used and repositioned infinitely for displaing info or a logo.

Look for some form of **die-cut** near an **edge** of a tag that it might **hang** from:

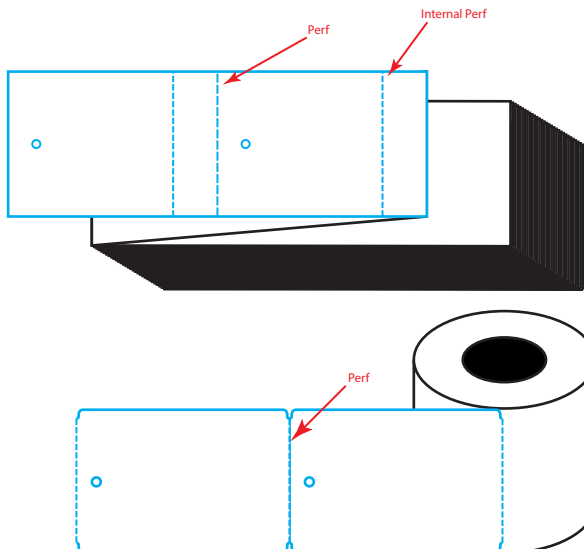**No Hole**   **Hole**   **C-Punch**   **Custom**

The **corners** of a tag are a **key feature** as well. One of two main **styles** are used in order to be **read** by a **printer** to print a design onto the tag and for the printer to match up the art to the size and shape. This is called **Media Sensing**.

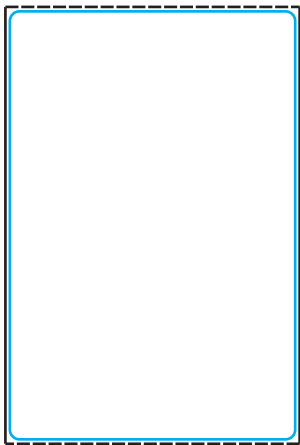**Sensor Mark / Black Mark**   **Notch / I-Mark**

Another feature that can be found on many tags is **perforations**. Perfs **separate** the tags on a roll or in a stack, to be torn off and used. There can even be **multiple different perfs** per tag depending on the intended use.

Perf   Internal Perf

Perf

LABEL

Backed with **adhesive**, a label can be peeled away from its **liner** and stuck on to a surface to display info or a logo.
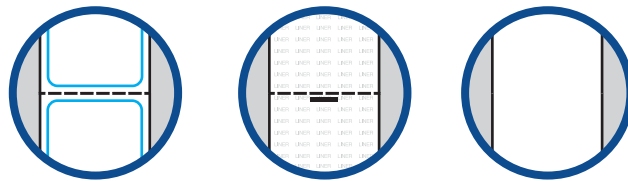
Labels come in two different **styles**. The most common being **die-cut labels** which have **rounded-corners** and a visible **liner**. There are also labels that appear to be linerless like a tag and instead have a liner with a **backslit**.

Die-Cut Label   **Backslit Label**

Media Sensing is a little bit different for labels. For **die-cut labels**, the printer should be set to read the **gap-space** between 2 labels on a roll or in a stack. On labels with a backslit, there may be a **sensor mark** printed on the **liner**. There may also be labels that have no definite start or stop point and are **continuous**.

Gap   **Sensor Mark/ Black mark**   **Continuous**

Lastly, labels are finished the same way as tags, either on a roll or fanfolded/ sheeted in a stack. Labels can also have **perfs** between each one as well as **internal perfs**.

Perf   Internal Perf

Perf

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