Crown Labels Guide To:
Variable Data Labels

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We have lots of experience in printing labels which contain different forms of variable data, from basic numbering with hot foil to a full range of variables with digital printing. See the compatibility table below to see which process you need for your data:

Compatibility	Flexographic	Hot Foil	Thermal Transfer	Digital
Consecutive Numbering	✗	✓	✓	✓
Non-Consecutive Numbering	✗	✗	✓	✓
Variable Barcodes/QR Codes	✗	✗	✓	✓
Alphanumeric or Text	✗	✗	✓	✓
Images and Pictures	✗	✗	✗	✓
Colours and Design	✗	✗	✗	✓

Providing Your Data

It's important that your data is provided in a way which works well with our printing methods, otherwise lots of time could be wasted reorganising the spreadsheet, or the labels may not be printed as intended.

Please provide your data in either a .csv or .xls format.

csv   xls

⚠ If you're not sure how your data needs to be arranged, please get in touch with our team
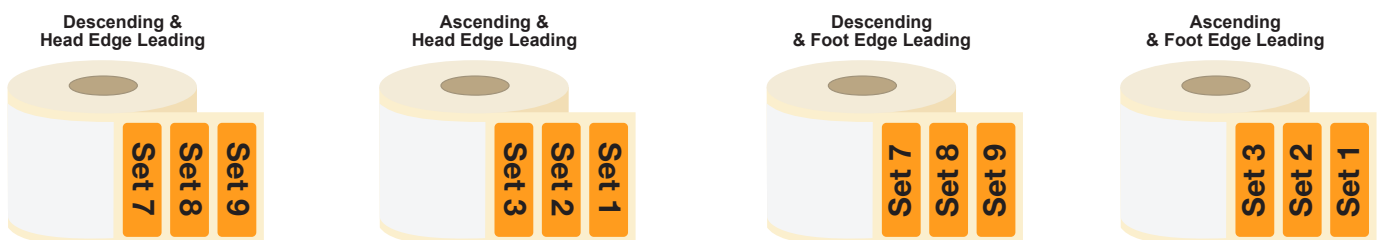
Please ensure the spreadsheet has:

☐ Each data field and line of data in separate columns

☐ A new row for each printed label in a logical order

☐ Separate spreadsheets for each label design/size

Please ensure that any images are:

☐ Saved under logical filenames

☐ The corresponding file name of the image for each print is in a separate column of the spreadsheet

Presenting your labels

Your labels can be presented in many different ways depending on what works best for you. Along with the different options highlighted in our Presentation Possibilities document, your set of data can also impact the way the labels are coming off the roll, and can be customised to either be descending or ascending.

Descending & Head Edge Leading
Set 7 Set 8 Set 9

Ascending & Head Edge Leading
Set 3 Set 2 Set 1

Descending & Foot Edge Leading
Set 7 Set 8 Set 9

Ascending & Foot Edge Leading
Set 3 Set 2 Set 1

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