



## **ID Label Launches New Website and Brand Image**

LAKE VILLA, Ill., Oct. 16, 2018 – ID Label Inc., the industry’s premier provider of custom barcoding solutions, has launched a [new website](#) and rebranded with a new logo.

“The many clients and partners who rely on our products every day have come to know ID Label as an innovative and trusted provider of smart barcoding solutions that help them move their businesses forward,” said Neal Lulofs, ID Label’s chief marketing officer. “We think our refreshed brand and new website truly embody what our brand represents today and positions us for continued success in the years ahead.”

The new logo mark is a nod to a colorful two-dimensional barcode image. Upon closer inspection, it’s apparent that the mark is composed of ID Label’s initials. The composition of each “I-D-L” represents the company’s interconnected link to its employees, customers and channel partners, and its passionate commitment to product innovation and excellence.

ID Label’s new logo and website were designed by [Celtic Chicago](#).

“As we approach our 25<sup>th</sup> anniversary next year, we’re incredibly proud that thousands of successful organizations—including some of the world’s best-known brands—rely on ID Label products every day,” Lulofs said. “That’s why we say: when we do the barcodes, you can do more.”

### **About ID Label Inc.**

Since 1994, ID Label has been one of the nation’s leading manufacturers of custom, variable-information barcode labels and asset tags. The company’s solutions are used by thousands of global organizations to keep their businesses moving with efficiency, speed and accuracy. Our expert sales consultants are passionate about working with our customers to provide smart ideas and innovative products. We provide design, production, signage and nationwide installation services for organizations in the warehousing, logistics, manufacturing, electronics, cleanroom, calibration, medical, laboratory, lumber, apparel and library markets. To learn more, visit [www.idlabelinc.com](http://www.idlabelinc.com).