



Printing is our passion, Customers our focus



Since 1972, Mastro Graphic Arts has developed machine graphic solutions for a wide range of customers. MGA is recognized as a solution provider for most every printing requirement with extensive experience in adhesives, laminating, precision die cutting, screen printing, digital printing and design services.

MGA's products and professional design services offer a powerful combination that enables our customers to realize their branding, labeling and graphic desires. Our full service team provides cost effective, high quality and timely solutions that translate into significant savings, competitive advantages and satisfied customers.

For more information on MGA's products and professional services please contact our customer service team.

At MGA, printing is our passion and customers our priority.



Mastro Graphic Arts Inc.

67 Deep Rock Road

Rochester, NY 14624

**(585) 436-7570**

[sales@mastrographics.com](mailto:sales@mastrographics.com)

[www.mastrographics.com](http://www.mastrographics.com)

*MGA is a New York State Certified Woman Business Enterprise*



# Labels

## Label Printing From Mastro Graphic Arts

Labels are often the best way to deliver a message to your customers. Whether you require instructional, safety or brand identification labels, MGA will fully meet your expectations. We stock a wide array of substrates including, polyester, polycarbonate, vinyl and paper. With over 30 years of label printing experience, MGA can help you choose the right substrate / adhesive combination for your application.

**Label:** A label is any kind of tag attached with adhesive to a product so as to provide identification, information, or visual appeal.

- ▶ Available full color digital printing.
- ▶ Variable image printing for serial numbers, barcodes, and images.
- ▶ Durable materials that stand up to the toughest environments
- ▶ Product labels, Safety Labels, Instructional Labels.
- ▶ From 4 color process to custom spot colors.
- ▶ Strong adhesives ensure that your message is delivered.

# Overlays

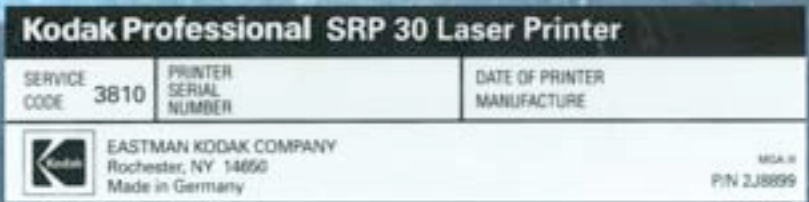


## Overlay Printing From Mastro Graphic Arts

- ▶ UL and CSA approved label constructions.
- ▶ Clear, textured, deadfront and transparent colored windows.
- ▶ Tight tolerance printing and die cutting.
- ▶ Permanent selective adhesive for overlays that last.
- ▶ Custom color matching to match your painted parts.
- ▶ Custom die cuts from your specs or an electronic die line.

Overlays are perhaps the most important link between your product and the end user. Clear text and properly positioned graphics ensure that your customer has the best user experience. MGA has the know-how and the stringent standards, to produce an overlay that will enhance your customer relationship for the life of your product.

**Overlay:** A label that provides instructional information or feedback to the end user.



## Data plate Printing From Mastro Graphic Arts

Data plates deliver very important product information to your customer. The certification symbols represent the highest testing standards. The serial numbers serve as a link between you and your customer. With our UL approved label constructions you can be assured that this message will stick with your product for good.

**Data plate:** A label that provides specifications, product identification or proof of certifications.

# Data plates

- ▶ UL and CSA approved label constructions.
- ▶ Variable serial numbers and barcodes based on your data.
- ▶ Durable materials that stand up to the toughest environments.
- ▶ RoHS compliant constructions.
- ▶ Custom color matching to match your painted parts.
- ▶ Strong adhesives to last the life of your product.

# imagine



## Digital Printing From Mastro Graphic Arts

- ▶ Print quality equal to offset with the substrate range of screen printing.
- ▶ Variable image printing for serial numbers, barcodes, and images.
- ▶ Makes high quality printing affordable for even the shortest print runs.
- ▶ The HP indigo® uses true liquid ink not toner.
- ▶ 12" x 18" page size.
- ▶ Available 3D print technology or doming options for added appeal.

Imagine.....

the design flexibility of offset printing combined with the substrate latitude of screen printing. Our six color HP indigo® can make your most colorful designs come to life. With an unlimited selection of available substrates, you'll get the durability you require with the visual appeal that only full color, digital printing can provide.

Say good bye to boring gray control panels and bland labels.

***Unleash your creative side!***

[sales@mastrographics.com](mailto:sales@mastrographics.com) (585) 436-7570 [www.mastrographics.com](http://www.mastrographics.com)

**MAGNATAG**.com  
800 624 4154



# Doming

## Dome Printing From Mastro Graphic Arts

Doming is a great way to update the look of a label design. Dome labels are great for applications that really need to showcase your logo or product name. The epoxy resin coating protects your label in harsh environments. They will stand the test of time on appliances, tools, computers, business machines, sporting goods, and lawn and garden equipment. Domes can withstand temperatures from -50° F to 250° F.

**Dome Label:** A label with a decorative, protective urethane coating.

- ▶ Great added visual appeal at a great price.
- ▶ The look of a molded plastic badge with the price and flexibility of a label.
- ▶ Self healing domes keep your label looking great.
- ▶ Great for outdoor and marine environments.
- ▶ Can be combined with our digital printing for unbelievable design possibilities.