# LABEL WITH VARIABLE DATA

**The tool that supports contests and promotions.**

## LABEL WITH VARIABLE DATA.

Today, involving consumers not only with offers, but also with their active participation in promotions related to contests or prizes, is becoming more and more important.
In this case, each packaging must include a variable data or a code, which may be numeric, alphabetic or alphanumeric.

The Aro Group's variable data label is specific to this type of application: it is a single-layer label on which the variable data produced by an algorithm or collected from a database is printed.

LABEL WITH VARIABLE DATA **[1]**


LUBRÌ
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TAGLIANDO GRATIS
CHIAMA IL NUMERO VERDE
167X465A
2,5L
LUBRIFICA E SBLOCCA LE PARTI ANTIRUGGINE
ELIMINA I CIGOLII PREVIENE LA RUGGINE
LUCIDA METALLI E CROMATURE




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