

MASSACHUSETTS WIC PROGRAM SHELF LABEL PRINTING SPECIFICATIONS

Massachusetts WIC requires all authorized retailers to display WIC shelf labels created by the State WIC Agency to identify WIC approved foods. The WIC shelf labels should be displayed on the vendor's shelf in close proximity to the WIC food item. Vendors may not use any other labels to identify WIC items. Our goal is to help WIC customers have a successful shopping experience.

An image of the label and printing specifications are available below.

Label #1 – Label Sheets

Description - Label adheres directly to the shelf.

Specifications:

8.5x11 (30 labels per sheet)

Final Label size: 1 x 2 5/8

60# High Gloss crack and peel white

Prints 2/0 (2pms with bleeds)

Kiss cut to create removable labels

Label #2 - Perforated tag sheets

Description - Label has an adhesive strip on the front and will adhere to current labels.

Specifications:

8.5x11 (36 labels per sheet)

Final Label size: 1.875 x 2

100# Gloss text white prints 2/0 plus overall gloss aqueous coating (with bleeds)

Apply 4 strips of tape to each 8.5x11 page
perforate around all labels and across tape to allow for easy removal

Label #3 – Single Labels (no adhesive)

Description - Label has no adhesive, can be used for items such as bread or baby food.

Specifications:

3 x 2.25 in

Prints 2/0 (2 pms with bleeds)

100# Flo Gloss text cut to size

Imbedded Labels

For stores that would like to imbed the WIC shelf label into the item shelf tag, the minimum size allowed for the WIC logo is .5" x .5". A written request and copy of materials proposed must be provided to: Mary Blocksidge at mary.blocksidge@state.ma.us of the Massachusetts WIC Program Vendor Unit for approval.

