Custom Printed Products

August 2025

Custom Printed Tape

pomona
we do tapes better

Why use Custom Printed Tapes?

Custom Printed tape is an inexpensive marketing tool that simply turns every parcel, carton or package into a valuable form of advertising, brand recognition, identification and security. The Pomona Custom Printed Tape division (formerly the Henkel NZ Print business unit) provides high quality, sharply defined print that many national and international organisations entrust to reproduce valuable branding onto adhesive tape.

Pomona is an expert in the world of adhesive tape technology and in addition to high definition print we can also match the tapes backing material and adhesive qualities to provide the perfect product which will work beautifully for the intended application. Be it tape for freezer and chilled products, heavier bundled items, customised check out "SOLD" tape, barcoded vegetable bundling under wet conditions, security sealing courier bags, or simply securing different grades of cardboard cartons, Pomona has the perfect solution. Explore the opportunities to "personalise and seasonalise" out bound carton deliveries or promote special in house promotions or product launches – the options are endless.

Why use Pomona Labels on a Roll?

Custom printed labels on a roll are clean, efficient and cost effective and can be supplied in various widths, repeat lengths and, base colours. Each perforated label is laminated with clear plastic making a waterproof and durable label, ideally suited for outdoor and long term applications. With no messy release paper to dispose of, our labels make for clean and efficient application. At Pomona we offer the opportunity for customers to print custom designed labels, including highly detailed barcoded and QR coded labels. Our machines can perforate as little as 37mm to as big as 250mm, with any design of your choice.

About Us

Pomona Group Ltd was founded in 2004 by Charles Kilvington who has a wealth of industry knowledge dating back to 1986. From our 6000m² factory in Henderson West Auckland we provide a broad range of industrial and retail adhesive tape lines. Pomona is the New Zealand agent for many world leading tape brands including SICAD (Italy), and Lohmann (Germany). South Island distribution is managed from our distribution centre in central Christchurch.

SCUSTOM
Custom Printed
Packaging Tape
(Up to 3 Colours)
24/36/48/72mm x 100m

SCM
Custom Printed
Machine Carton Sealing Tape
(Up to 3 Colours)
24/36/48mm x 1000m

S4340
Custom Printed
PET Labels on a Roll
48/72/96/144mm x 100m
Rolls of 333/400/500/660 labels

B3100
Custom Printed
Barrier Tape
(1 Colour Print)
75/100mm x 300m

GP04WP 🌿
Custom Printed
Water Activated Gum Paper
Tape - 100% Recyclable
36/48/72mm x 50m

GP04BP 🌿
Custom Printed
Water Activated Gum Paper
Tape - 100% Recyclable
36/48/72mm x 50m

ECOPACK15 / W15
Paper Packaging Tape

24/36/48mm x 50m

ECOPACK15FRAGILE
Paper
Labels on a Roll

72mm x 100mm (500 labels)

Dispenser required for Water Activated Tapes - See below.

S624
Custom Printed
Lope on A Roll

126mm x 153mm (333 lopes)

S624ECO 🌿
Custom Printed
Lope on A Roll Eco Friendly
Bio Degradable Cellulose
126mm x 153mm (333 lopes)

S8988
Lope on A Roll Dispenser

Used in conjunction with the
S624 and S624ECO

GUMDISP1
Gum Paper
Tape Dispenser

Takes up to 75mm width

GUMDISP404
Semi Automatic
Water Activated
Tape Dispenser
Takes up to 75mm width

GUMDISP504
Automatic
Water Activated
Tape Dispenser
Takes up to 75mm width

🌿 Made from Plants

PGL

Custom Label Artwork Information

pomona
we do tapes better

Choose Your Design

Available Perforation Sizes (mm)

50mm	62.75mm	75mm	83.66mm	101.5mm
125.5mm	150mm	203mm	251mm	

1. Minimum Size   36mm x 50mm
2. Popular Size   72mm x 101.5mm
3. Popular Size   96mm x 101.5mm
4. Maximum Size   144mm x 250mm

Custom Tape Artwork Information

Choose Your Design

REPEAT LENGTH

Roll Direction

Available print repeat lengths (mm)

150mm (artwork size 145mm)   228mm (artwork size 223mm)   275mm (artwork size 70mm)

163mm (artwork size 158mm)   237mm (artwork size 232mm)   304mm (artwork size 299mm)

177mm (artwork size 172mm)   251mm (artwork size 246mm)   400mm (artwork size 395mm)

203mm (artwork size 198mm)   254mm (artwork size 249mm)   500mm (artwork size 492mm)

File Requirements

Vector files are the best type of file to supply.
Please note 300dpi minimum for any jpeg file supplied.
If you supply your artwork already setup please use the artwork size above to create your file.

AI   **EPS**   **PDF**   **SVG**   **JPG**

Version 5.0

PGL