

Custom Printed Products

August 2025



Custom Printed Tape

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.

Custom Printed Products & Dispensers



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

Custom Label Artwork Information

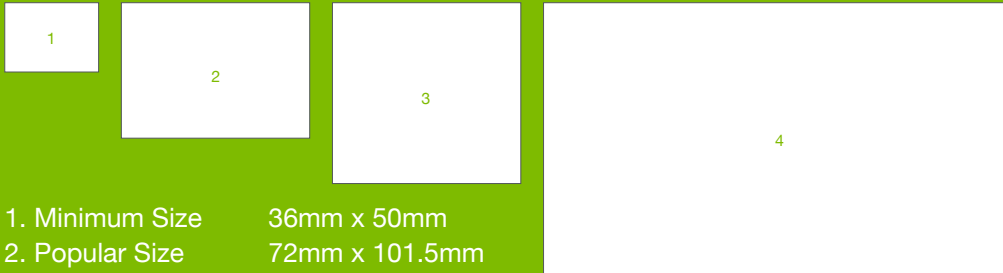


Choose Your Design



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 270mm)
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.



Version 5.0

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