

Frequently Asked Questions

DIRECT-TO-PACKAGING PRINTED LABELS

Fresh Produce Punnets & Trays

OPERATIONS & PACKING LINE COMPATIBILITY

Can Direct Printing be integrated into existing packing lines?	✓	Our Direct-to-Packaging solution works with manual and automated packing lines. It prints directly onto PET punnets and trays.
What packaging formats are compatible?	i	Max pack size: 320 mm wide × 75 mm high Max print area: 250 x 250 mm Print positions: Top and/or bottom
Can different SKUs be printed on the same tray?	✓	Digital printing supports variable data without changing packaging.

PRINT QUALITY & FUNCTIONALITY

What does the final print look like?	i	High-resolution, full-colour printing - ideal for barcodes, branding, and QR codes.
Are prints durable?	✓	UV-cured inks are scuff-resistant, smudge-proof, and transit-ready.
What colours can be printed?	i	It uses four colour CMYK and Pantone colour matching
Can you print barcodes and QR codes?	✓	Optimised for accurate scannability.

SUSTAINABILITY & COMPLIANCE

Is Direct Print recyclable?	✓	Aligned with: APCO PREP Tool / RIC 1 (PET) / Design for recycling
Are inks food safe?	✓	Washable, food-grade inks.
How does this improve sustainability?	i	<ul style="list-style-type: none"> • Elimination of label substrates and adhesives • Better PET recycling outcomes • Less material for better packaging

CUSTOMISATION & COMMERCIAL CONSIDERATIONS

What's the MOQ?	i	Depends on tray format and frequency.
Can you match my brand colours?	✓	It uses four colour CMYK and Pantone colour matching
Cost vs traditional labels?	i	<ul style="list-style-type: none"> • No label waste or liner • No relabelling downtime • Less inventory and warehouse space



NEED HELP? Still unsure if Direct Print is right for your operation? Let's talk. We'll assess your packaging and suggest the best fit.

Learn more: multisteps.com.au/directprintlabels Contact Us: multisteps.com.au/contact-us/