

## Case Study

# ELEVATING CULPEPER WOOD PRESERVERS' BRAND PRESENCE WITH CUSTOM LUMBER TAGS



"We view the tag as part of our product, and not just something that goes on the end of lumber... There is a sense of branding there. It definitely helps you stand out," - **Chris Brown, Executive Vice President at Culpeper.**

## Overview

Culpeper Wood Preservers, a leading supplier of lumber products, faced a unique challenge in effectively conveying their brand message and product details through their end tags. Despite the tags' small size, they needed to withstand chemical treatment and harsh outdoor conditions while still communicating essential information to customers and staff.

## Solution

MidSouth Tag & Label, a trusted producer of custom labeling solutions, collaborated closely with Culpeper Wood Preservers to develop innovative end tags that met their specific requirements. Leveraging advanced printing techniques and expert design capabilities, MidSouth Tag & Label created tags that not only reflected Culpeper's brand identity but also facilitated easy identification and product differentiation.

In Culpeper's northeast plants, where wood is treated year-round, tags brave extreme temperatures during the year without faltering. Our commitment to excellence ensures our tags withstand all elements, guaranteeing lasting performance.

"At MidSouth Tag & Label, we prioritize quality and durability in our tag engineering process. Culpeper's method of applying tags prior to wood chemical treatment demands superior resilience. Our tags are meticulously crafted to endure full exposure to treatment chemicals, ensuring longevity even under extreme conditions." - **Kyle Davis, General Manager at MidSouth Tag & Label**

## Key Features

- **Color Coding for Clarity:** Through a custom color-coding system based on product grade and treatment retention, the tags provided visual cues for both internal staff and customers, simplifying the packaging process and enhancing brand recognition.
- **Strategic Design Elements:** The front of each tag featured a solid color treatment corresponding to the product type, while reverse-printed copy and graphics ensured legibility against the white tag stock. Additionally, variations in color and ink combinations were utilized to convey specific product specifications.
- **Durable Construction:** Recognizing the need for durability in outdoor settings, the tags were engineered to withstand harsh environmental conditions, including wind, rain, and prolonged exposure to sunlight. This durability was essential for preserving warranty information and ensuring product traceability.
- **Brand Consistency:** By incorporating Culpeper's brand colors and logo into the tag design, MidSouth Tag & Label maintained brand consistency across all products, reinforcing Culpeper's identity.

"So we do different colors based on the grade and the retention of treatment. It helps our internal teams and also helps our customers... It's a visual approach that we took to our packaging," **said Chris Brown from Culpeper.**

## Future Outlook

While Culpeper Wood Preservers continues to explore opportunities for growth and expansion, including potential adoption of barcode systems for enhanced tracking, their partnership with MidSouth Tag & Label remains integral to their branding strategy. With a focus on innovation and sustainability, Culpeper looks forward to further strengthening their market position and delivering exceptional products to customers nationwide.

Culpeper Wood Preservers' collaboration with MidSouth Tag & Label exemplifies the power of strategic branding and customized solutions in the lumber industry. By prioritizing clarity, durability, and brand consistency, Culpeper has positioned itself for sustained success in a competitive market landscape.



109 Citation Court  
Homewood, AL 35209  
1 (800) 331-6417