

LEADER

Key Considerations  
when ordering a  
**Cricket Bat Label**

ADCAL  
Labels



# 🤔 Considerations for a Cricket Bat Label Order

## Expert Design Service

With our knowledge of print and experience in designing for some of the iconic cricket brands, let us create the something exciting for you.

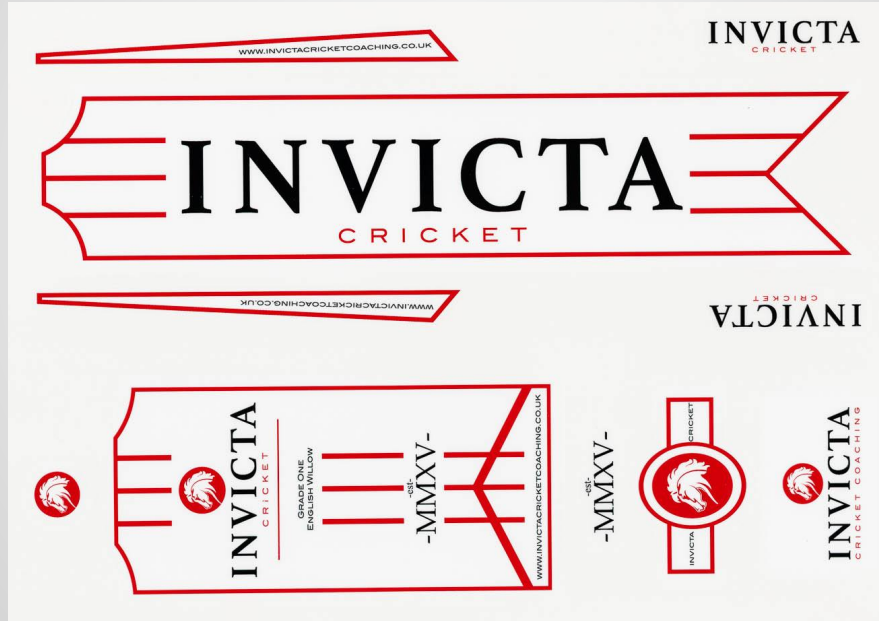
### Label Colours

We can produce labels in **full colour** including **metallic inks**. Get creative though, we think Cricket Bat Labels look awesome when you can see some of the wood of the bat through transparent areas of the label.

### Premium or Standard?

Our **premium stickers** are reverse screen printed onto extra thick, tough 175 micron gloss clear polycarbonate then backed with 3M 467 high performance adhesive.

Our **standard stickers** are surface printed onto clear vinyl, then over laminated with a gloss or matt vinyl to fully protect the print. Both types are supplied die cut in sheets for easy application to the bat.



### The Sizing

We produce cricket bat labels on a kiss-cut A3 sheet which will ideally contain all the labels for one bat.

We can produce more label coverage but make sure you keep it legal if you're playing competitively!

### Your Logo

If you choose to use us for your label design we'll need your logo in a **vector format** (ideally). A large file may work but depending on the print sizes required, the finish could come out blurry. Also any brand guidelines or font files etc.

## The Legal Bat Coverage

### The Front

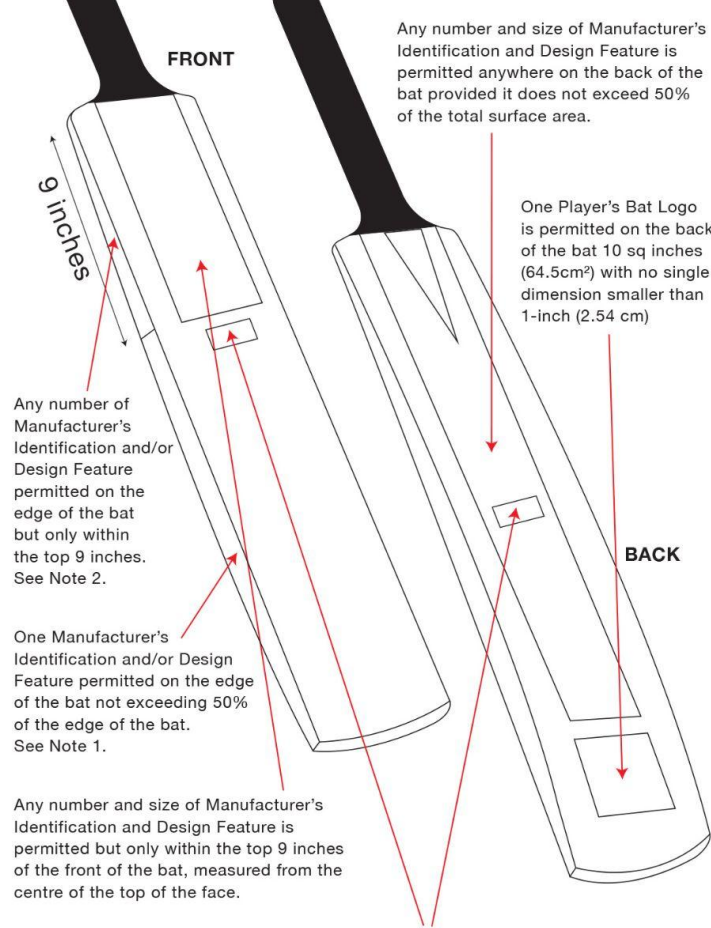
On the face of the blade, they must be confined within the top 9 inches/22.86 cm, measured from the bottom of the grip.

### The Edges

The label on the edge of the bat must not take up more than 50% of the surface area in the top 9 inches - Then in the remaining edge of the bat you can also have one other sticker as long as the total coverage does not exceed 50%

### The Back

On the back of the blade they must occupy **no more than 50% of the total surface area.**



Any number and size of Manufacturer's Identification and Design Feature is permitted but only within the top 9 inches of the front of the bat, measured from the centre of the top of the face.

One Manufacturer's Identification and/or Design Feature permitted on the edge of the bat not exceeding 50% of the edge of the bat. See Note 1.

Any number of Manufacturer's Identification and/or Design Feature permitted on the edge of the bat but only within the top 9 inches. See Note 2.

Any number and size of Manufacturer's Identification and Design Feature is permitted anywhere on the back of the bat provided it does not exceed 50% of the total surface area.

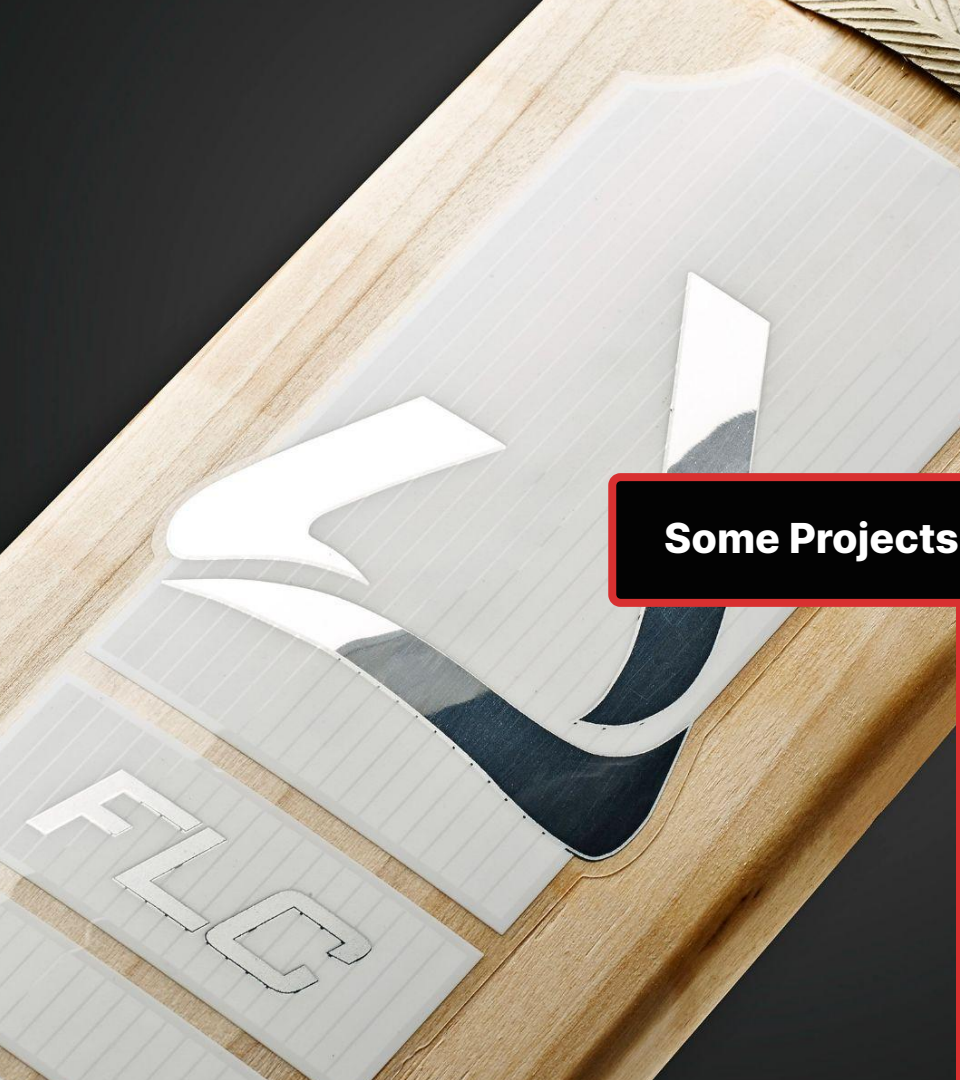
One Player's Bat Logo is permitted on the back of the bat 10 sq inches (64.5cm<sup>2</sup>) with no single dimension smaller than 1-inch (2.54 cm)

Two sets of player's initials are permitted. One set is permitted anywhere on the back of the bat. One set is permitted anywhere within the top 10 inches of the face of the bat. Such initials shall not be more than 2cm (0.78 inches) in height.

## The Laws of Cricket...

Check out the website for more information or jump straight to the [details on bat coverage here.](#)

**Some Projects for Inspiration**





Woodstock Cricket

## Customer Success

**Not afraid of a beamer.** Dealing with ball after ball, Woodstock Cricket step forward to sweep the competition away.



**Cricket Bat  
Labels**



**Cricket Bat  
Engraving**

**Taking over 3 hours of detailed workmanship to create 1 handcrafted Woodstock bat.**

The finest quality bats needed to be finished with labels that can endure countless balls.



*Newbery Cricket*  
**Customer Success**

From humble origins in the early 1900's in East Sussex, England, through to worldwide accolades. The Newbery heritage combines tradition, legends, innovation and master craftsmen.



## Premium Cricket Bat Labels





*...the labels  
are great,  
every time.  
We wouldn't  
use anyone  
else*

*Kippax Cricket*

## **Customer Success**



From the sapling to the ashes.  
The perfect cricket bat.

Chase

## Customer Success

All labels are supplied as kiss cut in sheets to allow easy application to the bats.



**Protective Edge  
Anti Scuff**



**Cricket Bat  
Labels**

**Our premium quality cricket bat stickers are reverse screen printed onto extra thick, tough 175 mic gloss clear polycarbonate.**

This means the print is behind the surface of material and therefore is protected from impact.



**CHASE**

BRITISH MANUFACTURING

FINEST HANDCRAFTED BATS



**Michael, sterling job.  
What would we do without you!**





Premium  
Cricket Bat  
Labels

*Hell 4 Leather*

## Customer Success

Every cricket bat is handcrafted by founder and master bat maker Matt Barton from the very best English Willow. Matt and his team carefully selected Adcal as a premium branding partner to ensure longevity to their products.





**TUSKAN**

**Customer Success**

### **Premium Cricket Bat Labels**

Tuskan, the boutique cricket brand for cricketers by cricketers use Adcal premium cricket bat labels.





**✦ KEELEY**

## Customer Success

These handcrafted bats made in the heart of East Sussex are finished perfectly with a premium label printed by the team at Adcal .



## Why Adcal?

Hey I'm Michael, the owner.



“ I just wanted to say the team and I are really passionate about our Cricket Bat Labels and do hope you'll choose to work with us. I'll be your point of contact so drop me a line on [sales@adcal-labels.co.uk](mailto:sales@adcal-labels.co.uk) ”

**40+ years experience**

label printing for various sporting sectors

We offer a **5 years non-fade guarantee** on all our labels

**Rapid turnaround** on all sport labels and deliver them by courier, **worldwide**.

## What about Scuff Guards?

Add strength and resilience to prolong your bats life

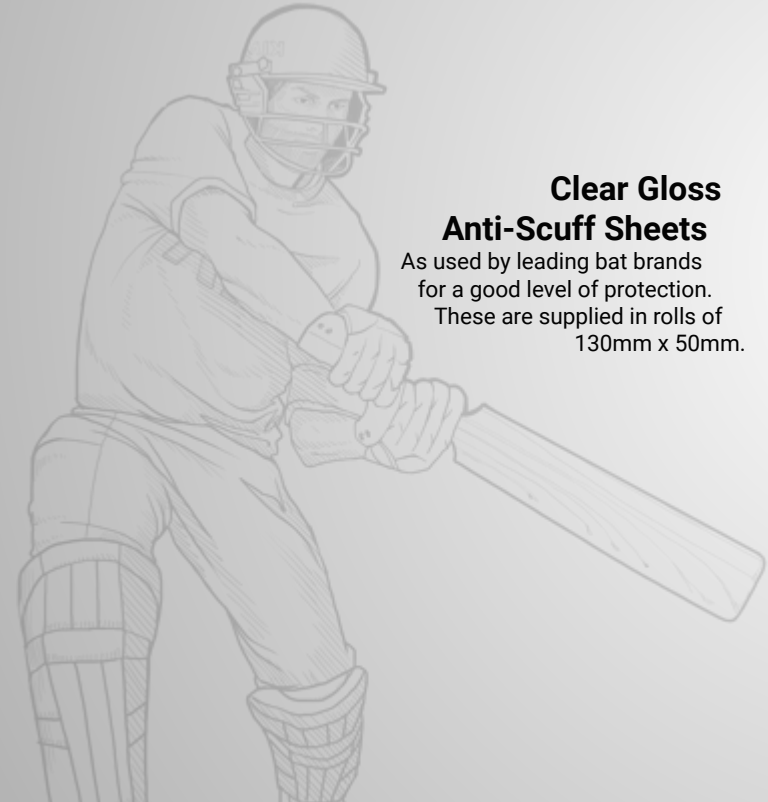
### Clear Gloss Anti-Scuff Sheets

As used by leading bat brands  
for a good level of protection.  
These are supplied in rolls of  
130mm x 50mm.



### Protective Edge Anti Scuff

This innovative anti scuff protection sheet is a matt polycarbonate with **3M 467 adhesive** and cover fibre cross weave tape down both edges.



## Want something unique?

Engraving is perfect for one off gift bats or unusual bat ranges.

We can also supply a **wooden presentation case** to turn this into a really special gift for any occasion.

## Laser CnC Engraving

Our precision laser CnC machine can engrave any design into your cricket bat.





NJS  
18.10.14



MATT OTT  
240  
NOT OUT

19 YEARS THAT GROW TOGETHER TO BE GREAT  
ON 24th JUNE  
CLASS OF 2015

## Cricket Bat Label Pricing

<b>Professional Sticker Design Service</b>	<b>Yes.</b> Our professional design service <b>starts at £175+Vat.</b> For this you will receive	<b>No.</b> If you do not require our design service then please supply artwork in vector format
<b>Printwork Setup</b> (Bat Engraving £60+Vat)	<b>Yes.</b> If you've not had these stickers produced by us previously then you will need to pay a setup fee based on the complexity of the sticker. This <b>starts at £150+Vat.</b>	<b>No.</b> If you have had these exact stickers printed by us previously then we will not need to charge you a setup fee.
<b>Premium Bat Stickers</b>	From <b>£800+Vat</b> for 100 sets Just <b>£8.00+Vat</b> each	Minimum Order Quantity <b>100 Sets</b> <b>Plus discounts for bulk orders!</b>
<b>Standard Bat Stickers</b>	From <b>£175+Vat</b> for 25 sets Just <b>£7.00+Vat</b> each	Minimum Order Quantity <b>25 Sets</b> <b>Plus discounts for bulk orders!</b>
<b>Clear Anti Scuff Sheets</b>	From <b>£18+Vat</b> for a pack of 10 Just <b>£1.80</b> each	Minimum Order Quantity <b>1 Pack</b> <b>Plus discounts for bulk orders!</b>
<b>Protective Edge Anti Scuff Sheets</b>	From <b>£20+Vat</b> for a pack of 10 Just <b>£2.00</b> each	Minimum Order Quantity <b>1 Pack</b> <b>Plus discounts for bulk orders!</b>
<b>Delivery</b>	<b>By  Courier</b> 7 - 10 working days after your order has been placed <b>£10+Vat</b> (up to 10kg in weight - Roughly 1k A4 Stickers)	<b>International</b> See our  <a href="#">international carriage charges here</a>

# ADCAL

Order yours now at

**Adcal-Labels.co.uk**

CONTACT

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