

Labelling fun

TORONTO (CNW) — Back-to-school or daycare time can be hectic for families, but Mabel's Labels makes it easier with durable custom-made name labels. Each child personalizes their brightly coloured labels with a cute icon so even pre-readers recognize their things — these labels are unmistakable.

Mabel's Labels are so tough they survive the dishwasher, microwave, and UV rays, making them ideal for lunch containers, pencil cases, water bottles, baby gear and more. Mabel's shoe labels, iron-ons and bag tags for backpacks also guarantee your kids will keep their stuff out of the lost-and-found.

Kindergarten teacher Nicola Townsend says Mabel's Labels save time in the classroom. "When I saw Mabel's Labels, I thought, it's about

time! They make it very easy for children to identify their drink cups, snack bags, shoes, boots and even clothing."

She also says the labels help parents, too. "I get phone calls from parents every night about forgotten stuff. Mabel's Labels really help cut down the mounds of unclaimed items in the school."

The first company in North America with this kind and variety of products is founded by four moms who were frustrated by missing items and lost clothing. Products include sticky labels, shoe labels, iron-ons for clothing, bag tags for backpacks and luggage, allergy alert labels, kosher and household labels.

Priced from \$18.50 to \$21, the



— Photo courtesy MABEL'S LABELS

Allergy labels can help alert people to a child's allergies.

whole line of labels is available through brochure ordering or online at www.mabel.ca.