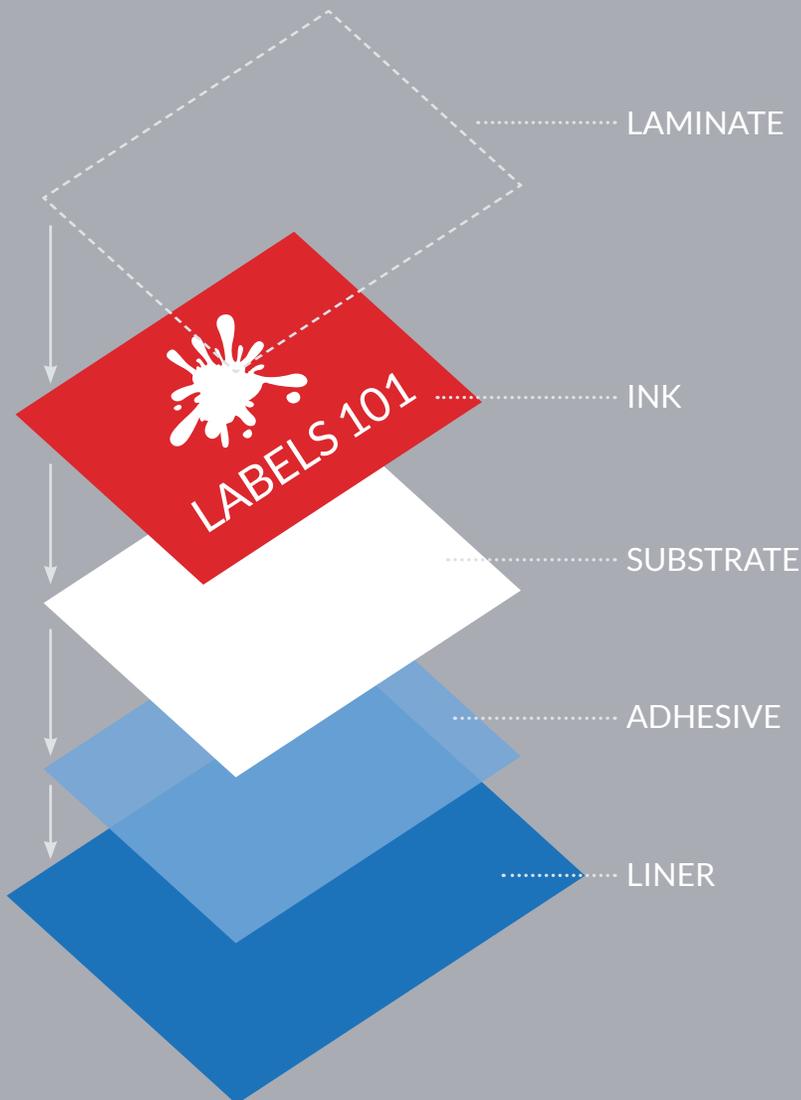


Labels 101

Five Key Elements for Effective Labels

Labels are used in a wide variety of industrial, consumer and healthcare applications. These range from temporary indoor labels to outdoor labels that last for years. Understanding labels is critical knowledge. A label is more than an effective brand ambassador. When used for critical information, a label's failure in legibility, color fastness or adhesion can create significant financial loss and even the risk of injury.



Laminate



A laminate is a clear film sometimes applied above the label substrate to provide additional protection against environmental conditions. Laminates come in a wide variety of materials and thicknesses to ensure the most comprehensive protection.

Ink



The choice of ink used on a label will vary depending on the specific needs of the application. Special inks can be highly reflective, change colors at different temperatures, and even prevent counterfeiting.

Substrate



Paper or synthetic substrates, a.k.a. facestock, make up the basic choice in labels. But a wide variety of other options are available to meet specific needs. Substrate considerations include color, rigidity, thickness, and receptivity to ink and adhesive types.

Adhesive



Adhesives come in four basic types: permanent, removable, repositionable and cold temp. The type of surface and environmental conditions will determine the best choice of adhesive. Rubber and acrylic are the most common adhesive types, but many other options exist.

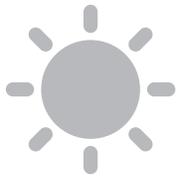
Liner



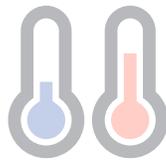
The liner protects the label's adhesive until it is ready to be applied—but some labels are designed without any liner at all. Key factors to consider when choosing a liner include: the type of adhesive, how your labels will be stored, and whether your labels will be dispensed manually or by machine.

The Environment Conditions Most Labels Must Endure

All labels are subject to at least one of the environmental conditions below. Finding the right combination of resistance to these conditions—for the right period of time—is essential in developing a cost-effective label. With the cost of failure often high, it's easy to spend too much. Yet the right combination of durability and economy is possible when you know more about the options available for the five key label elements outlined above.



UV LIGHT



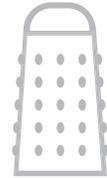
EXTREME
TEMPERATURES



MOISTURE



CHEMICALS



ABRASION
