



*Solutions  
That Stick!*



## November 2020 Issue

### Need help finding a solution?

Sometimes finding a label to adhere to a difficult substrate can be a real challenge. Our knowledgeable staff is ready to help you solve your toughest labeling problems. Some of the information we would want to talk about is:

1. How is the label going to be used?  
*(What is its overall purpose?)*
2. Are you doing any secondary imprinting on the label (laser, thermal transfer, inkjet, etc.) *(This will help us determine options with the facestock and what adhesives might be available)*
3. How do you want the label supplied? (Sheets, Roll, Fanfold)
4. What is the surface you will be applying to?
5. Will there be any environmental conditions the label may be exposed to?



Ofentimes customers will send in the substrate that they want to label and that can be extremely helpful. We have a very large inventory here of different facestocks and adhesives and can do our own preliminary testing before sending samples out to you. If it's a curved surface you are labeling, we can even send the container directly to our die maker who can create the optimal die shape to insure good, even coverage. (Sometimes tapered or concave/convex surfaces can cause a label to pucker.)

Our staff has decades and decades of experience! Put us to the test!



# Solutions That Stick!



## Hand Applying Labels- Tips and Tricks

Sometimes one of the problems we are confronted with are labels lifting or flagging up off of their surface. This can be caused by a variety of issues but can sometimes be solved with some simple changes to how a label is applied.

- Labels are also known as "Pressure Sensitive" labels. Meaning, they need pressure once put on a surface. A quick rub with your hand, applying pressure, will help the label to adhere.
- Ensure the surface is not contaminated with a build up of dust or grease/oils. Wiping off the surface prior to applying a label will help.
- Don't put the label on an alternate surface before placing it in it's final destination. *(We once visited a customer's site to investigate a problem to find that the workers were sticking a bunch of labels to their sleeve ahead of time to make it quicker. The issue was the adhesive was picking up fibers from their sweaters and clothing and contaminating the adhesive.)*
- Did you know there is a correct and incorrect way to remove a label from the liner? And most often it's done incorrectly! If you peel the label up away from the liner you can induce curl to the sheet. The paper will then maintain a memory of that curl and can want to flag or lift up.

**CORRECT WAY TO REMOVE LABEL FROM THE LINER**



**WRONG WAY TO REMOVE LABEL FROM LINER**



Source: UPM Raflatac

## Have a Year End Account Review via Zoom or Microsoft Teams

It's that time of year where we start to reflect on how our businesses performed this past year and what our outlook will be for 2021. Do you foresee big changes? Acquisitions, planned growth, new project rollouts? How can we, as your trusted label partner, help you to achieve your goals?

While the Covid Pandemic has changed how we conduct business, we still think seeing each other face to face sure beats email or a phone call. All of our reps here have cameras installed and we would be more than happy to schedule a call review to go over your account.



Jessica Whiteman - Customer Service Manager