



*Solutions
That Stick!*



February 2021 Issue

February 2021 Label Industry Update

As we start off the New Year in 2021, we would like to thank you for your ongoing support during these unprecedented times. The past year has been a very tumultuous time for all of us. As an essential business, we have kept our doors open since day one of the pandemic and we applaud the efforts of our employees for coming in each day and taking the necessary safety precautions to keep our business open and to supply you with a quality product. This has had a major impact on the label business, both positive and negative, depending on the industry served. Some segments have been deeply affected with a slowdown, while others are growing at incredibly fast rates. The increased demand for online ordering, food products, health, and safety items, as well as beverage sales, have put a great amount of pressure on our industry and the demand for label materials. Our raw material suppliers have had a very difficult time keeping up with the demand and some materials now have extended lead times.

In addition to supply delays, we have started to receive additional notifications from a wide variety of suppliers announcing price increases to base materials, freight rates, and fuel surcharges. We have been able to absorb these increases to date, but, as the situation escalates, we will have no other option but to pass the increases along for the following categories:

- Boxes and Cores
- Transportation/Freight Costs
- Label materials, with polypropylene being very much impacted.

We understand the pressure that price increases can cause and do not take this lightly. Should you require documentation of these increases we would be more than happy to share them with you. We will continue to keep you informed of industry updates, as they are made available to us.

Thank you again for your valued business and we hope you and yours all remain healthy.

Sincerely,

Sal Luzzi
President/CEO

Do Cold & Frozen Food Labeling Problems Have You Stuck?

Labeling cold or frozen food packaging can be challenging. The label construction experts at McCourt have the tools and expertise to help you create a unique and eye-catching label that will stick where it's supposed to throughout the life of the product.

Here are some things to consider in these applications:

- What is the temperature in which the product is labeled? If it's labeled at room temperature, but then chilled, a standard permanent adhesive may do the trick.
- If labeling products in chilled environments, remember that condensation can adversely affect adhesive performance.
- When labeling frozen product, or in a deep freeze environment, you will need a specific adhesive that will need a little bit of time to stick firmly in place.
- If the product is frozen or frosty at the time of labeling, let your rep know that so we can work to find you the right material

As always, testing on the actual product is recommended, as a lot of variables such as the surface the label is applied to, along with the contour and shape, can all have a major impact on performance. Please contact McCourt for samples or more information!

Optimal applications include: frozen seafood, meat & poultry packaging, dairy/cheeses, ice cream/novelty items, shipping labels, price/weight labels, box labeling, food distribution.

Source: UPM Raflatac



McCourt Celebrates 125 Years in Business!

Did you know...?

McCourt will celebrate 125 years in business this year!

In 1896, McCourt Label started in the back room of the O'Donnell & Flaherty grocery store in Bradford (pictured right) with the invention of the McCourt Label Cabinet. The invention involved not only a cabinet for holding and dispensing druggist's labels, but the labels themselves, gummed and rolled into compact cylinders.



Throughout this year, we will continue to present historical pictures and interesting company facts as part of our 125th anniversary. Stay tuned for more about 125 years of "Solutions that Stick!"