

McCourt LABEL *Solutions That Stick!*

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Label Industry Update

Root Causes of Label Material Price Increases

We are now on our fourth round of base material price increases in the last twelve months. It feels like we just got through this last price increase and then "Boom!", another is announced. Truth be told, we are being forewarned by our suppliers that this is probably not the last increase for 2021. So, what are the driving forces behind these increases?



Paper

Paper is in very high demand right now and NBSK pulp is at a 20 year high. There is a lot of competition for what industry paper is going to. There is a big increase in the need for corrugated boxes with the huge increase in e-commerce. Paper is also being used in a lot of other areas as a more environmentally friendly alternative to films (think straws).

Films and Adhesives

High demand and limited capacity. The deep freeze earlier this year and two hurricanes last year impacting the southern U.S. substantially disrupted manufacturing.

Miscellaneous Packing Materials

Demand for corrugated cores have gone up for the same reason boxes and paper have increased. Wooden pallets cost more (have you tried to buy some lumber for a fence or a deck lately?!) Shroud-wrap, the plastic film that secures boxes on pallets- pricing is up as much as 40% over last year.

Freight

I think we all are aware of this one. Everything we do is impacted by rising freight costs and limited availability. This is how material gets moved across our country and frankly, in our opinion, is one at top of mind for concern. Both LTL and Truckloads are over capacity. There are not enough trucks and drivers to meet the increased need for transportation of our goods. E-commerce spikes here again, playing a big role. Then there is a huge shortage of truck drivers. Many of our films still come from overseas and there is a shortage of shipping containers. With demand this high, and capacity so diminished, pricing is going up.

People

The last component of this puzzle is people. If you have tried to hire lately or paid attention when you are driving around- everyone is looking for workers. The problem is, there are a lot of people who are just not looking for work right now or have permanently left the work force. This is causing slowdowns in manufacturing, distribution, even slitting of roll stock. Everything is taking longer to get. We will continue to do our best to keep you all informed of things impacting our industry. Not to sound like a broken record, but we implore you to not wait until the last minute to order! Material lead-times are out two to six weeks depending on the product, so please plan accordingly!

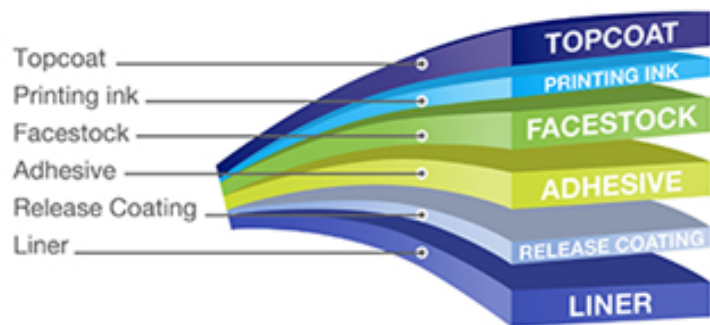
Tips for Selecting the Right Label Components

Selecting the right stock, ink, and adhesive for your labels can be complex, as there are many factors that can affect performance. Luckily, the label construction experts at McCourt are here to help you create a label that sticks properly and looks amazing! When contacting us for a label consultation, answer the following questions to ensure your finished label will meet your expectations.

1. What is your ultimate labeling goal?-- We have a wide array of materials, inks, and facestock for a wide array of industries; therefore there are limitless combinations. To narrow it down, ask yourself what aspects are most important, for example: shelf appeal, durability, removability, cost, etc.
2. To what will your label be applied and what conditions exist during and after application? --Different substrate materials and shapes, storage conditions/environmental factors, can affect label performance. Consider all possible conditions the label may be exposed to during its lifespan.
3. Do we have all the details?--There are many questions that we ask when determining the best label construction, and all of those questions are pertinent. Having all details and specifications of your project close-at-hand when receiving a label consultation will go far in creating your ideal label.
4. Did you test the label on the actual container?--Testing the label on your actual substrate is VERY important, and we cannot stress that enough. Testing helps to avoid wasting time and resources. Take note of how the label materials interact with the substrate, the label application method, the production environment, and any other factors that may affect performance throughout the label's lifespan.

Our label experts are rated #1 in customer service, and are happy to discuss the requirements for your project. By developing a strong understanding of what you expect from your labels, the McCourt team can deliver "Solutions that Stick!"

PRESSURE SENSITIVE 'SANDWICH' COMPONENTS



McCourt LABEL *Solutions That Stick!*

McCourt Celebrates 125th Anniversary



As a custom printing house we are here to help you with your individual requirements. Our personnel have the experience and knowledge needed to transform that special idea into a reality. Our versatile equipment allows us to handle your complex labeling and printing jobs as well as your everyday labeling needs. Look through our catalog and samples.

See what we can



do

Let us fulfill your printing needs

McCourt LABEL

Solutions That Stick!



McCourt's Foray into Flexo

McCourt purchased its first flexographic press in 1967 – a 4" wide, four-color Webtron with three diecutting stations. In addition to producing a variety of label products for drugstores and pharmacies, we began printing labels for a host of other markets, including oil and gas, lumber, steel, automotive and other industries prevalent in the Western Pennsylvania region. The company also became active in producing governmental applications such as the US Postal return label. McCourt continues to update equipment in order to keep up with changing label industry technologies.

