

# **McCourt LABEL** *Solutions That Stick!*



## Add Value to Your Brand with Pressure Sensitive Technology

Label functionality is becoming increasingly important, and pressure sensitive label technology can meet the evolving needs of the consumer better than ever before. When a package on the store shelf reflects lifestyle changes and unmet consumer needs, it adds value to your brand. Pressure sensitive labels are the ideal choice for capitalizing on packaging trends and are the most effective means of adding shelf appeal to your product. Examples of label functionality include:



**Extended Content Labels:** designed to provide extra label space for directions, ingredients, multiple languages and more without destroying your package's visual appeal

**Reclosure Labels:** help to retain product freshness and moisture, adding to a brand's equity

**Squeezable Labels:** designed to flex with packaging while maintaining label integrity, an ideal combination of aesthetics and functionality

**Immersible Labels:** can maintain brand imagery while exposed to cold and moist environments

**Tamper-Evident Labels:** designed to detect product altering and offer protection to ensure product authenticity and prevent loss

**Removable / Repositionable Labels:** designed to be removed and repositioned without leaving residue and can easily conform to curved surfaces, perfect for price changes or reusable containers

We offer a wide variety of labeling solutions that will work with your brand objectives. Contact our label experts today to see how pressure sensitive technologies will work for you!



## Thermal Printer Maintenance Tips

Your thermal transfer or direct thermal printer is critical to your operation. In order to keep them running smoothly and printing high quality labels and tags, be sure to keep up with thermal printer maintenance.

### PRINT HEAD MAINTENANCE & CLEANING

Dirt, dust, media residue and even adhesive can build up on the printhead. Cleaning the print head regularly will help prevent premature print head failure and optimize print quality. You can clean the print head with a soft, lint free cloth and isopropyl alcohol. Be careful not to touch the print head elements and also be sure to turn the printer off and unplug it while cleaning. It is recommended to clean the print head and platen roller at each label roll change.



### PRINT SPEEDS & HEAT SETTINGS

Be sure to use the correct print speeds, heat or darkness settings, and print head pressure. You want to use the lowest heat/darkness setting you can to help maximize the length of the print head life.

### MEDIA

Using high quality label and tag stock accompanied with a high quality ribbon correctly matched to the facestock will ensure you are getting the best print quality and keep your printer running for a long time. We can help!

### SERVICE PLAN

Since your printer or printers are so vital to your business, it would benefit to have a preventative maintenance program in place. Most printer manufacturers have authorized service providers that offer various service plans. Having a professional routinely perform a service on your printer or printers is a great way to avoid costly down time and print quality issues. We can help connect you with a service provider.

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# McCourt Celebrates 125th Anniversary



## Certificate of Registration

This certifies that the Environmental Management System of

### McCourt Label Co.

20 Egbert Lane  
Lewis Run, Pennsylvania, 16738, United States

has been assessed by NSF-ISR and found to be in conformance to the following standard(s):

### ISO 14001:2015

#### Scope of Registration:

The scope of the McCourt Label Company EMS includes the sale, manufacture, testing, warehousing, distribution, and servicing of all labels, tags, inserts, and label printer systems produced at or sold from the Lewis Run, PA facility.



Certificate Number: 63101-EM5  
Certificate Issue Date: 15-MAR-2018  
Registration Date: 27-FEB-2017  
Expiration Date \*: 26-FEB-2020

Carl Blazik,  
Director, Technical  
Operations & Business Units,  
NSF-ISR, Ltd.

#### NSF International Strategic Registrations

789 North Dixboro Road, Ann Arbor, Michigan 48105 | (888) NSF-9000 | [www.nsf-isr.org](http://www.nsf-isr.org)

Authorized Registrations and the Accreditation Marks. This certificate is property of NSF-ISR and must be returned upon request.  
\*Company is audited for conformance at regular intervals. To verify registration call (800) NSF-9000 or visit our web site at [www.nsf-isr.org](http://www.nsf-isr.org)

## McCourt's Commitment to the Environment

In 2008, McCourt Label achieved the prestigious ISO 14001 accreditation, illustrating its current and future commitment to minimizing environmental impact. The [ISO 14001](#) international standard provides both a model for streamlining environmental management, and guidelines to ensure environmental issues are considered within decision-making practices. We adhere to these principals: compliance, continuous improvement, communication, and pollution prevention.

Every year, we decide upon a selection of environmental objectives that we aim to meet or exceed. By keeping these objectives in mind, we continuously lessen our environmental impact. As with our quality system, our environmental system continues to succeed as a result of training and involvement of all employees. The McCourt team is committed to leaving a better planet for future generations!

