

McCourt LABEL

Solutions That Stick!



Engineering the Perfect Label

Labels play a crucial role in many manufacturing companies, distribution centers, hospitals, retail establishments and more. A product label can help differentiate your product on the shelf to a consumer and increase sales, a durable label can provide valuable warning and instructions to someone, whereas a label in the medical industry references what drug is in the container or who a medical sample might belong to. There are hundreds of different combinations of different topcoats, facestocks, adhesives, and liners to choose from.



Don't let this overwhelm you as we are here to be your Label Experts and will work tirelessly to find the absolute best combination to suit your needs. In order to do so there will be a number of questions to ask about your application. Just like a doctor can't diagnose an illness or prescribe a medication without knowing all of the symptoms, we can't give you the best recommendation without understanding some of the following:

How are the labels being applied? - Are they applied by-hand or automatically? The liner, liner spacing, wind direction, facestock and adhesives are all very important if labels are being auto-applied and different applicators have different capabilities.

What will the label be applied to? - Adhesives that work well on cardboard or paper cartons may not work well on different types of plastics or glass. All corrugate is also not created equally. Recycled corrugate and waxy corrugate could require different adhesives. A squeezable container needs different label stock as opposed to a rigid one. Labels that come into contact with food or pharmaceuticals may have to meet certain standards set by an agency, like the FDA for example.

What is the adhesive performance you are looking for? - Labels applied at room temp will function differently than those applied in a freezer or those applied outside in the hot sun. Also, the temp of the product when the label is applied is important to consider. Does the label need to be removed? Once or multiple times and from what substrate?

What conditions will the label be exposed to throughout the life of the product? - Label stock and adhesives can be greatly affected by the environments that they are exposed to and choosing the correct combination is crucial to ensure that your label stays put and visible. Labels may require special fade resistant inks if it will be outdoors, a laminate or a topcoat may be needed if there could be exposure to oils or solvents

As always, we recommend testing specific stock and adhesive combinations on your exact product in conditions that are similar to reality. But with the right questions and answers we can get you to the perfect solution a lot quicker. [Click here](#) for our Label Selection Questionnaire. Filling out this form, and returning it to us, will help us to determine the optimal label for your application.



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

Paper Shortage and UPM Strike Continues to Wreak Havoc in Industry

The pandemic brought about an increase in demand for label products like none we have ever seen. We had been learning to adapt to that, dealing with a handful of material allocations and educating our customers on the long lead-times and to prepare in advance. Now, the supply is even more at risk because of an ongoing paper strike in Finland's UPM plants. Those plants supply a very large portion of papers in the global market that are used in labels. We now have even more allocations and ordering restrictions in place. Semigloss papers have been added to list. Material vendors are not quoting on new business for most products in order to protect their current customer base. We are doing our best to review customers' order history and having conversations with you to help prepare. As a result of the paper shortages, particularly for 40# liners, we are told that PET (clear film) liners will begin to become more prevalent. Lead-times will be much better for this product over paper liners and frankly may even end up being more cost effective. These liners have long been available on a variety of substrates but as we see more expansion in offerings, we will be sure to keep you abreast. Some benefits of film liners are:

- More labels per roll due to the thinner caliper
- More labels per box reducing packaging, and ultimately freight costs
- Fewer roll changes to increase efficiency
- More forgiving for fast auto application (will not tear)

We have several letters that have been shared with us regarding the label supply issues, freight bottlenecks, and material price increases that continue to strike. We would be more than happy to share any of these with you upon request.