

McCourt LABEL

Solutions That Stick!

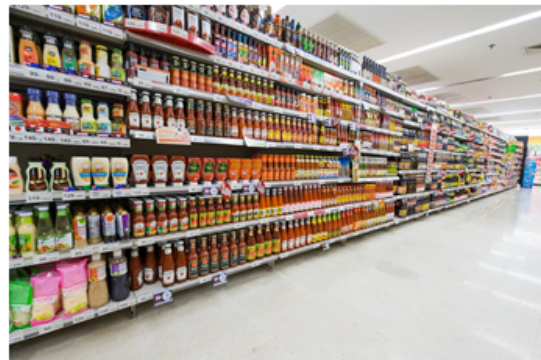
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Surface Properties Affect Label Adhesion

It is important to choose a label construction that can handle the unique surface properties of your packaging. Optimal label performance creates a great product appearance and elevates your brand. There are numerous surface properties to take into consideration when choosing a label face stock and adhesive:

- Packaging shape - Curved and irregularly-shaped items can be difficult to label, making the label lift or not fully stick. Label design and flexible materials can help to avoid these issues.
- Oily or wet surfaces - These products can be notoriously difficult to label. Special facestocks and adhesives are available to stick even in the most challenging environments.
- Rough surfaces - These surfaces require special attention to achieve proper adhesion, like using a more aggressive, immediate adhesive.
- Surface tension - Both low and high surface tension can create a unique set of labeling issues. Labels should be carefully selected based on the unique surface tension of your product or package.
- Package temperature - While most labeling choices perform well in ambient conditions, cool or frozen conditions can cause moisture or frost on the packaging surface, affecting label adhesion and lengthening the amount of time the adhesive needs to stick. Warm conditions can soften adhesive, affecting how quickly or aggressively a label will stick.
- As always, testing with your specific product is recommended. Each product has its own combination of surface properties, and the McCourt team can help you select the most effective solutions to make your labeling product a success.





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Holiday Reminder:

McCourt Label will be closed on **Friday, April 15th, 2022** in observance of Good Friday. We will reopen for business on Monday, April 18th. Please keep this closing in mind, as it may affect order processing and shipment times. There will be no shipments on that date.

Please note: Holiday schedules for shipping companies may vary from that of McCourt



From all at McCourt, have a safe and happy holiday!

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