

# McCourt LABEL

*Solutions That Stick!*



## Industry Update: Though Challenges Persist, Some Areas Are Looking Up

The challenges facing the label and packaging industry seem to be an ongoing and uphill battle. While some challenges persist, we are also seeing some signs that material restrictions are starting to loosen. While film-on-film products are becoming more readily available, the paper supply chain is still strained. The recent announcement of the closure of a Pixelle paper mill in Maine has further escalated some panic in the industry. This mill has provided approximately 20-30% of the US liner supply and constraints from this news will be felt into 2023. Please continue to place your orders as far in advance as possible. We have had several situations of extreme delays in delivery for some products because vendors are out of specific components. Demand also continues to be at an all-time high, so our suppliers are still taking longer to turn around orders.



McCourt continues to work hard to procure and maintain supplies of the materials needed to keep your business running, and advanced ordering as well as business forecasts will alleviate complications. Now is the time to evaluate your label inventory and usage, and order ahead of time to prevent running out. Our extensive knowledge of materials and equipment, longstanding relationships with suppliers, and a track record of providing innovative solutions for over 125 years make McCourt the ideal partner in today's volatile environment. We will find solutions to make your application work.

While most of the news we get each day is of the "doom and gloom" nature we did receive a bit of an early Christmas present from one of our key partners. They are lifting some of the allocations we've had on certain laser products, layflat liners, as well as direct thermal materials. It has been very challenging in these areas to supply our existing customer base and support their increased growth. Allocations will still continue for some time on other product groups. If we have turned you down recently for increased business in any of these areas, please reach out to your account rep to see if we are now able to help,

As always, please contact us with any concerns or questions. We are happy to supply you with detailed supply chain updates from our suppliers to help you to better understand the underlying issues contributing to the current situation. We are grateful for your trust, and your business, and by working together we will weather this challenging climate.



## Durable Labels

Durable labels can withstand all types of harsh environments. They are an excellent option for outdoor applications, as they can withstand extreme heat and cold. Here are some reasons why you should consider a durable label for your next project:

- Resistant to chemicals, peeling, cracking, fading, smudging and scratching
- Flexible materials that will adhere to many substrates including painted metal, rough materials, wet or oily surfaces, plastics and fibers
- Various materials offer good tear strength
- Ideal for applications where moisture, chemical and temperature resistance is important
- Laser and thermal transfer printable options available
- A wide variety of adhesives available to meet your specific needs
- Can be die cut to many shapes and sizes
- Suitable for indoor or outdoor use



**\*\*McCourt is a UL authorized printer and can streamline your process with our UL adoption system! Choose from a set of pre-approved label constructions that have already been recognized by UL through rigorous testing.**

Some applications include drum and pails, tools, tires, industrial field or outdoor power equipment, safety/hazard/warning labels, petrochemical, asset identification, promotional and window decals, outdoor toys, battery labeling, vehicles, alarm and security system components, shelf marking and much more

## Surface Properties Affect Label Performance

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 food 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, wet or cold surfaces - These products can be notoriously difficult to label. Special facestocks and adhesives are available to adhere even in the most challenging environments.
- Rough surfaces - These surfaces require special attention to achieve proper adhesion.
- 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.
- As always, testing with your specific product is recommended. Each product has its own set of surface properties, and the McCourt team can help you select the most effective solutions to make your labeling product a success.



Contact our label construction experts for samples or more information

Source: UPM Raflatac