

# McCourt LABEL

*Solutions That Stick!*



## Industry Update: Label Supply Chain Challenges Continue

We were really hoping that by the 3rd or 4th quarter of 2022 we would start to see some relief and could report some good news for a change. While there are some products (specifically film on film) that are more readily available, the overall supply chain issues facing paper facestocks and liners continue. With the announcement of another mill closure last week, we don't expect to see supply constraints being lifted anytime soon on constructions that include either a paper face or liner. 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. McCourt has and will continue to fight to get the products you need to keep your business running. You can assist us in this fight by ordering as early as possible. Now is the time to evaluate your label inventory and usage, and order ahead of time to prevent running out.

Freight also continues to be unpredictable and not as reliable as it has in the past. We might have a shipment ready for pick-up, but carriers are not always making it in when requested. Backlogs at distribution centers also are impacting freight pick-ups and delivery times.

These are difficult times, but it is during these difficult times that McCourt shines. Extensive knowledge of materials and equipment, longstanding relationships with suppliers, and a track record of providing custom solutions for over 125 years make McCourt the ideal partner in today's environment.

If material is in short supply, we will find it. If specific materials or components are just not available, we will find something else that will work for your needs. We have an excellent team here at McCourt and we will continue to do everything we can to adapt and to go above and beyond to find solutions.

We have received some very detailed supply chain updates from our vendors explaining some of the specific underlying issues that are impacting this ongoing situation. We would be more than happy to share these with you. Thank you for your cooperation and understanding.



## Is Film a Viable Alternative Material for Your Label or Liner?

With supply chain shortages and disruptions for paper labels and liners, it is important to evaluate potential replacement materials. In some cases, after thorough testing, film faces and liners have been a viable alternative for certain applications. Could film work for you?



There are a lot of variations in the different types of film facestocks available, and we are more than happy to help explore the possibility to see if making this sort of change would be a fit for you. Some benefits of film labels are:

- The supply of film facestocks, particularly with film liners, are much more available and many can ship in pre pandemic lead-times.
- Film facestocks are very versatile and are also thermal imprintable.
- If you are labeling a food or beverage item that could end up in refrigerated or chilled conditions, film facestocks will not be impacted by condensation or liquids as paper would and will remain looking as great as when they were first applied.
- If you are automatically applying labels, a film liner could help you increase your application speeds. You also will be able to fit more labels on a roll (less stopping for roll changes), as well as reduce slitter dust in your environment.
- Film PET liners offer the benefit of additional recycling options.

Additional things to consider:

- Film labels with a paper liner could still be perfed and sold in fanfold configurations, where PET liners cannot.
- Could require new tooling charges to cut a film face as we all as to a new liner caliper.
- Currently, the pricing is a bit higher on a straight film on film construction, compared to paper today, though the gap is slowly closing. As constraints and supply disruptions continue for paper, we may start to see paper become more expensive than film.

McCourt's label construction experts can help determine if a switch to film will work for your application. Contact us for samples or more information.

Image Source: Rafiatac



## Choosing the Best Ribbon for Your Application

Determining the best **thermal transfer** ribbon for your application can be a challenge, as there are many variables to consider. Luckily the McCourt team has the tools and expertise needed to make your thermal transfer printing a success.

We offer premium, American-made ribbons in 3 main composition types: wax, wax/resin, and resin. Each type has its own set of characteristics that must be examined before choosing the ribbon to best suit your needs.



### Wax:

- All-purpose ribbons that deliver the image quality and durability that is needed for most applications
- Cost effective
- Well-suited to print on coated/uncoated paper tags and labels and low-end synthetics
- Static-resistant
- Comes in black, red, green and blue ink
- Applications include: inventory, logistics, product ID, pharmaceutical, retail, RFID, parts packaging

### Wax/Resin:

- Excellent results across a wide array of media like: top-coated vinyl, polyethylene, gloss paper
- Comes in all-purpose and durable formulations
- Good choice for demanding applications, chemical and smear-resistant formulations available
- Static-resistant

### Resin:

- Excellent print quality at high speeds
- Extreme durability: chemical, scratch, solvent, steam, and smudge-resistant
- Static-resistant
- Formulations made to withstand extreme temperatures up to 428 degrees (F)
- Comes in black, white, red, blue, green, and matte silver
- Applications include: fabrics and textiles, films, chemical drums, asset tracking, electronics, medical devices, outdoor, polyester, hazard labels, indirect food contact

Contact our thermal printing experts to find the most cost-effective ribbon for your application. As always, we recommend thorough testing on the specific materials. Call 800-458-2390 or email [mccourt@mccourtlable.com](mailto:mccourt@mccourtlable.com) for samples or more information.