

McCourt LABEL

Solutions That Stick!

PRODUCTS MARKETS CAPABILITIES ABOUT CONTACT



Low Temp and Freezer Grade Solutions

Low temperature and freezer environments entail a unique set of labeling challenges. 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.



Customer Satisfaction Survey

We want to know what you think! Please respond to our brief, 4-question survey. Your responses will be completely anonymous, and will help us to better serve you in the future.

[Click here](#) to respond to our survey



Pantone Color of the Year 2023

Pantone has announced its Color of the Year for 2023: Viva Magenta (PMS 18-1750). Every year, for over 20 years, Pantone's experts analyze color trends and influences from around the world in order to determine the color for the coming year. Their selection inspires product development and purchasing decisions across many industries, including fashion, industrial design, home furnishings, graphic design and product packaging.

Leatrice Eiseman, Executive Director of the Pantone Color Institute, had this to say about this year's choice, "In this age of technology, we look to draw inspiration from nature and what is real. Pantone 18-1750 Viva Magenta descends from the red family, and is inspired by the red of cochineal, one of the most precious dyes belonging to the natural dye family as well as one of the strongest and brightest the world has known. Rooted in the primordial, Pantone 18-1750 Viva Magenta reconnects us to original matter. Invoking the forces of nature, Pantone 18-1750 Viva Magenta galvanizes our spirit, helping us to build our inner strength."

Expect to see Viva Magenta on products and packaging in the near future. Contact our color experts for more information on incorporating some new colors into your next project.

