



PRODUCTS MARKETS CAPABILITIES ABOUT CONTACT



The Importance of Knowing Label Roll Wind Direction

When it comes to labeling products or packages, label roll wind direction is an essential factor that can't be overlooked. The direction in which the labels are wound onto the roll can impact the ease of use and efficiency of labeling.

Label roll wind direction refers to the direction in which the labels are wound onto the core of the roll. There are two types of label roll wind direction: inside-wound (IW) and outside-wound (OW). Inside-wound labels are wound in such a way that the top of the label faces inward toward the core of the roll, while outside-wound labels are wound with the top of the label facing outward.

The choice of label roll wind direction can affect the performance of automatic labeling machines and desktop thermal label printers. Most machines and printers are designed to work with a specific type of label roll wind direction. If the wrong type of label roll wind direction is used, it can cause jams or mislabeling, resulting in costly downtime and delays.

In addition to affecting the performance of labeling machines, the label roll wind direction can also impact the ease of use for manual labeling. For example, if a label roll is outside-wound and the user is trying to peel off the label from the bottom of the roll, they may need to unroll the entire label roll to get to the start of the label, causing frustration and wasted time.

Important points:

- Make sure your rep knows what wind direction is needed up front, the wind direction can affect what die will be used to convert your labels.
- Container/package shape can dictate what wind direction is best, in these cases it may be crucial to test more than one option on a new application.
- When using an existing automatic label applicator or thermal printer, it is critical that your rep knows the wind direction that the machine is set up for, otherwise the application will not work.

[Click here](#) for our helpful wind direction diagram. If you have any further questions about label roll wind direction, please don't hesitate to reach out to our label experts!

What wind direction is needed?



McCourt LABEL

Solutions That Stick!

If you're looking for a cost-effective and impactful way to promote your business, consider using rack cards. These compact and eye-catching marketing materials are designed to fit into display racks, making them ideal for use in hotels, restaurants, tourist attractions, and other high-traffic areas. This can help you reach a wider audience and generate more business.

Rack cards measure 4 inches by 9 inches and feature full-color graphics and bold text to capture the attention of potential customers. They can be used to promote a wide range of products, services, and events, from hotels and resorts to breweries and wineries, restaurants, and attractions.



Key advantages of rack cards are:

- **Affordability** - Ideal choice for businesses on a budget
- **High return on investment** - designed to be displayed in high-traffic areas
- **Versatility** - Promote a single product, event, service, special offer, or provide overview of the entire business

If you're looking for an impactful, cost-effective way to promote your business, consider using rack cards [Contact](#) McCourt for more information.

