

Guide to SPECIFYING SELF-ADHESIVE LABELS

To design and manufacture the perfect adhesive label for you there are lots of things to bear in mind. We hope this handy check list will help you think through the considerations.

1



ADHESION

Is the label permanent or removable?

Ask us: If the label needs to be removable, talk to us about the surface material it's going to be stuck to and removed from so we can select the best adhesive.

2



SURFACE TEXTURE

Is the surface rough or smooth?

Good to know: A rough surface may need a stronger adhesive.

3



SURFACE SHAPE

Is the item to be labelled flat or curved?

Good to know: For a curved surface of less than 25mm diameter a high tack adhesive and flexible face material usually works best.

For cylinders with small diameters e.g. vials, we normally advise wrap around labels with an adhesive over-lap.

Is the curve simple or compound? e.g. sphere

Good to know: A compound or double curve usually needs a special label shape e.g. bottle shoulder labels need to be crescent shaped.

4



SURFACE MAKE-UP

What is the surface made from?

Good to know: A fibrous surface, like a cardboard box, needs special consideration as adhesion may be harder to achieve.

If the surface contains a plasticiser then a resistant adhesive will be needed.

5



PROCESS

Are there special conditions the label needs to withstand?

Ask Us: Talk to us about what temperature ranges and durations the label needs to withstand and what contaminants e.g. hot liquids, it will come in contact with.

Will the label be used outdoors?

Good to know: If the label is to be exposed to outdoor conditions, even in transit, a weather-resistant label material or special varnish may be needed.

How long will the label be in place?

Good to know: A label with a short life may not need to be as robust as a long-life label.