

Labels

each application is unique



AN ADHESIVE LABEL CONSISTS OF VARIOUS LAYERS:

Front material – where images, text, and/or other content are printed.

Adhesive – two main types: permanent adhesive and removable adhesive.

Liner – the carrier of the label until application.

- ✓ **Purpose** – Purpose – information carrier, promotional, or image-building?
- ✓ **Material** – what is the surface material, wood, paper, metal, glass, or something else?
- ✓ **Surface** – where the label will be applied; is it flat, curved, rigid, soft, or does it have other characteristics?
- ✓ **Environment** – where will the application take place; outdoors, indoors, warm, cold, dry, or humid?
- ✓ **Durability** – what will the label be exposed to; water, grease, solvents, sunlight?
- ✓ **Adhesion** – should it be permanent or removable?
- ✓ **Format** – size and shape? Round, rectangular, or custom-shaped?
- ✓ **Applikation** – before or after the packaging is filled?



AKZO NOBEL/EKA ADHESIVE LABEL

Labels for chemicals often need to be legible throughout the product's life. Therefore, the paper quality must withstand UV light, physical abrasion, water, and saltwater. The print must endure liquid spills, extreme heat, or cold.

VSB ADHESIVE LABEL

Product labels where different colors indicate different product groups. To prevent the carton's color from showing through, the label has a black backing.