

Brewery Labels

Things to consider when applying

TIPS +
ADVICE

SURFACE AND DURABILITY

When it comes to labels, an important aspect is the material of the surface the label will be applied to. For example, glass requires a different type of label than plastic. You should also consider what the label needs to withstand. Will it be submerged in water? Should it resist sunlight? Some label materials can handle water and sunlight, while others may peel off when exposed to moisture or fade in the sun.

WHAT CAUSES..

Bubbles on the label

- ✓ If the bubbles are very small, static electricity is likely the cause. Even a tiny dust particle is enough to prevent the adhesive from properly wetting the surface, resulting in a bubble.
- ✓ Larger bubbles usually occur when the product is warm at the time of labeling. Condensation forms, which causes issues.
- ✓ Bubbles may also form if a product is taken from a cold room into room temperature when the label is applied.

The label lifts at the edges

- ✓ Poor label adhesion during application
- ✓ Incorrect adhesive

The label detaches from products

- ✓ Incorrect adhesive
- ✓ Condensation forms after application
- ✓ Oily surface
- ✓ When labeling glass, silicone from the molding process can remain on the glass.

By thoroughly informing your label supplier about how the label will be applied, what it needs to withstand, and where and when it will be applied, you increase the chances that the label will adhere to the product in the way you want.

