

On The Mark

News and Trends in Food Labeling & Security

Vol. 2A

August 2008

Which Label Works Best for Your Environment?

Every business has its own environment and set of requirements for labeling merchandise. Some conditions are more challenging than others to the longevity and legibility of labels and tags. From face sheets to adhesives, the choices are numerous and unless you are fully aware of the properties and limitations of the labels you are using, you may experience sub-standard performance or label failure as a result.

Following you will find information pertaining to matching label material to the application for optimum performance and savings.

Restaurant / Kitchen Environments

The Foodservice Industry has some unique environmental and health department requirements to which its labels must comply.

Pans of prepared foods must be clearly labeled with “made-on” and “discard-by” dates, however, because the pans are nested in a stack when not in use, they must be completely free of adhesive after use in order to avoid bacterial growth and transmission.

Many restaurant owners have discovered that using either a label which was not manufactured with removable adhesive or masking tape with permanent marker, leaves behind residue. This violation along with illegible handwriting often results in unfavorable health department reports.

In addition to requirements governing prepped food labeling, there are many environmental factors that must be considered.

The presence of ovens, heat lamps, steam tables, dishwashers, coolers and freezers all have a bearing on the performance of labels, making it very important to choose the right label for the application. Restaurants may require several different label constructions to meet the needs of various environments within a single facility.



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Although different applications within the foodservice industry require different face sheet material, the adhesive of choice for any food prep / kitchen application is a foodservice removable. Following, are the specifications for this adhesive.

Foodservice Removable adhesive - This removable adhesive has similar properties to the standard removable adhesive but offers less ultimate adhesion. This is a benefit to Foodservice as you need a removable that will withstand

cold and warm environments but is easy to remove without leaving residue behind.

- The minimum application temperature is +32 degrees F.
- The working temperature range is -65 degrees F to 200 degrees F.

Helpful Tip: Our FreshMarx Removx labels are made with removable laminate. You can find specifications for all of our FreshMarx label adhesives on page 9 of the FreshMarx Product Guide.

In most cases, a dissolvable stock is used for the face sheet which dissolves completely when water is applied and allows the adhesive to disintegrate and wash away cleanly. If the labels will be used in a moist environment, (i.e.: steam or condensation within a cooler), a synthetic label may be substituted for optimum performance.

Some restaurant owners are discovering the multiple advantages of utilizing automated labeling systems which contain a database and require a mere push of a button to generate freshness labels, ingredient labels and more. These systems can even perform more sophisticated inventory tracking functions. The face sheets used in the automated systems vary from standard thermal direct to high heat thermal laminate depending on the environment in which it will be used.

Call us for a free analysis of your operations and our experts will help you determine the system that is right for you.

Visit: <http://www.freshmarx.com/>



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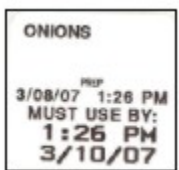
Not Sure Which Label Fits Your Application?

We are experts in the retail supply chain and foodservice industries. Our labeling solutions will increase your efficiency, accuracy, customer satisfaction and reduce your labor costs and waste.

FREE CONSULTATION:

Avery Dennison's experts will analyze your operations and work with you to determine which labeling solution is right for you.

Call your Account Manager to schedule an analysis and stop losing money to inefficient and inaccurate labeling operations.



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