

On The Mark

News and Trends in Retail Labeling & Security

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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.

Outdoor Environments: Nursery / Garden Center / Lumberyard

Many nursery owners, in their effort to find an inexpensive method of pricing their outdoor plants and products, assume they are saving money by utilizing a common office label and handwriting information with a wax pen. The results of this method are anything but cost-effective.

Handwritten labels are not only labor intensive, preventing employees from serving customers, but are also error prone due to poor handwriting or label degradation. When paper labels come into contact with moisture, the face sheet begins to deteriorate and the images become illegible.



Matching the correct face sheet and adhesive to the application is the first key component in maintaining crisp professional labels that reflect favorably on your business.

For outdoor applications, a synthetic face sheet is a must, given the humidity fluctuations and exposure to moisture, dirt and friction. While permanent adhesives perform well in moderate indoor temperatures, they are not intended for very cold or very warm environments, therefore, a tire/lumber adhesive may be required. Following are the specifications for both adhesives.

Permanent Adhesive - A general purpose adhesive that has a quick "grab" or tack for general purpose room temperature labeling with a lower working temperature range.

- The working temperature range is +32 degrees F to +160 degrees F.

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Tire/Lumber Adhesive - This adhesive has high initial tack that's very aggressive even after a long period of time. It is designed to yield the highest bond strength and degree of permanency even over an extended period of time.

Helpful Tip: This adhesive is great for applications demanding the highest level of adhesion, i.e., lumber, rough or pebbly surfaces, some plastics, polybags, fabrics, wax or coated boxes.



The second key component in maintaining crisp, legible labels and increasing efficiency is eliminating handwriting. Not only is handwriting sometimes sloppy and illegible, it requires more labor hours and is more frequently inaccurate than a printed label.

Avery Dennison offers several simple and cost effective solutions that combine handheld labelers and outdoor permanent synthetic labels to meet your outdoor labeling needs. In addition, we offer heavy-duty horticultural attachers capable of piercing thick plastic planters, enabling you to affix synthetic tags to your potted plants.

Call your account manager to determine which outdoor labeling solution will best meet your needs.



Retail / Promotional Labeling

Just as in outdoor environments, in-store labeling applications require different adhesives and face sheets depending on the environment and length of use.

For short-term promotions on items that are flat, on which a special sale price will be affixed then must remove cleanly when the sale is over, an ultra removable adhesive is preferable. Following are the specifications of the ultra removable adhesive.

Ultra Removable adhesive - Adhesive has very low adhesion that allows it to be cleanly removed.

- Recommended for flat surfaces only.
- The minimum application temperature is +40 degrees F.
- The working temperature range is -50 to +200

Helpful Tip: Typically this adhesive is used for special promotions for Book Stores. After the promotion has expired, the Book Store removes the label leaving a very clean surface with no adhesive buildup.



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On surfaces that are not perfectly flat, a similar removable adhesive may be better suited. Following, are the specifications for the standard removable adhesive.

Standard Removable adhesive - An adhesive designed to adhere to a substrate that can be removed without damage to either the label or the substrate.

- The minimum application temperature is +32 degrees F.
- The working temperature range is -65 degrees F to 200 degrees F.
- This adhesive does not normally build over time, remains removable throughout its life, and may leave residue on some substrates after time.

A standard general purpose adhesive may be used for longer term use on either room temperature items or items in the freezer section of a grocery store. Following are the specifications for this adhesive.

Standard General Purpose adhesive - An "All Temp" adhesive that has a quick "grab" or tack for general purpose room temperature labeling.

- The minimum application temperature is -10 degrees F.
- The working temperature range is -65 degrees F to 200 degrees F.
- Adhesive adheres long term to most surfaces including items in the freezer section.

Helpful Tip: This adhesive can be used for most in-store applications for long-term adhesion.



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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