



PS Adhesives: the Sticky Situation That's Right for Your Application

In a pressure sensitive (PS) label “sandwich”, adhesives put the sticky in sticky papers and films. However, they are not one-size-fits-all and adhesive selection is crucial to your project success. This article covers our abbreviated Adhesive 101:

Rubber based vs. Acrylic adhesives. Rubber-based adhesives are made of natural or synthetic rubbers and are an economical choice for many applications. These adhesives generally exhibit higher initial tack, but struggle to adhere to solvent coated products as polymers degrade. Acrylic adhesives may not appear as tacky or sticky but form stronger bonds over time and typically perform well under extreme heat or cold temps.



Application temperature considerations.

Products packaged in ambient conditions can use a wide variety of adhesives. Frozen meats, for example, require labels that can withstand sub-freezing or, possibly, sub-zero conditions to ensure labels have initial tack and long-term adherence to ensure proper identification.

Initial Tack and Permanence. Initial tack refers to how strong the adhesive bonds upon initial application. High initial tack may be required for dusty, powder coated substrates where adhesives need to bond through the particulates. Customers may also prefer tackier adhesives as these are difficult-to-remove or reposition and could serve as tamper-evidence in retail and security applications.

Not all customers need permanent adhesion, though, and some require removable or repositionable adhesives. Work-in-process applications, for example, need to be scanned at various steps in production and the label needs to be cleanly removed before the finished good is shipped out to the customer. Others may require labels to be removed cleanly and reapplied or repositioned to another job jacket for process traceability.

Adhesives need to be fit for purpose and let our label specialists help you.



Digital Print & Laser Cutting: versatility for short-run labels

Advancements in converting equipment have made small-scale labeling more affordable. Short-runs are ideal for **new product launches**, **seasonal promotions** or **low-volume SKU's** now have options with digital print and laser converting.

Digital printers eliminate the need for lengthy press setups, plate costs and large order volumes. Digital presses offer **photographic quality** printing and varnish, laminating and die-cutting stations to deliver **beautiful, versatile** primary labels.

Presses equipped with **laser die cutting** stations can convert **complex shapes** without needing a custom, engraved metal die. Customers can run decorative labels **without expensive tooling** costs at considerably lower per piece costs than traditional flexographic converting.

Contact us with help for your short-run projects!