

Lay-Flat (Bubble Free) Labels

Hand application of labels can be frustrating, especially if you're dealing with a larger label, an irregular surface, or outgassing from certain plastics. The bubbles and wrinkles these situations create detract from brand and safety messaging. Just as importantly, they drive inefficiency through increased application time, scrap and rework.

New lay-flat labels eliminate bubbles and wrinkles with advanced adhesive technology and specialized label constructions. Innovative microchannels in the adhesive allow air to flow freely to the edges and escape. Hand-applied labels now go on easily and remain smooth permanently.

This new offering creates the flexibility to engineer a solution to fit any surface and application process:

- Injection-molded plastic parts: Bubbles that form from plastic outgassing can now be smoothed away.
- Long term adhesives: bonds with high strength to many surfaces, including LSE plastics, powder coatings, even oily metals.
- Choice of facestocks: Polyester TC (top coated) – high performance for most demanding applications.
- Extended life white vinyl – conformable and tear resistant for outdoor applications.
- Resistance to solvents, chemicals, moisture, and temperature extremes
- Color options: white, brushed silver, matte silver, and bright silver for flexo or screen printing.

Lay-flat labels will improve the appearance of your labels, increase durability and improve operational performance. Now you can label with confidence ... everything from water heaters and lawn equipment to recreational vehicles and chemical drums.

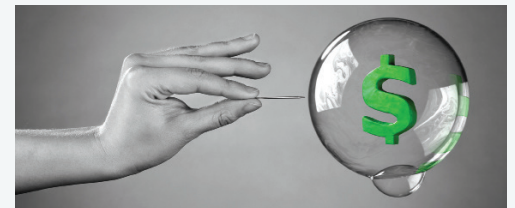


Shortcuts to Avoid

Bubble Popping

It is tempting to perforate a label that has a bubble under it. But avoid doing this for the following reasons:

- It creates holes that can grow larger over time and invade or destroy messaging
- It allows dust and humidity to breach the label and invade the substrate and adhesive.
- It can cause a label to fail prematurely.



Peeling & Repositioning

Reapplying a label several times compromises the adhesive. It can also create small rips on the surface of the label, impacting its durability and longevity.

Wetting the Surface

Spraying the surface to make the label temporarily repositionable can make the application process easier at the assembly line. But introducing moisture of any kind during application can contaminate or degrade the label adhesive and lead to curling, peeling, and complete failure.