



Durable Goods Labeling



As with all labeling, it is critically important to understand the application, label environment and function that the label is required to perform in order to supply the correct face stock and adhesive configuration.

Some of the key questions you need to ask are listed below.

- What is the label applied to? (metal, plastic, paper etc.)
- Under what conditions is the label applied? (hot, cold, harsh, dirty etc.)
- What function does the label perform and under what conditions?
- Does the label have to be imprinted by you or the end user? If so, by what means? (TT, DT, Laser)
- Is the label hand or machine applied?
- Do you have a drawing for the label?
- Does the label have to be UL or CUL approved?
- What is the life expectancy of the label?
- Is this a new application?
- If an existing application, what material has been used previously?



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