



PRESSURE SENSITIVE LABEL STORAGE CONDITIONS

When you need to store your labels, use these tips to optimize your label's longevity:

- Store in a cool, dry environment. Temperature should be 71.6°F, +/- 3.6°F (22°C, +/- 2°C); relative humidity should be 50%, +/- 5%. The nearer to these conditions, the better.
- Store labels in their original shrink film and/or original packaging
- Don't open the shrink film packaging until you're ready to use the labels
- Use the oldest labels first
- Store rolls of labels horizontally, not vertically
- Do not hang heavy rolls of printed labels on pegs or stack them. Keep the inner core intact.
- Keep all rolls in original packaging on pallets away from severe temperature changes or damp environments.

Label and Packaging Materials should be stored at temperatures between 60-77°F and at 35-65% relative humidity. The ideal conditions are a temperature of 72°F and a relative humidity of 50%, or as close to this as possible.

This document, although not exhaustive, details some of the potential problems if materials are stored in 'extreme' conditions.

Some of these effects listed below are reversible if materials are stored under the correct conditions for 24/72 hours before use. However, the effects of exposure to high temperatures are not recoverable and storage above 77°F is generally problematic. It is important to stress that the list is not a cause for alarm. Many billions of labels are used every day and the failure rate is extremely low.

Application Issues

Label stock should be acclimated to end use area for a minimum of 24 hours in original packaging.

1. Storage in cold temperatures

Storage below 59°F and use without conditioning in the can be problematic: this is a common problem with JIT delivery systems where material is taken directly from truck to application. Adhesives can begin to harden. Plastic materials, which pick up static more readily when they are cold, can cause problems with dust attraction and can consequent print defects.

2. Storage in hot conditions

Adhesives become soft and stringy. Adhesives may bleed from roll edges and cause problems with printers or applicators

3. Storage in low humidity

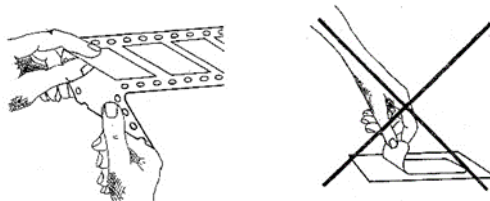
Papers can curl, since paper fibers contract as they lose moisture to the surrounding atmosphere. Low humidity is also a major cause of static electricity build-up.

4. Storage in high humidity

Very high humidity will cause problems with curl (due to paper fibers expanding). It will also weaken paper materials.

PROPERLY HAND APPLYING PRESSURE SENSITIVE LABELS

Label Removal - The proper way to peel a label is to peel the liner away from the label not the label from the liner. This eliminates any potential curl induced into the face when peeling the face from the liner. Proper amount of pressure around the entire label to the substrate is necessary to ensure proper application and adhesion; recommend 8 – 10 seconds of pressure.



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