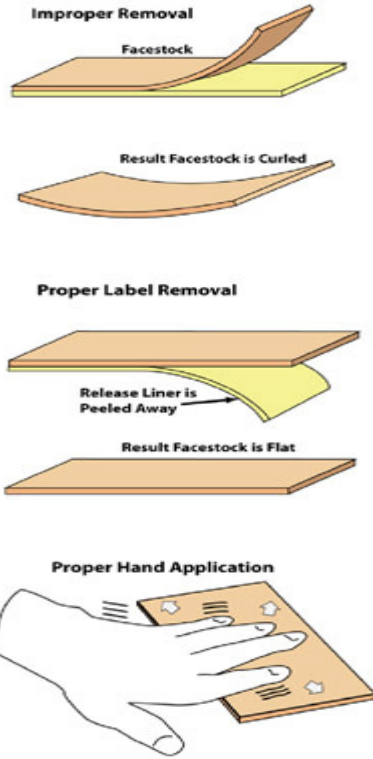


HOW TO APPLY LABELS

To achieve maximum bond strength with pressure-sensitive adhesives, it is important the item surface is clean, dry and close to normal room temperature before application.



Proper removal of the label from the liner and application to the item surface are important to achieve proper adhesion. Curl put into the label during removal from the liner will contribute to the label edges lifting later. Remove the release liner from the label, not the label from the release liner.

While pressure-sensitive materials need no special activating agents to make them adhere, they do need pressure to properly bond. Labels should be applied to the substrate and then thoroughly rubbed down on the substrate. Pay special attention to make sure the label edges are adhered down. Higher initial bonds, commonly known as tack, are achieved through increased initial rubdown pressures. The increased pressure will also decrease the time to reach the maximum bond strength. Maximum bond strength will be achieved in approximately 24 hours, depending upon the surface to which the label is applied (i.e. applied to a paper tag vs. applied to a coffee mug or ceramic lamp).

Label Survey

What is the label applied to:	Tag	Other
Is the label completely affixed to the surface (no curled up corners)		
After initial application	Yes	No
After 24 hours	Yes	No
Can the label be removed:		
After initial application	Yes	No
After 24 hours	Yes	No