

MACtac® recommends:

Starlux® 6600 or 6700 Series

- ★ High-speed copiers have a straight paper path, so they are able to accept a thicker sheet. Again, it is preferable to use a stock especially designed for these machines.

MACtac recommends:

Starlux® 6200 or Starlux® 6700 Series of pressure sensitive plain paper and vinyl sheets

5. What other finishing processes will be used on this label?

Die-cutting. MACtac Starliner® labels are thickness controlled to eliminate die- or kiss-cutting problems. However, if polyester pressure sensitive stocks are used, a special die, designed exclusively for use with polyester stocks, is required. Supply the die manufacturer with samples of the polyester label stock specified for the job to ensure the proper die.

If the polyester inconsistently die cuts from sheet to sheet – and you are unable to compensate with the make ready – the die may require sharpening.

Guillotining. Heavier adhesive coat weight stocks can cause problems in the bindery. However, all MACtac permanent adhesives feature a processing aid resulting in trouble-free guillotining. Call MACtac for samples.

Hot and Cold Laminating. You will want a flat layout after laminating. (A slight curl toward the liner is acceptable.) However, if the stock curls toward the face, the label may flag in the application, increasing the risk that it will ultimately fail.

Foil Stamping. Virtually any stock can be stamped, but to do so, the right foil is needed. Be sure to contact your foil manufacturer for recommendations on the best material to foil stamp the chosen face stock.

MACtac® provides a full line of self-adhesive sheet papers under the Starliner®, Metro and Starlux® brand names. MACtac permanent and removable self-adhesives are used in applications ranging from consumer and industrial packaging to indoor and outdoor signage.

Have your questions answered by a MACtac technical manager by dialing 1.800.762.2822 x2358. Technical support is available to assist you in choosing the proper face stock and adhesive as well as locating a MACtac merchant near you.

For the latest in printing news and notes from MACtac, contact us and ask to receive SHOW TIME!, our industry newsletter.

Confidence. Teamwork. Innovation. Count on MACtac to help solve your pressure sensitive adhesive needs and lead the industry into the next generation of pressure sensitive products.



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MACtac® Starliner® Tips

CHOOSING THE RIGHT FACE STOCK FOR A PRESSURE SENSITIVE LABEL APPLICATION



CHOOSING THE RIGHT FACE STOCK FOR A PRESSURE SENSITIVE LABEL APPLICATION

When choosing a face stock for a pressure sensitive label application, every aspect of the product must be considered: product / package design, contents, how it will be used, how long it is expected to last; the list goes on.

Fortunately, MACtac® has narrowed the list of considerations to five questions:

1. What should the finished job look like?

This question addresses the desired print quality and aesthetic value of the design. Different face stocks provide different print qualities, so choose a face stock that provides the print characteristics needed for the application. Types of applications include:

Cast Coated Sheets. These sheets are a good choice for four-color designs. Glossy face stocks have better ink holdout than uncoated sheets, resulting in graphics with sharp, clear colors that “pop” off the sheet.

MACtac recommends:

Starliner® Cinema®, Gloss, a 60# cast coated litho
Starliner Debonair White, Gloss, a 65# cast coated cover

Uncoated Sheets. An economical choice for printing, uncoated sheets work well with one- or two-color print jobs, including address or shipping labels, and they're able to accept pencil, pen and markers.

MACtac recommends:

Starliner Novelty®, Offset, a 60# uncoated litho
Starliner Blinding White, a 60# uncoated vellum, with a brightness level of 96

As for aesthetics, here are a few tips to keep in mind:

- ★ Designs with an organic, pure or earthy appeal are complemented by Starliner Brown Kraft, a 60# uncoated, natural kraft pressure sensitive sheet.
- ★ Convey an innovative, high-tech image through foil, film or vinyl label stocks such as MACtac's Starliner Playhouse Bright Silver or Balcony Bright Gold.
- ★ Brightly colored stocks are ideal for warning labels that demand attention, specialty packaging, P-O-P and any other eye-catching application you can imagine. We designed Starliner Fluorescent sheets for these types of applications. This neon paper is available in a wide assortment of colors including red, orange, chartreuse, yellow, green and pink shades.

2. What is the label being applied to?

Are you working with a high or low energy substrate? High surface energy substrates (glass, aluminum) are easier to adhere a label than those with low surface energy. Here are a few tips to keep in mind when matching a label to a surface:

For textured, rough or pebble-grained surfaces, apply a label stock with a high coating weight that easily conforms to irregular surfaces for optimum adhesion.

MACtac recommends:

Starliner Medley, a 60# latex-coated litho

When working with fabrics, only use label stocks with a special badge adhesive as removable adhesives may stain fabrics. The special badge adhesive is a permanent-type adhesive for short-term use (maximum: 24 hours).

Don't forget: never apply badge adhesive to leather, corduroy, silk, suede or sequins. And always test the label on the substrate.

MACtac recommends:

Starliner Chorus White, a satin acetate
Starliner Debonair White, Gloss, a 65# cast coated cover

3. Under what conditions will the product be used?

Depending on how long the label needs to last, consider the following:

Alkali vs. Acid. Alkali papers tend to last longer than acid papers, which can deteriorate and become brittle over time. In addition, film face stocks tend to last longer than their paper counterpart. Reference the MACtac Starliner stock selector to review our alkaline pressure sensitive stocks.

Service Temperature Range. Service temperature refers to the temperature a label will withstand after application. For high service temperature, such as a furnace, use a film with an acrylic adhesive. It will last longer and perform better than papers, which may turn yellow and brittle at high temperatures. Call MACtac for specific application recommendations.

To be sure what is best for you, test the label in the application. Apply it at or above the minimum application temperature, and then let it set for 24 hours to check performance. MACtac's permanent adhesive has a minimum application temperature of 25° F / -4° C.

Indoor or Outdoor. Is the label intended for indoor or outdoor use? For outdoor applications, use an acrylic-based adhesive with a saturated paper stock for moisture resistance or one of MACtac's synthetic products.

MACtac recommends:

Starliner Medley, a 60# saturated face stock
Starliner 4-mil Debut White Vinyl, a topcoated soft vinyl
Starliner 7-mil Teslin®
Starliner 4-mil Premiere Polypropylene

Exposure to Solvent. Will the label be exposed to solvents? If so, paper label stocks are not recommended as they are the least resistant to solvents, including water. The best solvent-resistant face stocks are films because they will withstand exposure to hydrocarbon solvents.

MACtac recommends:

Starliner Spotlight Silver Polyester
Starliner Charade Clear Polyester
Starliner Premiere Polypropylene

Abrasion Resistance. For labels that will be exposed to a lot of wear and tear in handling, be sure to overlaminate or clear coat a paper face stock for added protection. Or specify a film stock or synthetic sheet.

MACtac recommends:

Starliner 7-mil Teslin
Starliner 4-mil Debut White Vinyl, a topcoated soft vinyl
Starliner Spotlight Silver Polyester
Starliner Charade Clear Polyester

4. How will the product be printed?

- ★ Offset sheet-fed printing is recommended for most sheet labels simply because it allows you to print almost anything – as long as it is flat.
- ★ Duplicators offer less control over water balance, so they aren't recommended for films that require close control of the fountain solution.
- ★ For thin materials (5 – 6 mil), copiers are ideal because the paper path is somewhat complicated. Don't forget to use labels especially designed for these machines. Call MACtac to inquire about our new Starliner Digital line of sheet products.

MACtac recommends:

Starluxe® 6600 Series
Starliner Digital line of compatible sheet products

- ★ For desktop laser printers, we recommend a thin stock to avoid jamming. Those printers equipped with a paper tray in front and an output on top result in a complex paper path. When the output trap is in the back, the path is straighter.