

## SELF-ADHESIVE INDUSTRIAL LABELING OPTIONS

	Vinyls	Latex- Impregnated (Saturated)	PP*	Teslin®
<b>Quality of printing</b>	Good	Good	Best	Best
<b>Durability</b>	Best	Better	Good	Better
<b>Flexibility</b>	Best	Better	Good	Best
<b>Economy</b>	Good	Better	Best	Good
<b>Long-term applications</b>	Best	Better	Better	Better
<b>Short-term applications</b>	Good	Better	Better	Better
<b>Indoor use</b>	Good	Good	Good	Good
<b>Outdoor use</b>	Best	Better	Good	Better
<b>Ultraviolet resistance</b>	Best	Better	Better	Better
<b>Moisture resistance</b>	Best	Better	Best	Best
<b>Abrasion resistance</b>	Best	Better	Best	Good

\* Polypropylene

MACtac® provides a full line of self-adhesive sheet papers under the Starliner® 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.

More questions on self-adhesive label papers? Have your questions answered by a MACtac representative 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.



MACtac Americas & Corporate Headquarters  
4560 Darrow Road  
Stow, Ohio 44224-1898

phone: 800.762.2822 x2358  
fax: 330.689.3950  
email: [MACtacdecorative@MACtac.com](mailto:MACtacdecorative@MACtac.com)  
web: [www.MACTac.com](http://www.MACTac.com)

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MAC2060 (06/03)

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## MACtac® Starliner® Tips

SPECIFYING SELF-ADHESIVE LABEL STOCKS FOR INDUSTRIAL PACKAGING



## WHY INDUSTRIAL LABELING APPLICATIONS ARE UNIQUE

Thanks to the number of variables involved in drum, container and corrugated material labeling, industrial labeling has formed a niche in the packaging industry.

What variables have led to the creation of this niche?

- ★ Package sizes vary from small, corrugated containers to 55-gallon industrial drums.
- ★ Container substrates differ, ranging from fiber and painted metal to corrugated and high-density molded polyethylene. Even one type of substrate can vary. For example, corrugated can be coated, printed and recycled – all which react differently to self-adhesives.
- ★ A container's environment and contents can also vary.
- ★ New governmental regulations require that potentially hazardous materials containers have three labels: shipping, production identification and warning.

## INDUSTRIAL LABELING: THEN ...

Labels manufactured expressly for industrial drums were thought to work properly. And every application fell under one product – and one price.

## ... AND NOW

Today we have three primary categories of labels to choose from:

- ★ **Films (including labels).** Once the only option for industrial labeling, films were expensive and had to be screen printed with solvent-based inks. Today's vinyl self-adhesive label stocks are offset printable, print well, and are durable and flexible, but are more expensive.
- ★ **Synthetic papers.** These papers, such as Teslin® and Premiere polypropylene, tend to be less durable than vinyls but more durable than papers. They offer

excellent offset printability and work well in outdoor applications.

- ★ **Latex-impregnated stocks (also called "saturated" face stocks).** Previously dismissed for industrial container labeling because of gradual discoloring, manufacturing advances have made this problem obsolete. A stock such as Starliner® Medley, a 60# semi-gloss, latex-impregnated self-adhesive label stock, is made with an acrylic binder and topcoat for durability and conformability. This acrylic coating makes the face stock resistant to discoloration by withstanding ultraviolet light, moisture and abrasion. Like vinyls, latex stocks offer printability, durability and flexibility but do not perform as well in outdoor applications – though they are less expensive than vinyl labels. A saturated stock works in a wide range of applications, both indoors and outdoors because it can be used with a variety of adhesives.

### To determine the best face stock and adhesive for your application, ask these questions:

- ★ **Does the container have a relatively flat or curved surface?** Most films are flexible enough for a curved surface. However, heavier stocks are more durable and rigid, but will not conform to the surface as well.
- ★ **What's the surface texture?** Several variables affect this answer:
  - Has the container been reconditioned? It may contain irregularities that a new container does not.
  - Does the surface have contaminants, such as flaking paint or rust? If so, the surface should be cleaned first with rubbing alcohol, mineral spirits or heptane to remove residue and ensure proper adhesion.
  - Is the container dirty? Regardless of the adhesive, a label will not perform well on a dirty surface, sticking to the dirt, not the container. Test the application if the surface texture looks like it may cause problems.

- ★ **What will be stored in the container?** In many cases, the choice of face stock, adhesive and printing inks will depend on the contents of the container. The face stock, adhesive and ink need to be resistant to the contents so spillage will not break down or mar the label. Consult with your paper and ink manufacturer for recommendations. And test the label whenever possible.

- ★ **Is the application intended for indoor or outdoor use?** If the application is outdoors, the label has to withstand ultraviolet rays and weather elements that cause discoloring and decay (dry and brittle). Test the label in the intended application for 24 to 48 hours to reveal potential problems.

- ★ **What is the application temperature?** If the label is applied in a cold warehouse situation, you'll need an adhesive-backed product that works in low temperatures. MACtac® is the only self-adhesive sheet label stock manufacturer that offers a permanent adhesive engineered to perform in refrigerated or subfreezing applications between 25° F / -4° C and 40° F / 4° C. MACtac's new permanent adhesive has improved cold temperature properties.

**Remember:** When possible, test the label in the intended application, especially if it is very demanding. MACtac has testing facilities in its Stow, Ohio, plant, and we would be happy to assist in product recommendations for any demanding application.

To obtain free label samples for testing, call MACtac at 1.800.762.2822, ext. 2358.