

# CHILL AT<sup>TM</sup> Cheese



## Chill out and say cheese with CHILL AT

With more than 2,000 cheese varieties worldwide, cheese producers need product labels that perform well and stand out in a crowd. To increase brand presence, producers look for clean labels that pop with visual appeal. In fact, statistics note that 65 percent of consumers have admitted to trying something new because the package caught their eye.

Additionally, cheese producers must meet very specific labeling requirements by the U.S. Food and Drug Administration (FDA) so labels need to stick and stay in place. Shrink film, a polymer plastic film, is a commonly used packaging material in the cheese industry, but can sometimes be a difficult substrate to work with when it comes to cheese labeling. For example, it can harden in cold temperatures, and when cheese is packed, transported and stored, temperatures typically range from 34°F to 38°F. Thus, cheese producers need labels that not only visually shine, but are specially engineered for temperatures below 40°F.

**mactac**<sup>®</sup>   
technology that sticks



## Fun Facts

❄ There are more than 2,000 cheese varieties worldwide.

❄ Mozzarella is the most popular cheese in America, followed by cheddar. Additionally, to celebrate America’s love of cheese, there are two ‘cheese holidays’ in the U.S. National Cheese Lover’s day is January 20 and National Cheese day is June 4.

❄ Some varieties of cheese, such as Mozzarella, Cheddar, Swiss and American, help prevent tooth decay. These cheeses can promote the flow of saliva, which leads to elimination of sugar and acids from the mouth.

To help accomplish all your cheese labeling needs, simply **chill out** and choose a label that will:

- Perform well.
- Stand out in a crowd.
- Feature eye-catching branding for superior shelf appeal.
- Conform to shrink wrap and other traditional cheese packaging materials.
- Communicate critical FDA-required information.
- Meet needed durability and remain intact during packing, transportation, storage and repeated product handling.
- Showcasing superior packaging is synonymous with a quality product.

## Chill out with CHILL AT™

- Features a hot melt rubber adhesive designed to form a strong initial bond when applied and ensure secure, lasting adhesion.
- Meets a wide range of application temperature needs – from very cold to very hot.
- Has excellent quick tack and ultimate adhesion to shrink film and other typical cheese packaging materials.
- Is available in a bright silver metalized paper construction to draw extra attention to cheese products. Other facestock choices include Label-lyte® polypropylene and bright, white semi-gloss.
- Can be applied at temperatures as low as -10°F (-23°C) and has a service range of -65°F to 150°F (-54°C to 65°C).
- Features water resistance properties, maintaining adhesive integrity and aesthetic appeal if exposed to water or moisture.

### CHILL AT Product Offering

Product	Description	Adhesive	
<b>DTW7802</b>	Direct Thermal Weigh Scale	Chill AT	
<b>PF7802</b>	Vivid™ ICE 2 mil Clear BOPP	Chill AT	
<b>PJ7802</b>	Vivid 2.6 mil White BOPP	Chill AT	
<b>SGL7802</b>	Platinum™ Xtra Semi Gloss	Chill AT	
<b>SMP7802</b>	Bright Silver Metalized Paper	Chill AT	
<b>AJR7802</b>	Red Fluorescent	Chill AT	
<b>DTNN7802</b>	Non-Topcoated Direct Thermal	Chill AT	
<b>GFC7802</b>	Vivid Clear Polystyrene	Chill AT	
<b>GFW7802</b>	Vivid White Polystyrene	Chill AT	
<b>TT7802</b>	OPTISCAN® 2C Thermal Transfer	Chill AT	

# Cheese: Did You Know?

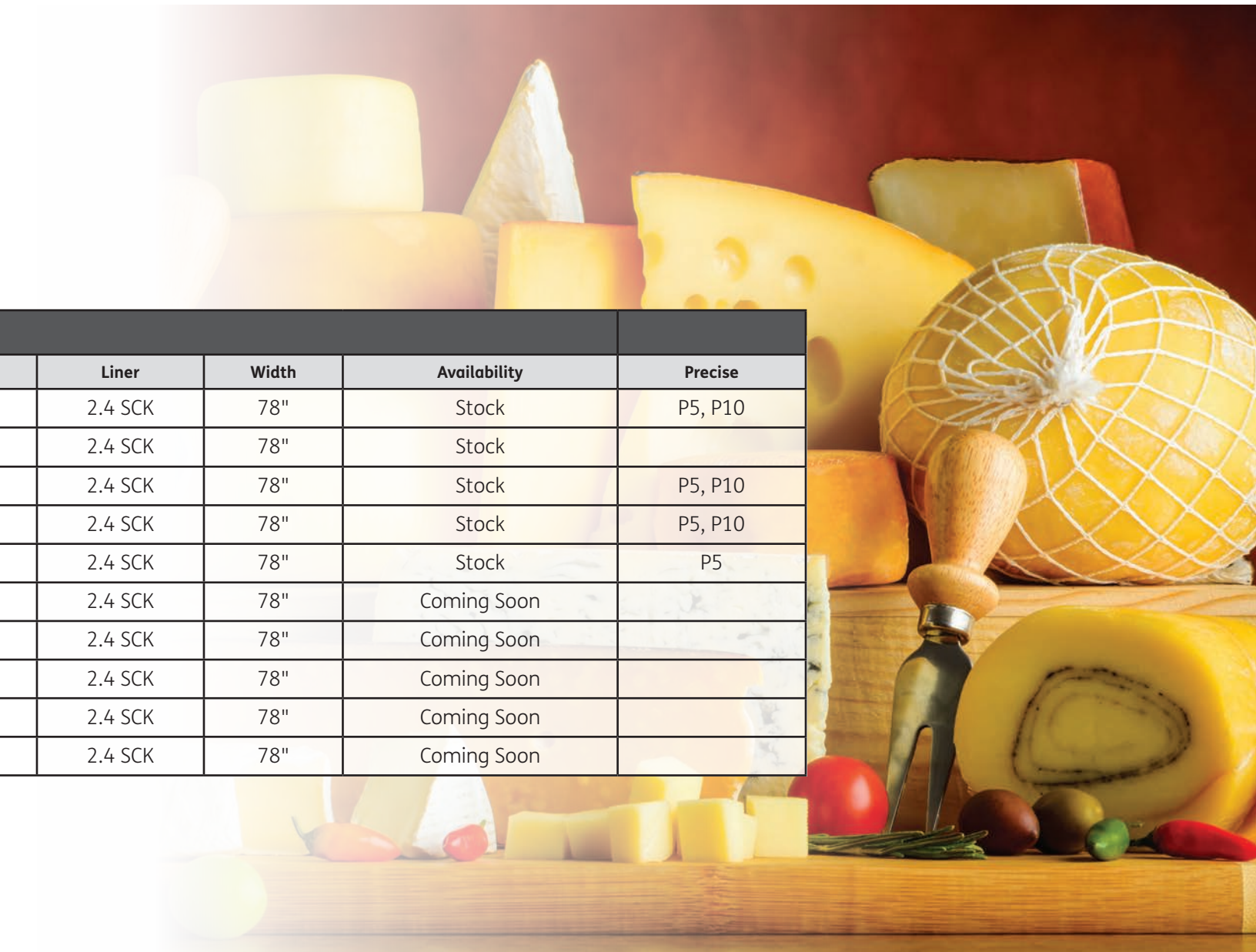
## Statistics

- In 2014, U.S. cheese sales totaled \$17.3 billion – and Wisconsin, the leading cheese-producing state, accounted for 2.91 billion pounds of produced cheese.
- In 2015, the U.S. manufactured 5.3 million metric tons of cheese.
- In 2016, the per capita consumption of cheese was roughly 35.7 pounds, which is projected to increase to 37 pounds by 2025.

## Regulations

Regulations by the FDA regarding public health require cheese manufacturers to provide an appropriate label on cheese packaging to accurately describe the product. According to the FDA, labels for food made from cheese must accurately describe the name of the product. If the cheese is pasteurized, blended, processed or contains vegetables, fruits or meat, each of these food items have to be noted on the label.

Additionally, when labeling cheese, every word in the name of the product has to appear on the label with the same prominence. This means that the letters of the name have to be printed in the same size, style, color, and on the same background. In cases where optional ingredients need to be included, they should also appear with the same prominence.



	Liner	Width	Availability	Precise
	2.4 SCK	78"	Stock	P5, P10
	2.4 SCK	78"	Stock	
	2.4 SCK	78"	Stock	P5, P10
	2.4 SCK	78"	Stock	P5, P10
	2.4 SCK	78"	Stock	P5
	2.4 SCK	78"	Coming Soon	
	2.4 SCK	78"	Coming Soon	
	2.4 SCK	78"	Coming Soon	
	2.4 SCK	78"	Coming Soon	
	2.4 SCK	78"	Coming Soon	



**CHILL<sup>AT</sup>**™



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