

## **Guide To Applying Labels Correctly.**

### **1. Decide EXACTLY Where You Will Apply Your Label (Hint: Ideally, it Will Be a Flat Surface).**

A cleaned dry surface on the your product is a great home for your label.

The flatter the surface the better too, this is because a flat surface ensures the label sticks properly without any crevices, bumps, lumps or imperfections. But of course a flat surface may not be possible.

### **2. Clean the Area AND Make Sure It's Moisture-Free**

Labels will struggle to stick if the surface is oily, grubby or moist. that's why you should always make sure the surface is clean before applying. This is true for labels made from any material.

Why? Because dirt gets in the way of the adhesive bonding to the surface of the product.

We recommend using Isopropyl Alcohol wipe (IPA) to prepare products for labelling. These remove grease, oil and dust from product, evaporate quickly and they don't leave a mark.

But, be sure to check the product can have IPA applied to it before using this cleaning method.

Remember even worse than dust and debris is moisture.

Water or any type of moisture will prevent your label from sticking. It can also prevent the adhesive being as effective as it could be too.

Moisture unavoidable? Then look into using a stronger adhesive on your labels.

### **3. Wait For Your Labels to Reach Room Temperature**

Did you know temperature matters when it comes to labelling?

Extreme heat or cold can cause problems with the label adhesion. This is especially true if the adhesive isn't specifically designed for that kind of use.

So, where possible, wait for your labels to reach room temperature.

Otherwise consider investing in adhesive suitable for all temperatures or extreme cold.

#### **4. Putting sufficient pressure on the labels.**

The adhesive is a pressure sensitive adhesive, so you need to ensure that the adhesive has had pressure applied over the whole of the surface of the label, this is not excessive pressure but applied finger pressure to ensure there are no air pockets under the face layer and in the adhesive.

#### **Very important - Allowing the labels time to bond.**

If testing the labels for adhesion, please leave the labels on the surface of the object for at least 72 hours, to allow the adhesive time to cure, the longer you can leave them on before testing the better the adhesive will bond to the product or surface.

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This guide isn't meant to be a technical step-by-step. It's more an effective strategy that we have found works very well with most labelling projects. It's also based on years of experience in the printing industry, during which time we've labelled thousands of products.

So, regardless of exactly how you choose to get the job done, we're certain these tips will make it much more efficient, cost-effective and convenient for you.