



Xact News

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>> Hello

The days are getting longer and the summer is not too far away! Yuhooo!

So till they arrive, take a crash course on **adhesives** and pressure-sensitive adhesives; find out what **pressure-sensitive technologies** are currently being used; target your customers more effectively with **Xact's Xpandabel Labels**; see what Xact has been up to in the **community**; and win a **morning tea shout**....yes, yes, yes...it is back by popular demand! So come on go ahead and answer two simple questions.

Last but not the least, some **financial advice**, absolutely free of cost and you will surely thank us for it.

Meanwhile, keep those surfboards and bicycles ready to hit the beach.

Cheers,

Marketing

>> Adhesives 101: What Are Adhesives?

Label adhesives are a key element in the label application process and have to perform as required on the labelling line and throughout all handling, shipping and usage stages.

What exactly is an adhesive? How is it different from glue?

Glues are part of a larger family of adhesives. The two are distinguished by the fact that glue comes from organic compounds while adhesives are chemical-based.



[To find out what functions adhesives must perform for your label click here.](#)

>> Adhesives 102: Pressure-sensitive Adhesives

Pressure sensitive adhesive is different from other types of adhesives. It is used for pressure sensitive labels, tapes, graphic arts and other applications where instant bonding is required upon contact.

Pressure-sensitive adhesive, in its dry state at room temperature, will stick to a wide variety of surfaces by simple contact under light pressure. Water, solvent or heat is not required to activate the bond on different diverse materials like paper, plastic, glass, wood, cement and metals.



[Click here to read about pressure-sensitive adhesive technologies available.](#)

>> Xact's Xpandabel Labels

Target your customers more effectively with Xact's Xpandabel Labels.

Xpandabel Labels can give your business a whole new world of product information and opportunities. Colorful, attractive and easily customized for branding, it can give your product a chance to include more detailed information, whether promotional or instructional, for your customers.

The label opens to reveal additional information about the product and can be resealed. They can also be used for instant redeemable coupons, which can be removed and used at time of purchase. A pressure-sensitive adhesive along the edge allows the pages to be read, resealed and then left intact for later reference.



To find out more about Xapandabel Labels email us or [click here](#).

>> Business In The Community

As part of Xact's commitment to give back to it's community in a responsible way, we provided labels to Shine, a national domestic abuse charity that helps to keep people safe from domestic abuse and family violence. Read what they had to say:

Dear Xact,

Thank you so much for your generosity.

I work as a fundraiser for Shine and having been involved for the last 9 months and am blown away by the work they do in the field of domestic violence. We have lost a large amount of funding this year making your sponsorship all the more essential as we struggle to continue to offer the high level of support in the community.



The stickers were handed out at the Warriors and assisted in raising the Shine profile. Again many thanks.

Jude
Shine

Do you have a community event coming up and need labels? Call us at 0800 XACT4U.

>> Win a Morning Tea! Yes It Is Back!!!

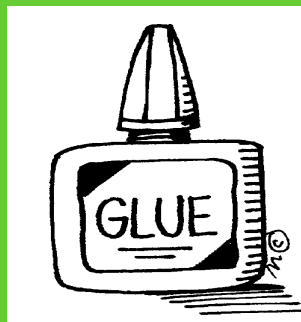
Sorry guys if you have been missing our Morning Tea Shouts!

We are back by poular demand. All you have to do is answer two very simple questions and enter a chance to win a Morning Tea Shout not just for yourself, but for your entire team! I guess we are feeling generous.



To win a Morning Tea Shout click here and answer two simple questions.

Financial Advice



"This is pretty good to prevent your money from slipping through your fingers"

Regards

The Team at Xact Labelling

[Click here to refer a friend](#)

[Update your details here](#)



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