



# Helpful tips to get your labels to stick

## >> Sticky questions and answers

### 1 What is your container made of?

- a) The composition of the container requiring a label can affect the ultimate strength of the label adhesive.
- b) Labels made of like material to the container stick better and are more compatible for recycling.

### 2 What is the shape of your container?

- a) Where possible, avoid sticking your label to a curved surface.
- b) If unavoidable, use a combination of a high tack adhesive and a flexible label.

### 3 Are the labels the right size for your container?

- a) Always fit your labels within the recess of your container.
- b) Avoid labelling on the corners of the container.

### 4 Are there any special applications that your label must withstand?

- a) Is your product going to be placed indoors or outdoors? This has important implications on the type of adhesive to use on your label.
- b) What temperature is your container when labels are applied? This also affects the adhesiveness of your label. Xact stocks a range of special adhesives designed for application in high or low temperatures.

### 5 What is your label exposed to during its lifecycle?

- a) Will your label withstand spillage from the contents of the container? We have a range of special adhesives which remain unaffected by different chemicals.
- b) High levels of humidity, moisture or sun light can also affect the adhesive bond of your label.
- c) What surface temperature will the container be exposed to over its lifecycle?
- d) Keep in mind the length of your product's lifecycle and the service temperature of the product, as they help to identify the most suitable and economical label material.



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#### Extra Tips:

To ensure your label sticks, we strongly recommend you test the label in application. We will help you do this testing at your site, and will supply free experimental samples.



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### Are there any plasticisers present in the container?

- a) Plastics containing plasticisers (softeners) will degrade the adhesive bond strength and may render the label useless. Careful label selection can overcome this negative impact.
- b) What colour is your plastic container? Some colours contain more plasticisers than others, and believe it or not, this could just be the reason why your labels are suddenly falling off!

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### How is your label applied?

- a) Are your labels on a roll for automatic application? Automatic application removes contamination possibilities which could weaken adhesiveness.
- b) Are your labels hand applied? Always place labels face down on a plain surface and peel the backing sheet off instead of the other way around. This way the label stays flat and free of any tension. (Try it out for yourself!)
- c) Contamination from oil, grease, frost, dust, moisture and release agents are some causes of labels not sticking.
- d) If contamination cannot be avoided, careful product selection can overcome the negative impact.
- e) Alternatively the label can be wrapped right around the container so that it overlaps and sticks to itself.

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### How is your container shipped?

- a) Does your container go on a pallet and get shrink-wrapped?
- b) The heat and weight pressure generated from this process can shorten the life of your label considerably. We can recommend adhesives and label materials that will stand up to these factors.



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