

# A User's Guide to Labels



*Attract • Identify • Inform • Sell*

**Weber**<sup>®</sup>  
Labels & Labeling Systems



## A Label Isn't Just A Label.

### Labels. They're everywhere.

You see them on every consumer product and package. And you also find them on industrial products, cases, pallet loads, even machinery.

There are all sorts of label materials that come in all sorts of shapes and constructions for use on all sorts of substrates. And those labels have to be suitable for various environments and countless applications.

There are labels that attract attention. There are labels that identify. And there are labels that inform and, yes, even sell products.

So, a label really isn't just a label. A label is, in fact, the most visible and constant impression your customers or potential customers have of your products and your company.

And that's why the utility and appearance of your labels are so important.



Weber Packaging Solutions (formerly Weber Marking Systems) understands everything a label needs to be. We have been focused on product identification and labeling for over eighty years.

Weber operates more than seventy label presses in ten countries worldwide, making us one of the largest label manufacturers in the world. From the type of label material to the proper adhesive to creating eye-catching graphic designs, we understand what kind of label is ideal for any given application.

And we're constantly making strides to ensure our labels meet the needs of our customers, as illustrated in our Corporate Mission Statement:

**Our Success** comes from helping our customers grow.

**Our Commitment** is to bring technologies to market that improve packaging automation, product identification and brand recognition.

**Our Team** is agile, creative, responsive and conscientious toward our customers, our community and our environment.

This booklet provides a general overview of Weber's broad offering of labels. For answers to specific questions, please contact us at **1.800.843.4242** to be put in touch with an experienced Weber account manager in your area. Or email [info@weberpackaging.com](mailto:info@weberpackaging.com)

# Types of Labels

## Prime, Decorative Labels

Using flexographic, UV screen and digital printing presses, Weber can produce eye-catching prime labels quickly and economically.

- Labels can be printed in up to ten colors, including process color with exceptional photographic quality.
- We offer a wide selection of prime label facestocks, adhesives, and topcoats to create the perfect prime label for your product.
- Thousands of die shapes and various label constructions expand your decorative design opportunities.
- We can create a label using your artwork, or our Graphics department can work with you to create a new design.
- Weber's prime labels can be specially designed to survive extreme cold or heat, moisture, curved substrates, and many other difficult conditions.

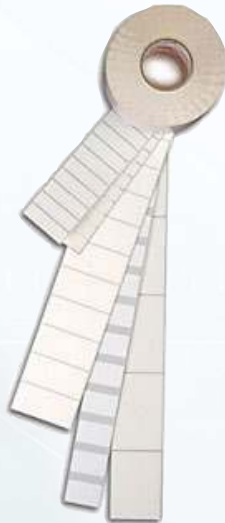


## Custom, Variable-Imprint Labels

Variable-imprint labels consist of uncoated, matte-coated, and gloss-coated paper and film stock labels. These labels often include colorful preprinted, permanent information or graphics with unprinted space allotted for the addition of variable imprinting.

These are Weber's most versatile labels, specially designed to accept thermal-transfer or direct-thermal imprinting. By manufacturing and printing these labels in our own plants, we are able to control the quality of our labels.

You can add bar codes, variable text and graphics with a broad selection of Weber tabletop label printers or production line printer-applicators.



## Blank Labels

Weber carries a complete inventory of more than 100 blank label sizes and styles to meet a wide variety of thermal-transfer and direct-thermal labeling applications.

Of course, like our variable-imprint labels, information can be printed on the labels using a number of Weber label

printing and/or application methods.

We stock a variety of general-purpose materials in addition to a number of specialty materials for specific applications.

## RFID Smart Labels

Weber is applying its expertise as a leading manufacturer and supplier of pressure-sensitive labels to provide the finest in RFID smart labels. We call them SmartTrak.

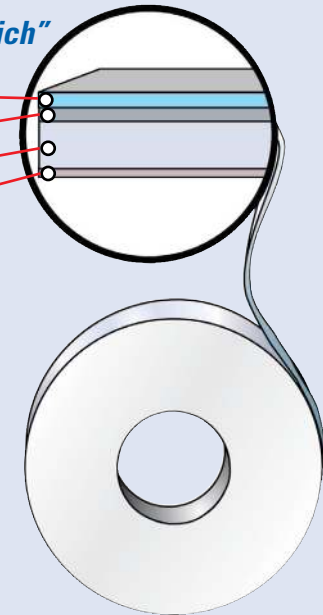


Our innovative method of inserting the RFID inlays fits seamlessly within our label conversion process. And because we manufacture the RFID smart labels ourselves, we're able to offer RFID media that will maximize performance and minimize costs.

All SmartTrak RFID labels are produced using fully tested RFID inlays from trusted sources like Alien Technology and Avery Dennison RFID. Every label is certified and verified to be the highest in quality.

## A Typical "Label Sandwich"

Topcoat/Laminate  
Facestock  
Adhesive  
Liner



A pressure-sensitive label is constructed of a facestock, adhesive and liner. All three of these components are carefully considered when choosing a label for your application. Some applications also can call for a topcoat/laminate or an RFID inlay.

# Label Facestocks

Weber can provide you with a vast selection of label facestocks to solve virtually any labeling application. Each facestock features certain characteristics for superior performance in specific work environments.

## Pressure-Sensitive Papers

- **DestructoLabel**

Matte-coated paper suitable for thermal-transfer and impact printing. Ideal for indoor tamper-resistant applications.

- **Metalized Paper**

This paper features superior print quality and dazzling color in gold or silver.

- **Rotogloss**

Shiny, highly-calendered, coated premium white paper. High-gloss finish renders bright and vivid definition of color.

- **Semigloss**

Cast-coated premium white paper slightly less reflective than Rotogloss.

- **Thermalabel**

A bright white, ultra-smooth paper designed to optimize direct-thermal print quality.

- **Transprint**

Exceptionally smooth paper designed to maximize thermal-transfer print quality. Available in coated and uncoated finishes.



## Pressure-Sensitive Films

- **Flexclear Gloss**

Clear gloss film suited to prime labeling where the “no label” look is desired. Very durable and moisture-resistant.

- **Flex-Lyte**

Remarkably flexible, durable white film with a high-gloss finish that is ideally suited to multi-color printing; also available in a matte finish. Great for thermal-transfer imprinting, as well, and excellent for applications where a label needs to be recycled with stretchwrap.



- **Flextuff**

Internally strong, matte top-coated synthetic film combining conformability and durability. Provides excellent resistance to outdoor exposure.

- **Laserweb**

A vinyl film suitable for use with continuous-feed laser or sheet-fed printers. Especially good for applications requiring chemical resistance.

- **Transtuff**

Strong, synthetic film that provides excellent resistance to weather.

- **Ultraplate**

Gloss white, silver, or clear polyester suitable for durable thermal-transfer printing applications. UL/CSA recognized.

- **Webflex**

Durable, flexible stock with a unique matte surface coating. Readily accepts impact, thermal-transfer and flexographic printing. Weather-resistant. Available as white or transparent.

## Non-Pressure-Sensitive Tags

- **PolyTag**

High-strength film tag designed for outdoor applications. Ideal for nurseries and lumber mills. Recommended for thermal-transfer printing.

- **Rototag**

Paper tag with a very high-gloss sheen. Used often for retail product hang tags.

- **Transtag**

Smooth-finished tag designed for thermal-transfer imprinting. Excellent clarity and good smudge resistance.

- **Tyvek®**

Strong, durable, bright white stock with a high-grade printing surface. Combines high opacity and long-lasting tear strength. Resists moisture and weathering. Approved for law labeling.

- **Ultratag**

Cross-laminated film that is the ultimate in tear resistance. Excellent for outdoor use.



# Adhesives

Pressure-sensitive adhesive works not only due to its initial tack, but also its slight absorption into the surface of the label substrate.

Because the specific characteristics of different substrates can prevent the absorption of adhesive and therefore weaken its adhesion, it is important to consider the substrate material and texture, its shape and its temperature at application.

## Rubber-Based

Rubber-based adhesives typically are more economical than others, but lack extreme (below 20° F) cold-temperature-resistant qualities.

- **155 Performance Permanent**

Permanent, rubber-based adhesive used on corrugated, metal, glass, plastic, wood, and many other surfaces. Excellent on polyethylene films. The ultimate in quick-stick properties.



- **175 Economy Permanent**

Permanent, rubber-based adhesive ideal for corrugated and other packaging applications.

- **355 Cold Temperature Permanent**

Permanent rubber-based adhesive that adheres strongly to steel, fiber, and plastic drums. Ideal for chemical drum applications.

- **375 Broad Temperature Permanent**

Permanent, rubber-based adhesive with a wide temperature range.

- **655 Specialty Permanent**

Features a high degree of initial tack and offers clean removability from painted steel or high and low surface energy plastics.

## Acrylic-Based

Acrylic-based adhesives have a lower degree of initial tack than their rubber-based counterparts; however, after 24 hours they generally are as permanent as rubber-based. In addition, acrylics resist both low and high temperatures.

- **125 Economy Permanent Acrylic**

Permanent, all-purpose acrylic adhesive that adheres to a variety of surfaces, particularly corrugated and packaging films.

- **425 Performance Permanent Acrylic**

All-weather, acrylic emulsion adhesive that excels in flash freeze, frozen, and cold temperature applications. Adheres to many more shapes and surfaces than conventional adhesives. Extremely stable.

- **430 Standard Permanent Acrylic**

Permanent, acrylic-based adhesive that displays excellent adhesion to a variety of surfaces including corrugated, plastic, metal, and glass. Features a high degree of initial tack and long-term bond strength.



- **475 All-Purpose Acrylic**

Permanent, all-purpose acrylic that offers a high degree of initial tack, ultimate bond strength and excellent UV resistance; ideal for outdoor use.

- **3000 Outdoor Permanent Acrylic**

High tack, acrylic adhesive used primarily for outdoor drum labeling applications. The best acrylic for quick-stick applications.

## Specialty

- **500 Removable**

Durable adhesive which provides long-lasting bond strength, yet can be removed cleanly from a wide variety of surfaces—including glass, metal, wood, plastic, and corrugated.

- **600 Opaque**

Permanent, pressure-sensitive adhesive tinted black with strong initial tack to corrugated surfaces. Ideal for covering existing labels to block-out fixed information.



- **2000 Repositionable**

Unique acrylic adhesive developed so labels can be removed cleanly and re-adhered to virtually all smooth, flat surfaces while retaining superb bonding strength.

- **Ultraplate White, Silver and Clear**

High-performance, permanent acrylic adhesive that adheres well to aluminum, painted metal, steel, plastic, polypropylene, polyethylene, and polyvinyl chloride. Offers high degree of tack and ultimate bond strength; shows superior versatility for durable nameplate applications.

## Release Liners

A pressure-sensitive label is not complete without a proper release liner. Weber provides a selection of several types of release liners that meet various application requirements.

- **40# SCK** - A 40-lb., semi-bleached, super-calendered kraft sheet with excellent label dispensing performance; this 2.5-mil release liner is widely used for roll labels.
- **50# SCK** - 3.2-mil, 50-lb. version of the 40# SCK (above) used for fanfold labels; also used for film facestock label materials that require the extra stability of a thicker liner.
- **44# PK** - A natural kraft liner extrusion coated with polypropylene often used in conjunction with film facestock; ideal for labels intended for automatic application.
- **1.2-1.5 FL** - Clear polyester film liner available in 1.2- or 1.5-mil thicknesses; recommended for high-speed, automatic labeling applications.
- **2.0 BOPP** - Clear polypropylene film liner available in 2.0-mil thickness; recommended for use with applications that require a high-strength liner.

## Coatings & Laminates

Our special manufacturing capabilities and broad selection of matte and gloss varnish coatings and laminates help improve the appearance and long-lasting performance of your labels.

### • UV Duragloss Coating

Ultraviolet-cured varnish that features a high-gloss appearance. It highlights label graphics and protects labels from minor abrasion, moisture and various solvents.



### • UV Thermal-Transfer-Imprintable Coating

Available in both gloss and matte finishes to protect the label facestock and all custom-printed graphics.

### • Matte and Gloss Laminates

To dramatically increase the strength and durability of your labels, we offer a variety of polyester and polypropylene film laminates that provide the ultimate in label protection. These are available in thermal-transfer-imprintable or non-imprintable varieties.

## Serving Your Industry

Weber prime, variable-imprint and blank label materials are used to decorate and identify products in virtually every industry. We don't just specialize in labels; we also specialize in knowing the best ways to use those labels in diverse markets.

### Food & Beverage



- Labels that comply with FDA standards for indirect food contact
- Special label-adhesive combinations for cold-temperature labeling
- Hot and cold foil transfer printing for decorative applications
- Digital label printing for multiple versioning and regional promotions
- SnapTag® and HarvestMark® print partners



### Pharmaceutical & Nutraceutical

- Up to ten-color label printing with adhesives and topcoats compatible with sterilization processes

- Expanded text and multi-ply label constructions that can handle the demand for increased text area on labels
- On-press, variable code-dating and messaging using laser etch or UV inkjet
- Sequential back-of-liner numbering to aid inventory control
- On-press and post-press video inspection
- ISO 9001-registered label manufacturing processes that can assist cGMP compliance to 21 CFR Subpart G (Packaging & Label Control)



### Medical Device

- Intricate die-cutting capabilities and adhesive zone-coating to permit one-step labeling for product kit combinations
- Up to ten-color printing with adhesives and topcoats compatible with sterilization processes
- Color-change indicator label inks available for steam autoclave and ETO sterilization
- Expanded text and multi-ply label constructions that can handle the demand for increased text area on labels
- On-press, variable code-dating and messaging using laser etch or UV inkjet
- Sequential back-of-liner numbering to aid inventory control
- On-press and post-press video inspection

- ISO 9001-registered label manufacturing processes that can assist cGMP compliance to 21 CFR Subpart G (Packaging & Label Control)

### Petrochemical

- Special Weber adhesive-coated, high-performance film labels
- Labels that meet GHS and BS-5609 compliance standards and drum reconditioning procedures
- Variable-imprint label materials that are compatible with direct-thermal, thermal-transfer and inkjet print technologies
- UV- and chemical-resistant label inks and coatings



### Automotive After-market & Transportation

- Durable, UL-listed vinyl and polyester label facesheet/adhesive combinations for demanding, long-term applications
- Overt security and authentication labels that use fracturable materials, messaging adhesives and holographic images
- Unique, high-tack tire tread labels for auto-apply applications, including the ability to variably imprint product part number, UTQG rating and other information



## Personal Care

- Combination UV flexographic/rotary screen label printing in up to 10 dazzling colors
- Clear film, “no-look” labels printed using UV flexo/rotary screen or digital presses
- Expanded-text, multi-ply label constructions for handling the growing need to provide more product information
- Cold and hot stamp foil label accents available
- Leading-edge HP Indigo digital label printing for small runs and quick turnaround



## Household Products

- Flexographic printing in up to ten colors
- Expanded text, multiply label constructions for handling the increasing need for more informational text area
- Leading-edge HP Indigo digital printing for smaller runs with quick turnaround



## Wine & Spirits

- Combination UV flexo/rotary screen printing in up to ten colors
- State-of-the-art HP Indigo digital printing for smaller runs with quick turnaround
- Clear film, “no look” pressure-sensitive labels printed digital or UV flexo/rotary screen
- Cold foil and hot stamp foil accents available



## Label Manufacturing

It takes a lot more than just the right raw materials to manufacture an effective pressure-sensitive label. It also takes converting expertise and the latest technology—both of which Weber provides to all of its label customers.

### Pre-Press

Your labels begin in our full-service Graphics department, where skilled designers utilize the latest graphic software to ensure your labels are printed exactly as you envision them.



Weber uses contemporary digital, direct-to-plate systems, which keep this critical aspect of printing totally in-house and create higher-quality results.

Not sure what label facestock is best for your application? Need adhesive advice? With their combination of strong marketing and technical skills, our label experts can help you select the optimum materials for your labels—facestock, adhesive and topcoat.

Weber’s research and development capabilities can be utilized to create or modify materials to meet specific customer needs. All materials currently available have undergone testing to assure quality, even under extreme conditions.

### Label Presses

Depending on your specific needs, your pressure-sensitive labels will be printed on one of our more than seventy technologically-advanced flexographic presses or on our leading-edge digital label printing equipment.



Weber can produce your labels in up to ten colors, including process color with exceptional photographic quality, and we can ensure precise registration and vivid tones with superb printing tolerances.

In addition, our presses accommodate the wide range of our standard and specialty label materials, including



papers, films, foils, vinyl and more. And with literally thousands of die shapes and sizes to choose from, there are virtually no limits to the creative shape of your exclusive label.

### Quality

Our Quality Assurance team will carefully examine the manufacture of your labels. Working under ISO 9001 guidelines, Weber QA technicians will inspect all raw materials, work in process, and finished products. They concentrate on facstock and adhesive values, color matching, print quality, overall appearance, and more.



To make labeling even easier, Weber's direct account managers and customer service representatives are always just a phone call or email away. They'll be happy to tell you about our special cost-saving blanket order and inventory management programs or other customer advantages.

## Programs & Services

### Inventory Management

With Weber's inventory management program, you never need to worry about running short on labels. You decide the minimum and maximum inventory levels of labels and we guarantee to have that quantity in stock and ready to ship to you.

When your label inventory falls below the minimum, Weber's Oracle ERP System will identify the situation and automatically replenish inventory to the desired and contracted levels. Plus, with inventory management, your label pricing is locked-in for the duration of your contract.

### Service Bureau

You don't have to own an on-site labeling system to get high-quality labels with your variable information printed on them. Weber's Service Bureau employs the latest label imprinting technologies to produce bar-coded labels with sequential numbering and other product information. Applications include UPC bar codes, property identification tags, bin location labels, inventory control tickets and other special requirements.



## Environmental Stewardship



Weber's Greenwise program is both an internal and external environmental awareness initiative. Its goal is to challenge everyone in the packaging industry to become observant, knowledgeable and committed towards environmental stewardship.

We feel that no step is too small to take, starting with our offering of several sustainable label products:

- **Renewable Films** – Polylactic acid (PLA) film label materials produced with corn-based products
- **Renewable Papers** – “Tree-free” label materials, made from bamboo, bagasse (sugar cane) and cotton linters
- **30% Post Consumer Waste Papers** – Label papers derived partially from waste paper products
- **Dissolvable Paper** – Paper label material that dissolves in water in just seconds and is biodegradable



- **Repulpable Paper** – Paper that can be repulped along with corrugated into new paper label stock or board
- **Recycled Content Tags** – Paper tag material containing a percentage of recycled content
- **Soy-based Inks** – Inks that are entirely natural and eco-friendly, derived from a renewable source, for your preprinted label needs

- **Repurposed Press Waste** – Instead of adding our press waste to landfill, we bale it and transport it to a firm that repurposes it into fuel pellets



In addition to our products, it is our contention that selecting thinner films for applications whenever feasible can result in operational and environmental efficiency. The thinner the film is, the greater yield can be provided on each roll, thus leading to less changeover time in end use, as well as in our converting, printing and inspection operations.

Finally, it is our opinion that what is good for business also is good for the environment. We do not subscribe to the notion that being green equals greater cost. No packaging professional should accept that. We are all responsible for creatively developing products that improve both our environment and bottom line. It's attainable if we work hard enough together.

# Label Application & Printing Systems

Weber also provides a complete line of labeling equipment for the imprinting and application of pressure-sensitive labels in your own plant.

## Thermal and Inkjet Label Printers

Our selection of thermal and inkjet tabletop printers utilizes the foremost technologies to simplify the on-site printing of variable-imprint and blank labels and tags.

In addition, Weber provides RFID smart label printer-encoders to help companies with track-and-trace or inventory replenishment initiatives driven by RFID technology.

Our tabletop units permit the printing of high-quality bar codes, text and graphic images in demand and batch modes. Labels easily can be formatted by using Weber's exclusive Legitronic® labeling software.



## Label Applicators

Weber offers a broad selection of automatic label applicators that rapidly apply prime pressure-sensitive labels to all types of products and packages.

Each model is uniquely designed to address specific labeling requirements, with features such as:

- High-speed application rates programmable up to over 7,000 linear inches of label web/min
- Advanced stepper- or servo-motor technology and peel-tip sensing
- Gentle-contact (wipe-on) or non-contact (tamp-blow or air-blow) methods of application
- Exceptional placement accuracy
- Easy maintenance and unsupervised operation functions



## Label Printer-Applicators

These sturdy, self-contained units combine a high-density thermal/thermal-transfer label printer with an automatic label applicator to simultaneously print and apply variable-imprint or blank labels to the tops, bottoms or sides of products right along the conveyor line.

Standard features of Weber's printer-applicators include:

- Flexible print engine selection (Zebra, Datamax and SATO units)
- Print speeds programmable up to 16 ips
- High-quality printing of bar codes, text and graphics
- Tamp-blow or air-blow methods of application; twin-tamp, swing-tamp, corner-wrap also available
- Consistent placement accuracy of up to  $\pm 0.03''$

## For More Information

Contact us today if you would like additional details on Weber labels and labeling systems. We'll put you in touch with your local Weber account manager, a labeling expert who can survey your specific requirements and recommend the best label material and labeling system for your application.



*Contact us today at*

**1.800.843.4242**

*or*

***info@weberpackaging.com***

*Visit our website at*

***www.weberpackaging.com***

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