

Your order will process much faster and smoother if you go through and ask yourself if these points apply to you.

page 1 of 2

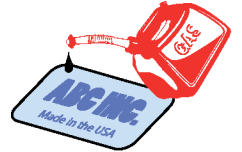
1. Abrasion

If a label is subjected to abrasion, do one of two things. For sheet labels, use a 1 mil clear polyester lamination or print on the backside (sub-surface) of the material. (Normally done on polycarbonate for overlays.) For roll labels, use a 1 mil clear polyester lamination over the top of the label. In all cases, specify the nature of the abrasion, so the design can meet the requirement.



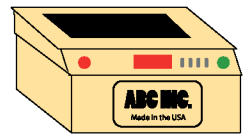
2. Chemical Resistance is Critical

Specify the chemicals that the label will be subjected to. Specify a 1 mil polyester lamination, or at least specify UV cured inks, that have some inherent solvent resistance. For strong solvents, like MEK or lacquer thinner, the construction should be tested prior to manufacturing.



3. Label Color Matches the Housing

Supply a housing to General Label for color matching. Alternatively, supply a molded chip supplied by the housing/plastic supplier for color matching. Do not use PMS colors.



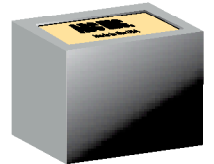
4. Label Covers Something

Test the construction for opacity. Even silk screen inks will not cover any opening in a housing or a background of varying colors. Additional printing passes may be required, or an additional color, like a blocker.



5. Label Fits in a Recessed Area

Supply a housing to General Label so the fit can be checked against the diecut part. At a minimum, have General Label generate a first article diecut part for approval prior to production. Do not rely solely on blueprint dimensions to assure an adequate fit.



6. Label is Applied to a Curved Surface

In almost all cases, the performance of the label material should be tested. The testing needs to be extended and rigorous. Do not just test overnight. Apply samples and test them over at least a week, and try to subject the samples to the humidity and temperature conditions that the product will be exposed to.



7. Label is Imprinted

Specify the method of imprinting and the ribbon, ink or pen being used. No material can accept all forms of imprinting. For dot matrix, use a fabric based ribbon like the CGL 79 (see UL/CSA approved ribbons). For thermal transfer, indicate the ribbon being used (wax or resin).



8. LED's or Other Aligns to Housing

LED's, even though they are part of artwork, must be fully dimensioned on a drawing. This is true of any aspect of the label which aligns to the housing, whether interior punches or copy. It is best to supply a housing to General Label for verification of critical alignments.



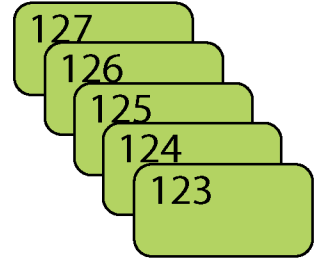
9. Label Stock Has a Directional Grain

Brushed polyester, brushed polycarbonate and some aluminum stocks, have a directional grain pattern. This pattern can be used to achieve unique appearances. Be sure to specify which direction the brush should appear relative to the label shape and graphics.



10. Label is Serialized

With the help of General Label, determine whether the selected press will employ mechanical numbering heads or electronic printing systems. For mechanical, determine: 1) the number of digits 2) whether alpha characters are available 3) make sure the height and spacing fits in the chosen printing location 4) make sure mirror image machines are available if labels are sub-surface printed. If electronic counting is chosen, be sure to specify the counting sequence to be used. Be sure too specify whether missing numbers are acceptable, recognizing that "no missing" numbers is substantially more expensive than "missing identified". Always supply the beginning and end sequence numbers in writing for each run of labels. Use zeros with a slash through the center, to avoid confusion with the letter O..



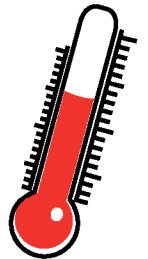
11. Label has a Barcode

Specify: 1) the symbol being used (usually Code 39), 2) the density (number of characters per inch), 3) the height of the code. If the barcode is serialized, refer to above item on serialization.



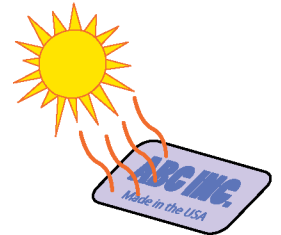
12. Extreme Temperature Exposure

If the label is subjected to temperatures above or below room temperature, work with General Label to select an appropriate material. Vinyls and polyolefins soften and melt above 170°F, special materials may be required. In low temperature environments, adhesives tend to harden and lose adhesion. Several adhesives work well at refrigerator or freezer temperatures, when applied at room temperature. When labels are applied below 40°F or are eventually subjected to temperatures below -40°F, special materials will be required. Be careful to specify what the application temperature and the temperature in use are expected to be.



13. Outdoor UV Resistance

Special materials and printing processes are required for labels that are used continuously outdoors. Regular roll label printing processes will fade in less than 3 months. Silk screen printing, using appropriate inks, is good for 3-5 years. Standard calendared vinyls and polyesters are rated for no more than 2 years outdoors. Cast vinyls, which are used heavily in signmaking and outdoor graphics, are typically rated for 3-5 years.



14. Low Surface Energy Plastics & Textured

Surfaces for certain plastics, designated as "low surface energy" materials, resist adhesion. Plastics that require adhesives specifically designed for low surface energies are Polystyrene, Polyethylene and Polypropylene, among others. High surface energy plastics include Polyester, Polycarbonate and ABS. Textured surfaces require higher adhesive coat weights to fill the hills and valleys. In all cases, be sure to specify the texture and the material on which the label is being applied to .


DYNES > 37
DYNES < 37