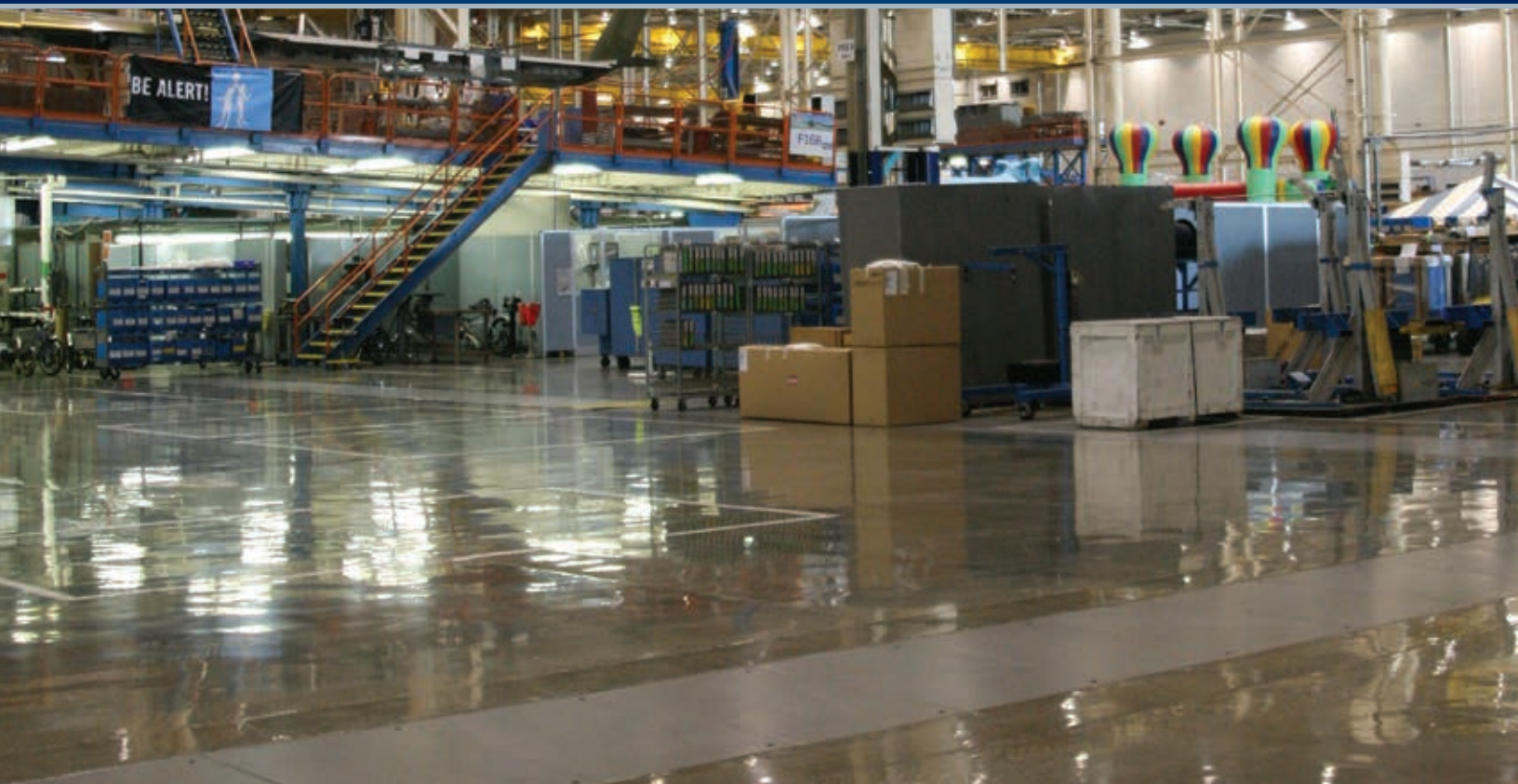




ACCUFORM[®]
Justrite Safety Group

SAFETY IDENTIFICATION

How to Choose the Right Label Material





When your customer needs a label, how do you help them select a material that best meets their needs?

Labels have been part of our culture for centuries and they're used on virtually everything in the world. Even the oldest dated rum bottle, a Vieux Rhum Anglais from 1830, still has most of the original label remaining on it.

From the ingredients on the granola bar you grabbed before running out the door this morning, to the safety label at the local gas pump where you filled up your tank, labels are all around us. Search the web you'll even find campaigns encouraging others to **"Just Label It!"** 64 countries around the world require labeling of genetically modified foods with the Just Label it campaign. As you

can see, labeling is used everywhere, for identifying everything.

Since labels are so versatile, they're available in an abundance of material options designed to meet various applications.

But with all the label materials out there, what is the best way to determine the one you need?

Identification labels are considered a critical mechanism for maintaining compliance, brand consistency, and improving organization across the industry. You should only label something once if you can help it. That's why labels have a critical job to play and selecting the right material the first time is an important task. Labels must remain readable, scannable, and durable throughout their lifetime.

When thinking about the complete life cycle of your label, considering the conditions it'll need to survive and thrive in are important elements to help you determine the ideal material.



LABELS

Get Creative, Get Noticed

Think of the labels you use around your facility or on the products you sell as a way for you to communicate your message in a unique way. You don't want to sound boring – you'll quickly lose the attention of your audience. Use bold labels to enhance your messages and capture the attention of your workers and customers.

With labels it's easy to get creative and get noticed, without your message getting overlooked. Plus, with a consistent look, feel, and theme throughout your facility you can enhance your safety culture and keep others well-informed.

With an informed workplace, others are motivated to make safer choices, resulting in an increase of quality, profit, and company morale.

Get creative with labels!

Let us create a message on your label that speaks to your culture. The creative possibilities are almost endless when it comes to designing your label. Stand out with different shapes, bright colors, various sizes, and materials – you can make your labels as original as you want to!

Get noticed with labels!

- Never a charge for extra colors or logo placement
- Custom labels communication instructions, warnings, and policies, and are ideal for branding purposes
- No limits on usage. Print barcodes, sequential numbering, logos, messages, and more
- Material options are available to apply to virtually any application
- Personalization experts
- Photographic-quality digital printing



Use labels to create unique messages that communicate information in and around your workplace.
Made easy... Made fast!

Shop Accuform labels Now!



The Five Simple Questions to ask to determine the best label material:

1. What environment is the label going to be placed in?

Environmental conditions are an important component in determining the best material for your label. For example, if your label is exposed to harsh chemicals, repeated wash downs, or hot temperatures, you need a label that can withstand the conditions of the area they'll be placed in.

Just think of one of the most basic labels often taken for granted, the registration sticker placed on your license plate. If this label wasn't resistant to heat, oils, and tampering you'd get pulled over and most likely get a ticket. That's why labels need to withstand the environment they're placed in.

Without understanding the specific environment of the label, you can't guarantee it'll be the best fit for your customer. Consider this the most important question to help you determine the ideal label material.

2. What material and substrate (also known as the surface) are you placing the label onto?

The next thing to think about is the type and shape of surface the label will adhere to. For instance, if you'd like to place a label on a hard hat and assumed any label material would work for that application, you'll find out the hard way that's not true.

Not all label materials are created equally and the type of substrate is an important factor to consider. Convex-Curve Vinyl label material is a flexible material that's ideal for applying to rounded surfaces, like equipment, machinery, and tools. Material such as paper is specifically designed for flat, short-term applications.

Speaking of substrate – prior to applying your label, it's important to clean the surface. Labels adhere best to clean, dry areas, free of any particles that could degrade the adhesive qualities of the label.

3. How are you planning to apply your label or what type of adhesive properties do you need?

Factors like exposure to water, humidity, and temperature can lessen the adhesive bonding factor. Determining the right adhesive properties can prevent peeling and deterioration to your label.

For example, if you need something that can be affixed to a clear surface and read from the inside of your

windshield, like the 2" x 2" square that was placed on your windshield after a recent oil change, you'd need back adhesive. Whereas, if the label needs to be read from the outside of the windshield, like the public parking space you paid for in the city, you'd need front adhesive.

The following are two main types of label adhesives:

Permanent Adhesives – Can't be removed without distorting or destroying the label or surface to which it was applied. Examples of permanent adhesive labels are tamper or destructible, hard hat, machinery, and equipment applications.

Removable Adhesives – Can be lifted up, removed, repositioned many times, or placed on different smooth and clean surfaces.

Please note: The common misconception is that removable vinyl is always easily removed. The truth is, eventually removable adhesive will develop a strong bond to the surface and require a little bit of work in order to remove it.

4. Do you need security features?

Safety labels are a fundamental part of any business and their purpose is to highlight critical information associated with equipment, machinery, chemicals, products, and much more. In some cases, identification includes discouraging theft of property. When your customer needs to secure assets, they'll need a label that prevents unauthorized removal.

Security features such as void, flaking, and breaking apart are part of the destructible or tamper label family and are in a separate class of their own. These are the ideal labels for security requirements.

Another type of security feature is a barcode, serial number, or sequentially numbered label.

5. What type of surface does your label need to have?

Label materials are available with glossy or matte surfaces for different requirements and applications. In order to determine the best surface for the label, consider these questions:

- Do you need a writable matte surface?
- Do you prefer a glossy or matte surface?

A glossy surface is ideal when the label is exposed to various elements and needs to be easily wiped clean after being exposed to dirt, dust, and liquids. A matte label surface is ideal when information needs to be filled in on the spot. Clear matte top can be easily written on with any marker, pen, or pencil.



Other factors to consider:

Size of your label

When considering your label material, decide on a size that will fit your message. Remember, labels are considerably smaller than regular signs. A label that has too much information printed on it will be hard to read and less effective than a label with a shorter, more concise message.

Recommended maximum layout size is 5 square inches for shape placed onto the round surfaces of helmets and hard hats.

Shape of your label

If you need a label for a slim, vertical object like a ladder, you shouldn't choose one with a horizontal orientation – it will wrap around the surface and be hard to read.

Consider the placement of the label in order to determine the best orientation. For something going onto a narrow space, a rectangular-shape label would do best. A label that needs to go on the shut-off button or the like would need to be circular in shape.

Once you've gathered answers to these questions, you'll have a better understanding of the best label material to offer.

Below are custom label material options and the specifications of each:

Quick Reference Material Chart

MATERIAL	RESISTANCE	THICKNESS	OVERLAMINATE	SURFACE	APPLICATION
High-Performance	Chemicals, UV, Abrasions, Overmarking	6-mil	✓	Gloss	Long-term, outdoor exposure up to 5 years
Paper	(Short-term, temporary use)	60-lb.		Writable Matte	Short-term, dry, indoor applications
Poly	Tears, Moisture	2.5-mil		Gloss	General-duty, limited outdoor exposure, curved surfaces
Poly Premium	Abrasions, Impacts, UV	10-mil		Matte	Long-term, permanent applications, ideal for machinery and equipment
Removable Vinyl	(Short-term, temporary use)	4-mil	✓	Writable Matte	Short-term, indoor, general-duty, curved surfaces
Vinyl™	Tears, Moisture, UV, Chemicals, Abrasions	5-mil	✓	Writable Matte OR Gloss	Indoor or outdoor, up to 2 years
Fluorescent Vinyl	Abrasions and Light Chemical Splash	3-mil	✓	Gloss	Indoor use or limited sun exposure
Magnetic Vinyl	Chipping and Cracking	15-mil	✓	Gloss	Steel and ferrous metal surfaces, flexible for curved surfaces
Convex-Curve Vinyl	Dirt, Dust, Liquids	5-mil		Gloss	For helmets and hard hats, irregular surfaces, outdoors up to 2 years
Reflective	Chemicals, Abrasions	6-mil		Gloss	Improved night time visibility



High-Performance Labels: The most durable labels must maintain their clarity and readability. High-Performance material is ideal for equipment, machinery, and tools that are repeatedly handled and exposed to abusive and harsh conditions. Long-term outdoor exposure with terrific resistance to UV degradation by sunlight, and chemical resistance to solvents, acids, and alkalis make this a great material for almost any industry. Gloss surface easily wipes clean of dust, dirt, and grease – resists over marking (or graffiti).

Poly Premium: Polycarbonate labels are subsurface printed to protect message and material is designed to withstand harsh environments, abrasions, and impacts while maintaining its integrity. Material is ideal for long-term use on machinery, equipment, and tools.

Convex-Curve Vinyl: Formulated to contour to irregular surfaces without wrinkles and puckers. Material has a gloss surface that wipes clean, UV protective coating, and is durable for outdoor exposure. *This is an ideal material for hard hat or helmet labels.*

Vinyl: Label material features a clear protective top layer and is moisture- and tear-resistant. Label can withstand dirt, grease, chemical splash, scuffs, abrasions, fading, and weather conditions.

Reflective: Label has 'bounce back' reflectivity from any light source, for improved daytime to low-light and nighttime visibility. Material is resistant to chemicals, abrasions, and has a gloss surface that wipes clean of dirt, dust, and grease.

Magnetic: Mounts to most steel or ferrous metal surfaces. Easily lift, move, and replace labels without peeling and picking off the adhesive. Material is resistant to chipping and cracking and is ideal for inventory, storage, and equipment identification purposes.

Fluorescent: Bright, fluorescent labels get attention with their visible color. Use bold, contrasting print for easy and quick readability. Clear overlamine permanently covers the printed image and adds protection from abrasions and light chemical splash. Fluorescent labels are ideal for indoor use.

Poly: Thin, yet strong, poly labels are tear-resistant for most general duty, multi-purpose labeling. Flexible material can be applied to curved surfaces and is unaffected by moisture – does not wrinkle or shrink. Gloss surface can easily wipe clean of dirt, dust, and other liquids and material can be used for limited outdoor exposure.

Removable Vinyl: Self-adhesive back vinyl label can be lifted back up, removed, repositioned multiple times, or placed elsewhere onto a smooth clean surface. Material is ideal for general-duty indoor, temporary applications and flexible for curved surfaces.

Paper: Paper labels are economical for short-term, temporary, and dry indoor applications. Material is cost effective in high quantities and has a matte surface that can easily be written on with a pen or pencil. Not recommended for exposure to moisture.

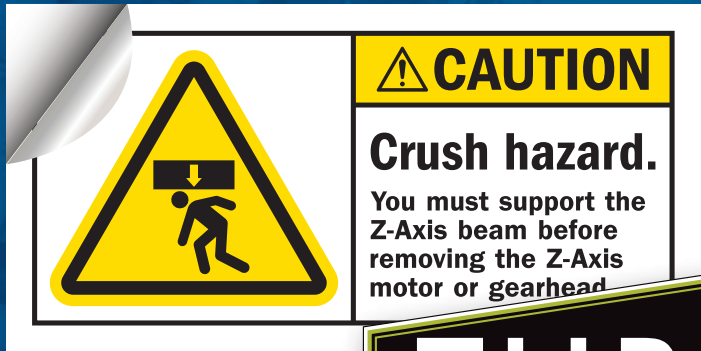
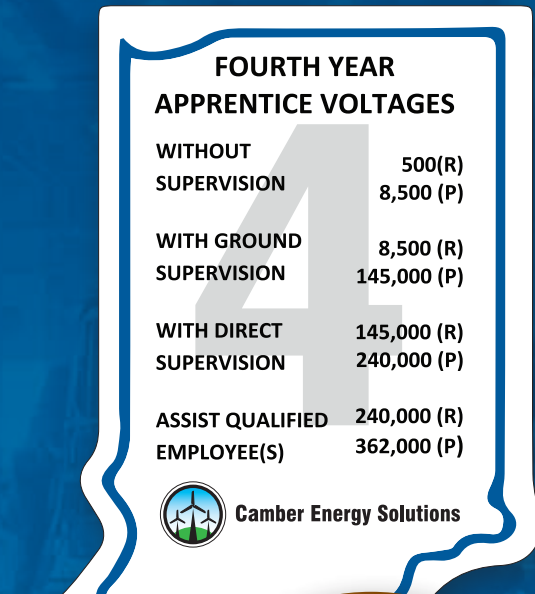
Accuform has label materials to meet all your custom identification needs.

CUSTOM LABELS MADE EASY... MADE FAST

Customizing your safety program creates an environment that motivates your workforce, improves teamwork, and helps establish safety goals. We drive positive change in your safety culture through effective communication.

- No Set-Up Fees
- Your Colors
- No Minimums
- Your Brand
- Your Message
- Your Shape

Download our Whitepaper “Safety’s Paradigm Shift – Personalize It!” by visiting Accuform.com/Whitepaper



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