

LABEL STOCKS 101

Face Stock	Material Type	Characteristics	Most Common Use	Most Common Print Method	Most Common Adhesives
Fluorescent	Standard Paper	Bright, day-glow in 7 colors: red, orange, yellow, green, blue, pink, & purple	Warning, color coding, awareness, inventory	Black ink recommended	Permanent
Gold Shiny or Dull Foil	Standard Paper	Gold that provides a metallic appearance	Retail, packaging, awards, embossing	Spot Color	Permanent
Laser/Ink-jet	Standard Paper	Matte, dull finish, Easy to write or print on	Mailing, shipping, inventory	Spot Color	Permanent
Silver Shiny or Dull Foil	Standard Paper	Silver that provides a metallic appearance	Retail, packaging, awards, embossing	Spot Color	Permanent
White EDP Uncoated	Standard Paper	Matte, dull finish, Easy to write or print on	Mailing, shipping, inventory	1-3 spot colors, tints. Not recommended for screens & detailed graphics	Permanent, Removable, Opaque, All Temperature
White Gloss	Standard Paper	Semi-glossy finish Not suitable for writing on	All applications	Spot & Process Color. Good for screens & detailed graphics	Permanent, Removable, Opaque, All Temperature
White Gloss Opaque	Standard Paper	Gloss face stock, dark or black adhesive to act as a cover up label	Used as a cover up, or if surface color effects label appearance or readability	1-3 spot colors	Permanent
White Gloss Repositionable	Standard Paper	Gloss face stock, low-tack, reusable adhesive similar to a post-it note	Point of sale, windows (indoor), kids stickers	Spot and Process Color	Repositionable
White Matte Litho	Standard Paper	Matte, dull finish, Easy to write or print on	Mailing, shipping, inventory, name tags	1-3 spot colors, tints. Not recommended for screens & detailed graphics	Permanent, Removable, Ultra Removable, Opaque, All Temperature
Yellow Gloss	Standard Paper	Yellow glossy finish	All applications	Black ink recommended	Permanent
Yellow Matte Litho	Standard Paper	Yellow matte, dull finish	Mailing, shipping, inventory, name tags	Black ink recommended	Permanent
Clear Polypropylene	Premier Film	Clear durable film, tear resistant	Food & beverage, retail, health & beauty	Spot and Process Color	Permanent or Removable
Clear Static Cling Vinyl	Premier Film	Adheres to glass, plastic or baked enamel finishes	Window ads, oil changes, car maintenance	Spot and Process Color	No Adhesive, Static Cling
Clear Vinyl	Premier Film	Clear durable & weather resistant film	Bumper stickers, food & beverage, health & beauty	Spot and Process Color	Permanent (Face or Back)
Polypropylene	Premier Film	Available in white or clear. For light-duty, durable or indoor applications	Food & beverage, cosmetics, windows	Spot and Process Color	Permanent or Removable
White Polypropylene (BOPP)	Premier Film	White durable film, tear resistant	Window decals, food & beverage, retail, health & beauty	Spot and Process Color	Permanent, Removable, Repositionable
White Static Cling Vinyl	Premier Film	Adheres to glass, plastic or baked enamel finishes	Window ads, oil changes, car maintenance	Spot & Process Color	No Adhesive, Static Cling
White Vinyl Laminated	Premier Film	White durable, weather resistant film. Smells like a shower curtain	Bumper stickers, food & beverage, health & beauty	Spot & Process Color	Permanent
Yellow Vinyl Laminated	Premier Film	Yellow durable, weather resistant film. Smells like a shower curtain	Bumper Stickers, mailing, shipping, warning	Black ink recommended	Permanent

MATERIAL TERMINOLOGY

Adhesive

- Back - Adhesive is on the back of the label. If this label is being applied to a window, it will go on the outside of the window.
- Face – Adhesive is on the front of the label. If this label is being applied to a window, it will go on the inside of the window.

BOPP Stock

Biaxially-oriented polypropylene. A water resistant film primarily used for indoor applications.

Extended Life Durable Decals

Labels are manufactured to withstand harsh conditions, temperatures and rugged applications.

Lamination

Clear plastic coating that provides extra durability.

- Matte – Can be written on
- Textured – Used to add texture to labels
- Shiny – Glossy coating
- White – Used with clear stock to create a white face stock

Opaque

A darkened adhesive used as a “cover up”. Restricts copy from showing through the face stock.

Pli-a-Print Stock

A latex impregnated paper that provides flexibility and moisture resistance; recommended for curved surfaces.

Pressure Sensitive Label

A self-adhesive label that is easily applied to a surface by pressure.

Removable Adhesive

Removable stocks have a pressure sensitive, low tack adhesive easily removed with no residue from smooth surfaces for approximately 6 months.

Repositionable Labels

Patterned adhesive that allows the label to be applied and reapplied to almost any surface. Removes cleanly leaving no residue for the life of the label.

Static Cling

Labels have no adhesive and adhere to glass or other smooth surfaces with static electricity.

Varnishes

Liquid coatings that are printed onto the label surface.

- UV – UV-cured varnish, very high gloss
- Water based – Protects label from slight moisture, less durable than UV varnish
- Matte – Dull varnish, can be written on
- Spot – Only part of the label is varnished

Weatherproof Labels

These labels can withstand heat, cold, water and sunlight for up to 1-1/2 years.

PRINTING TERMINOLOGY

Backside Printing

Copy is printed on the liner of the label. This printing method is used to offer coupons or convey additional information.

Bleed

Ink extends to the edge of the label.

Coresh

The inner diameter of a roll of labels. The standard finishing is coreless. 1” and 3” cardboard cores are available upon request. For additional sizes, see a sales associate.

Emboss

An image is pressed into the material to raise it above the normal level of the material.

Full Color Printing (CMYK)

Also known as Four Color or Process Color Printing. The use of four ink colors (Cyan, Magenta, Yellow and Black) to create an image.

Machine Applied

These labels are set up to meet the requirements of the machine that will be applying them. The core size, rewind direction and maximum outer diameter of the roll will need to be confirmed.

Perforation

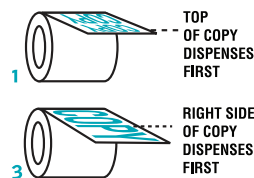
Liner has small cuts between the labels allowing them to be easily separated.

Reverse

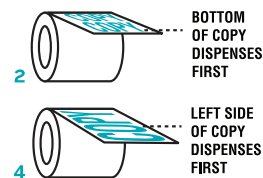
Image is created by the label stock color showing through the ink coverage.

Rewind direction

Copy Positions – 1-4



Labels Wound OUT



Score versus Tab

A score is a slit on the liner of the label, whereas a tab is a face slit in the label itself. Both score and tab are to ease removal of label.

Single

Labels are individually cut and stacked.

Spot Color Printing

The use of one ink for each color printed. Separate plates are required for each ink color being applied to a material.

Square Cut

Also known as Butt Cut or Kiss Cut. These labels are cut exactly to size with no excess liner around the label. Order any size from 1/4” x 1/4” to 12” x 24”.

Tint (Flood Coat)

The entire surface of the label stock is covered with ink.