

*Selecting a
Pressure Sensitive Paper*



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Selecting a Pressure Sensitive Paper

Following are the questions to ask in order to identify which facestock and adhesive will work best for your label application:

1) What will the end use or application?

- Substrate (i.e. plastic, corrugated, etc.)
- Surface Texture
- Surface Shape

2) What environmental conditions will the label be exposed to?

- Indoor/Outdoor (Outdoor not recommended for label paper)
- Low/High Handling or Traffic Area
- Application Temperature (temperature at time label is applied)
- Service Temperature (temperature while label is applied)
- Humidity
- Moisture
- Sunlight
- Dust/Dirt
- Food Contact
- Chemicals/Solvents

3) How long does the label need to remain applied or in use?

4) What is the size of the finished label?

5) How will the final label be applied?

- Hand Applied
- Machine Applied

6) What method of printing will be used?

- Conventional Offset - UV Offset - Screen - Digital

7) What type of graphic finishing will the substrate require?

- Die-Cutting
- Scoring
- Folding
- Perforating

8) How long will it be stored prior to use?

- Unprinted
- Printed

