

What's The Big Deal About Liners?

When preparing specifications for a successful pressure sensitive label application the liner is the least discussed part of the construction. The main purpose of the liner is to carry the pressure sensitive label to its' final destination while protecting the adhesive.

For most label applications liner specifications are determined by how the labels are delivered. There are standard, but different, liner options for roll, fan-folded and sheeted labels. The liners for fan-folded and sheeted labels are slightly thicker and designed to lay flat.

There are two other liner options you may run into on a few occasions.

Brown Kraft liners are frequently used when white ink is being printed on clear films. The brown liner is necessary in this situation to allow the press person to see the white ink being printed on the label.

Polyester film liners are becoming popular in applications that require very large quantities being applied by very high-speed automatic applicators. The advantages of these liners include being thinner thus allowing more labels per roll and fewer roll changes and much higher tear strengths reducing the number of breaks during application

There are quite a few other liner options but these are designed for very unique situations.