

Different Types of Labels

There are several types of label solutions available to solve your labeling needs. There is no one good labeling answer for every opportunity. Each of the types of labels listed below has its' benefits and advantages.

Pressure sensitive – this is the most common type of label and the one with which we are the most familiar. This type of label consists of a face stock, adhesive and liner. Pressure sensitive labels can easily be applied by hand or automatically. This type of label also has the broadest selection of face stocks and adhesives.

In-mold (IML's) – these labels require no adhesive as they are either fused directly to the container or applied during the molding of the container. Labels applied via this method appear to be part on the container (instead of being applied to the surface of the container) and are much more durable than other types of labels. These are most commonly used in very large run applications. Liquid laundry detergents are a common use for this type of label.

Cut & stack – these labels are printed (most commonly with offset presses on coated stocks) and then applied with glue to the end product. These are commonly used on canned products (fruits and vegetables) and historically were very common on beer bottles. Their main advantage used to be cost but that has been reduced by improvements in pressure sensitive label materials and applicators.

Shrink sleeves – these labels are printed on films that wrap around the entire container and are heated to shrink them to the product. This allows 360 degree messaging around the container and can highlight the use of unusually shaped containers. These are most common in the bottled beverage market.