

How Temperature Affects Label Performance

Temperature, both of the product and the environment, can have a material impact to a pressure sensitive label's performance. Both the temperature of the substrate at the time of application and the environmental temperature ranges during the life of the product should be considered when determining the correct adhesive for your label.

There are two temperature requirements that need to be met to specify the correct adhesive.

Minimum application temperature: this is the minimum temperature at which the adhesive will properly adhere to the substrate during application.

Service temperature range: this is the range of temperatures at which the label can be expected to stay adhered to the product after it has had time to fully adhere to the product (up to 24 hours).

Superior's general-purpose permanent adhesive has a minimum application temperature of 32F and a service temperature range of -4F to 176F.

Superior's standard all temperature adhesive has a minimum application temperature of -20F and a service temperature range of -65F to 200F.