

How To Choose The Appropriate Adhesive

Pressure sensitive adhesives can be separated into three basic categories:

Permanent adhesives are designed to be applied to a substrate and either a) never be removed or b) destroyed if removal is attempted.

Removable adhesives are designed to be applied to a substrate and then removed at some point in the future.

Repositionable adhesives are designed to be applied to a substrate, removed at some future time and then applied to another substrate – sometimes multiple times.

The following questions should be asked to determine the correct adhesive for your application.

- To what substrate is the label being applied?
- What are the environmental conditions at the time of application (hot, cold, wet, dirty)?
- To what environmental conditions will the label be exposed during its' expected life?

For removable adhesive applications you also need to ask how long will the label be applied to the substrate before it is removed.

For repositionable adhesive applications you need to ask all of these questions for each and every substrate to which the label is going to be applied.