

The Proper Way To Separate A Label From The Liner

It should be no surprise that the most common complaint about pressure sensitive labels is the label not adhering to the substrate. When this happens most people return to their supplier looking for a more aggressive, and usually more expensive, adhesive. In many cases the problem is not the adhesive's fault but due to improper application of the label.

All of us have grabbed a label by the corner to remove it from the liner (see the "incorrect" picture below). This creates two issues that make the label more likely to fail after application.

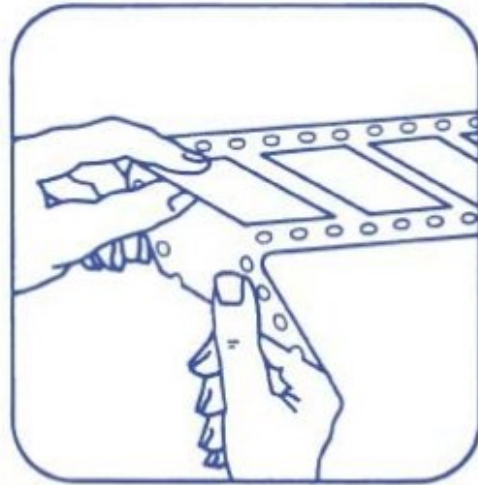
By grabbing a label at the corner and pulling it from the liner you are introducing curl into the face sheet. Paper face stocks have a memory and when they are curled by this type of removal from the liner the face stock will want to curl after it has been applied to the substrate.

When applying labels by hand, the oils on our skin damage the adhesive when we touch the back of the label. When we remove a label by the corner we are damaging the adhesive in a location that is the most likely to release from the substrate after application.

The best way to separate a label from the liner is to actually remove the liner from the label. When hand applying labels you will be much more successful if you handle the label at the middle of its longest side. This allows all four corners to have the best chance to fully adhere to the final product.



Wrong way to remove
label from liner.



Correct way to remove
label from liner.