

Your Guide To
Better Labels



Weber[®]
Packaging Solutions



What Is A Label?

Decoration and Information.

You see them on every consumer product and package. And you also find them on industrial products, cases, pallet loads, even industrial machinery.

There are all sorts of label materials that come in all sorts of shapes and constructions for use on all sorts of substrates. And those labels have to be suitable for various environments and countless applications.

There are labels that attract attention. There are labels that identify. And there are labels that inform and, yes, even sell products.

So, a label really isn't just a label. A label is, in fact, the most visible and constant impression your customers or potential customers have of your products and your company.

And that's why the utility and appearance of your labels are so important.



Different Types of Labels.

As you know, labels are used on all types of packaging. When you get a shipment at home from Amazon or another online store, you should notice a wide range of labels being used.

First there is a shipping label on the outside of the box. This is called a secondary label, printed in a label printer at the shipping company. Usually it is a blank white label that is filled with variable shipping information on a Zebra or other thermal label printer.

Next you notice the label on the product packaging when you pull that from the carton. This could be a plain looking variable imprint product label on a small product container or it could be a full-color primary product label intended to attract buyers on a store shelf.

And finally there is usually a color label on the product itself that is part of the product design and that enhances the brand.

*This booklet provides a general overview of Weber's broad offering of labels. For answers to specific questions, please contact us at **1.800.843.4242** to be put in touch with an experienced Weber account manager in your area. Or email info@weberpackaging.com*

Types of Labels

Primary, Decorative Labels

Using flexographic, UV screen and digital printing presses, Weber can produce eye-catching prime labels quickly and economically.

- Labels can be printed in up to ten colors, including process color with exceptional photographic quality.
- We offer a wide selection of prime label facestocks, adhesives, and topcoats to create the perfect prime label for your product.
- Thousands of die shapes and various label constructions expand your decorative design opportunities.
- We can create a label using your artwork, or our Graphics department can work with you to create a new design.
- Weber's prime labels can be specially designed to survive extreme cold or heat, moisture, curved substrates, and many other difficult conditions.



Secondary, Blank Labels

Blank labels are most often used for exterior carton labeling, address labeling and master carton labels. These secondary labels are usually printed with a thermal transfer or direct thermal label printer near the end of the packaging line. The labels contain bar codes, text and graphic images with warehousing and shipment information.



Weber carries a complete inventory of more than 100 blank label sizes and styles to meet a wide variety of thermal-transfer and direct-thermal labeling applications.

Of course, like our variable-imprint labels, information can be printed on the labels using a number of Weber label printing and/or application methods.

We stock a variety of general-purpose materials in addition to a number of specialty materials for specific applications.

Custom, Variable-Imprint Labels

Variable-imprint labels consist of uncoated, matte-coated, and gloss-coated paper and film stock labels. These labels often include colorful preprinted, permanent information or graphics with unprinted space allotted for the addition of variable imprinting.

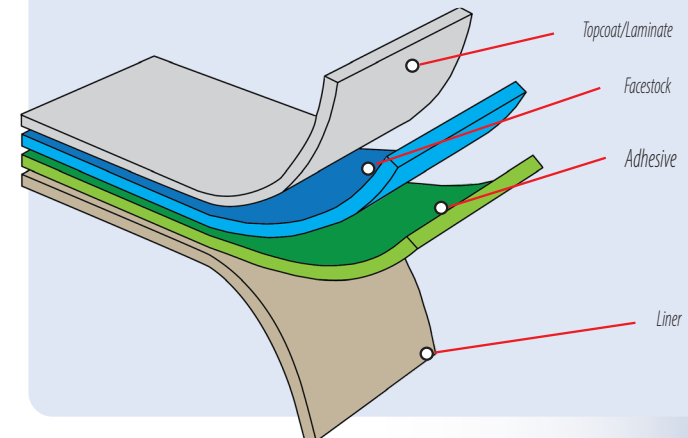
These are Weber's most versatile labels, specially designed to accept thermal-transfer or direct-thermal imprinting. By manufacturing and printing these labels in our own plants, we are able to control the quality of our labels.

You can add bar codes, variable text and graphics with a broad selection of Weber tabletop label printers or production line printer-applicators.



A Typical "Label Sandwich"

A pressure-sensitive label is constructed of a facestock, adhesive and liner. All three of these components are carefully considered when choosing a label for your application. Some applications also can call for a topcoat/laminate or an RFID inlay.



Label Facestocks

A label is more than just sticky paper. The right facestock material must be used to match the application to ensure good adhesion, weather-resistance and legibility.

Weber can provide you with a vast selection of label facestocks to solve virtually any labeling application. Each facestock features certain characteristics for superior performance in specific work environments.

Pressure-Sensitive Papers

- **Metalized Paper**

This paper features superior print quality and dazzling color in gold or silver. Excellent for eye-catching primary labels on beverages and food products.

- **Semigloss**

Cast-coated premium white paper slightly less reflective than Rotogloss. A good general purpose label material that works well with thermal transfer label printers.

- **Transthin**

A thinner, down-gauged, bright white paper for general labeling applications. Economical alternative for stock label imprinting using larger rolls for less downtime.

- **Thermathin**

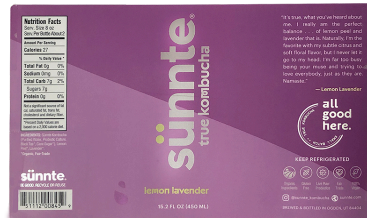
A thinner, down-gauged, uncoated direct-thermal label material for basic applications requiring a wide temperature range. More labels per roll for less system downtime changing label rolls.

- **Thermalabel**

This heat-activated material is made for label printing in a direct thermal printers. A bright white, ultra-smooth paper designed to optimize direct-thermal print quality.

- **Transprint**

Exceptionally smooth paper designed to maximize thermal-transfer print quality. Available in coated and uncoated finishes.



Pressure-Sensitive Films

- **Flexclear Gloss**

Clear gloss film suited to primary labeling where the where you want to see the product through the label. Very durable and moisture-resistant. Excellent for craft beverage labels.

- **Flex-Lyte**

Remarkably flexible, durable white film with a high-gloss finish that is ideally suited to multi-color printing; also available in a matte finish. Great for thermal-transfer imprinting, as well, and excellent for applications where a label needs to be recycled with stretchwrap.

- **Flexstuff**

Internally strong, matte top-coated synthetic film combining conformability and durability. Provides excellent resistance to outdoor exposure.

- **Transtuff**

Strong, synthetic film that provides excellent resistance to weather.

- **Ultraplate**

Gloss white, silver, or clear polyester suitable for durable thermal-transfer printing applications. UL/CSA recognized.



- **Webflex**

Durable, flexible stock with a unique matte surface coating. Readily accepts impact, thermal-transfer and flexographic printing. Weather-resistant. Available as white or transparent.

Non-Pressure-Sensitive Tags

- **PolyTag**

High-strength film tag designed for outdoor applications. Ideal for nurseries and lumber mills. Recommended for thermal-transfer printing. Works well in the Weber Fatagger II lumber tagger.



- **Rototag**

Paper tag with a very high-gloss sheen. Used often for retail product hang tags.

- **Transtag**

Smooth-finished tag designed for thermal-transfer imprinting. Excellent clarity and good smudge resistance.

- **Tyvek®**

Strong, durable, bright white stock with a high-grade printing surface. Combines high opacity and long-lasting tear strength. Resists moisture and weathering. Approved for law labeling.



- **Ultratag**

Cross-laminated film that is the ultimate in tear resistance. Excellent for outdoor use.

Specialized Label Materials

- **Artic Label Products**

The Artic Series labels perform well in cold food and beverage packaging as well as extreme subzero temperature storage applications like freezer warehouses.

- **Cryogenic Label Products**

This label material is ideal for medical and healthcare specimen storage and testing applications and for reliable performance in most demanding preservation temperatures.



- **Estate Paper Products**

These are bright cream color papers that feature a textured vellum finish. While not as durable as BOPP labels for water resistance, estate papers have a wet strength additive and are specially optimized for labeling wine, high-end craft beverages and gourmet foods.

Adhesives

Pressure-sensitive adhesive works not only due to its initial tack, but also its slight absorption into the surface of the label substrate.

Because the specific characteristics of different substrates can prevent the absorption of adhesive and therefore weaken its adhesion, it is important to consider the substrate material and texture, its shape and its temperature at application.

Rubber-Based

Rubber-based adhesives typically are more economical than others, but lack extreme (below 20° F) cold-temperature-resistant qualities.

- **175 Economy Permanent**

Permanent, rubber-based adhesive ideal for corrugated and other packaging applications.

- **375 Broad Temperature Permanent**

Permanent, rubber-based adhesive with a wide temperature range.

- **655 Specialty Permanent**

Features a high degree of initial tack and offers clean removability from painted steel or high and low surface energy plastics.



Acrylic-Based

Acrylic-based adhesives have a lower degree of initial tack than their rubber-based counterparts; however, after 24 hours they generally are as permanent as rubber-based. In addition, acrylics resist both low and high temperatures.

- **125 Economy Permanent Acrylic**

Permanent, all-purpose acrylic adhesive that adheres to a variety of surfaces, particularly corrugated and packaging films.

- **455 Performance Permanent Acrylic**

All-weather, acrylic emulsion adhesive that excels in flash freeze, frozen, and cold temperature applications. Adheres to many more shapes and surfaces than conventional adhesives. Extremely stable.

- **430 Standard Permanent Acrylic**

Permanent, acrylic-based adhesive that displays



excellent adhesion to a variety of surfaces including corrugated, plastic, metal, and glass. Features a high degree of initial tack and long-term bond strength.

- **475 All-Purpose Acrylic**

Permanent, all-purpose acrylic that offers a high degree of initial tack, ultimate bond strength and excellent UV resistance; ideal for outdoor use.

Specialty

- **500 Removable**

Durable adhesive which provides long-lasting bond strength, yet can be removed cleanly from a wide variety of surfaces—including glass, metal, wood, plastic, and corrugated.

- **600 Opaque**

Permanent, pressure-sensitive adhesive tinted black with strong initial tack to corrugated surfaces. Ideal for covering existing labels to block-out fixed information.

***Need help figuring out
the right label material, adhesive
or top coating for your labels??***

You can contact us at info@weberpackaging.com
or give us a call at **1-800-843-4242**
to talk to a label expert.

Release Liners

A pressure-sensitive label is not complete without a proper release liner. Weber provides a selection of several types of release liners that meet various application requirements.

- **40# SCK** - A 40-lb., semi-bleached, super-calendered kraft sheet with excellent label dispensing performance; this 2.5-mil release liner is widely used for roll labels.

- **50# SCK** - 3.2-mil, 50-lb. version of the 40# SCK (above) used for fanfold labels; also used for film facestock label materials that require the extra stability of a thicker liner.

- **44# PK** - A natural kraft liner extrusion coated with polypropylene often used in conjunction with film facestock; ideal for labels intended for automatic application.

- **1.2-1.5 FL** - Clear polyester film liner available in 1.2- or 1.5-mil thicknesses; recommended for high-speed, automatic labeling applications.

Coatings & Laminates

Our special manufacturing capabilities and broad selection of matte and gloss varnish coatings and laminates help improve the appearance and long-lasting performance of your labels.

- **UV Duragloss Coating**

Ultraviolet-cured varnish that features a high-gloss appearance. It highlights label graphics and protects labels from minor abrasion, moisture and various solvents.

- **UV Thermal-Transfer-Imprintable Coating**

Available in both gloss and matte finishes to protect the label facestock and all custom-printed graphics.

- **Matte and Gloss Laminates**

To dramatically increase the strength and durability of your labels, we offer a variety of polyester and polypropylene film laminates that provide the ultimate in label protection. These are available in thermal-transfer-imprintable or non-imprintable varieties.

- **Specialty Laminates**

To create a more tactile effect on your labels, use one of our specialty laminates including the Caress laminate that has an incredible no-resistance feel. Others include patterned and textured laminates that create a unique presence to your product.

Choose Your Label Materials By Application

Label Material →	Semigloss	Metallized	Transthin	Thermathin	Thermalabel	Estate Paper	Transprint	Flexclear	Flex-Lyte	Flexuff	Transtuff	Flexpack	Ultraplata	Webflex	Polytag	Rototag	Ultratag	Airtic	Cryogenic
Industry/Label Type																			
Craft Beverage - Aluminum Cans	X	X				X		X	X										
Craft Beverage - Glass Bottle	X	X				X													
Chemical - Metal Drum										X	X			X					
Chemical - Glass Bottle								X	X										
Chemical - Plastic Bottle	X	X								X	X			X					
Healthcare - Cryo Container			X	X	X		X												X
Healthcare - Blood bag								X	X										
Healthcare - Glass Vial								X	X										
Healthcare - Plastic Vial	X																		
Healthcare - Med Device Box	X						X												
Healthcare - RFID Tag			X	X	X		X				X	X							
Healthcare - Product Retail	X	X						X	X										
Healthcare - Med Device Durable													X						
Healthcare - Multi-Part Die Cut	X		X	X	X		X												
Healthcare - Cold Storage	X								X									X	
Food - Cold Storage Container									X									X	
Food - Product Retail	X																		
Food - Cardboard Container	X																		
Food - Plastic Container	X																		
Food - Plastic Pouch																			
Food - Clamshell	X																		
Beverage - Glass Container	X	X						X	X										
Beverage - Aluminum Container	X	X							X										
Beverage - Paperboard Container	X	X																	
Cannabis - Plastic Vial	X							X	X										
Cannabis - Product Retail	X							X	X										
Cannabis - Glass Jar	X							X	X										
Cannabis - Plastic Pouch								X	X										
Lumber - Finished Lumber Tag															X				
Industrial Machines - Durable													X						
Personal Care - Plastic Bottles								X	X										
Personal Care - Glass Bottles								X	X										
Personal Care - Plastic Vial/Tube	X							X	X										
Household Products - Glass Bottle								X	X										
Household Products - Plastic Bottle								X	X										
Household Products - Plastic Pouch								X	X										
Household Products - Paperboard	X																		
Transportation - Durable Parts													X						
Transportation - Tire Labels																			

Labeling Your Industry

Weber prime, variable-imprint and blank label materials are used to decorate and identify products in virtually every industry. We don't just specialize in labels; we also specialize in knowing the best ways to use those labels in diverse markets.

Food & Beverage

- Labels that comply with FDA standards for indirect food contact
- Special label-adhesive combinations for cold-temperature labeling
- Hot and cold foil transfer printing for decorative applications
- Digital label printing for minimum label runs, multiple versioning, and regional promotions



Pharmaceutical & Life Sciences

- Cryogenic, cold storage and other cold temperature sensitive label materials and adhesives
- For pharmaceuticals and consumer products, consider labels that provide added levels of security, closure and tamper-evident functionality
- Up to ten-color label printing with adhesives and topcoats compatible with sterilization processes
- Expanded text and multi-ply label constructions that can handle the demand for increased text area on labels. Perfect for blood bag labeling with multipart labels.
- On-press, variable code-dating and messaging using laser etch or UV inkjet
- Sequential back-of-liner numbering to aid inventory control
- On-press and post-press video inspection for increased quality control
- ISO 9001-registered label manufacturing processes that can assist cGMP compliance to 21 CFR Subpart G (Packaging & Label Control)



Emerging Markets

- Unique materials and finishes available for craft beer, cannabis, distilled spirits, wine and other emerging market labels.



- Digital printing allows minimums as low as 500 labels and printing multiple SKUs for economical pricing
- Labels materials and finishes that are water-resistant and can offer tamper-evident seals if needed

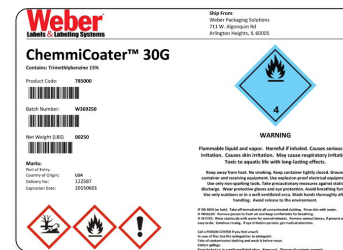
Medical Device

- Intricate die-cutting capabilities and adhesive zone-coating to permit one-step labeling for product kit combinations
- Up to ten-color printing with adhesives and topcoats compatible with sterilization processes
- Color-change indicator label inks available for steam autoclave and ETO sterilization
- Expanded text and multi-ply label constructions that can handle the demand for increased text area on labels
- On-press, variable code-dating and messaging using laser etch or UV inkjet
- Sequential back-of-liner numbering to aid inventory control
- On-press and post-press video inspection
- ISO 9001-registered label manufacturing processes that can assist cGMP compliance to 21 CFR Subpart G (Packaging & Label Control)



Petrochemical

- Most labels for chemicals, paints, oils, and other fluids need to be chemically resistant to accidental spills of the products on the labels so safety information is always legible.
- Special Weber adhesive-coated, high-performance film labels adhere to the products after years of use or storage
- Labels that meet GHS and BS-5609 compliance standards and drum reconditioning procedures
- Variable-imprint label materials that are compatible with direct-thermal, thermal-transfer and inkjet print technologies
- UV- and chemical-resistant label inks and coatings



Transportation

- Durable, UL-listed vinyl and polyester label facesheet/adhesive combinations for demanding, long-term applications on automotive parts and products
- Overt security and authentication labels that use fractureable materials, messaging adhesives and holographic images
- Unique, high-tack tire tread labels for auto-apply applications, including the ability to variably imprint product part number, UTQG rating and other information



Personal Care

- Combination UV flexographic/rotary screen label printing in up to 10 dazzling colors
- Clear film labels printed using UV flexo/rotary screen or digital presses
- Expanded-text, multi-ply label constructions for handling the growing need to provide more product information
- Cold and hot stamp foil label accents available
- Leading-edge HP Indigo digital label printing for small runs and quick turnaround



Household Products

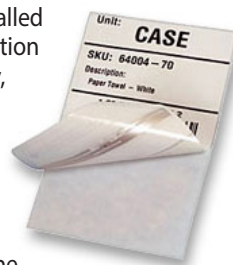
- Flexographic printing in up to ten colors
- Expanded text, multiply label constructions for handling the increasing need for more informational text area
- Leading-edge HP Indigo digital printing for smaller runs with quick turnaround



RFID Smart Labels

RFID labels use a small embedded antennae sandwiched inside the label used to automatically track packages. Called Smart Labels, these RFID chips inside the label transmit information to a networked system about the package to monitor inventory, track shipping, and more.

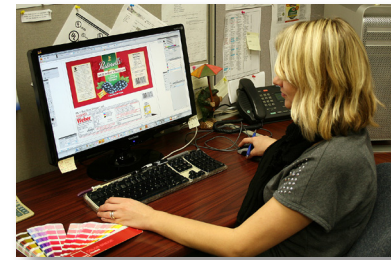
Our innovative method of inserting the RFID inlays fits seamlessly within our label conversion process. And because we manufacture the RFID smart labels ourselves, we're able to offer RFID media that will maximize performance and minimize costs. All SmartTrak RFID labels are certified and verified to be the highest in quality.



Label Manufacturing

It takes a lot more than just the right raw materials to manufacture an effective pressure-sensitive label. It also takes converting expertise and the latest technology—both of which Weber provides to all of its label customers.

Label Pre-Press



Your labels begin in our full-service Graphics department, where skilled designers utilize the latest graphic software to ensure your labels are printed exactly as you envision them.

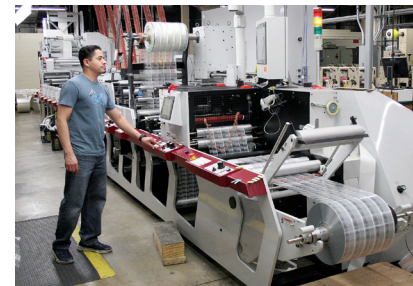
Weber uses contemporary digital, direct-to-plate systems, which keep this critical aspect of printing totally in-house and create higher-quality results.

Not sure what label facstock is best for your application? Need adhesive advice? With their combination of strong marketing and technical skills, our label experts can help you select the optimum materials for your labels —facstock, adhesive and finish.

Weber's research and development capabilities can be utilized to create or modify materials to meet specific customer needs. All materials currently available have undergone testing to assure quality, even under extreme conditions.

Digital & Flexographic Label Presses

Depending on your specific needs, your pressure-sensitive labels will be printed on one of our more than forty technologically-advanced flexographic presses or on our leading-edge HP Indigo digital label printing equipment.



Weber can produce your labels in up to ten colors, including process color with exceptional photographic quality, and we can ensure precise registration, color matching, and vivid tones with superb printing tolerances.

In addition, our presses accommodate the wide range of our standard and specialty label materials, including papers, films, foils, vinyl and more. And with literally thousands of die shapes and sizes to choose from, there are virtually no limits to the creative shape of your exclusive label.

Quality

Our Quality Assurance team will carefully examine the manufacture of your labels. Working under ISO 9001 guidelines, Weber QA technicians will inspect all raw materials, work in process, and finished products. They concentrate on facstock and adhesive values, color matching, print quality, overall appearance, and more.

To make labeling even easier, Weber's direct account managers and customer service representatives are always just a phone call or email away. They'll be happy to tell you about our special cost-saving blanket order and inventory management programs or other customer advantages.



Programs & Services

Inventory Management

With Weber's inventory management program, you never need to worry about running short on labels. You decide the minimum and maximum inventory levels of labels and we guarantee to have that quantity in stock and ready to ship to you.

When your label inventory falls below the minimum, Weber's Oracle ERP System will identify the situation and automatically replenish inventory to the desired and contracted levels. Plus, with inventory management, your label pricing is locked-in for the duration of your contract.

Service Bureau

You don't have to own an on-site labeling system to get high-quality labels with your variable information printed on them. Weber's Service Bureau employs the latest label imprinting technologies to produce bar-coded labels with sequential numbering and other product information. Applications include UPC bar codes, property identification tags, bin location labels, inventory control tickets and other special requirements.



Environmental Stewardship

Weber's Greenwise program is both an internal and external environmental awareness initiative. Its goal is to challenge everyone in the packaging industry to become observant, knowledgeable and committed towards environmental stewardship.



We feel that no step is too small to take, starting with our offering of several sustainable label products:

- **Renewable Films** – Polylactic acid (PLA) film label materials produced with corn-based products
- **Renewable Papers** – “Tree-free” label materials, made from bamboo, bagasse (sugar cane) and cotton linters
- **30% Post Consumer Waste Papers** – Label papers derived partially from waste paper products
- **Dissolvable Paper** – Paper label material that dissolves in water in just seconds and is biodegradable
- **Repulpable Paper** – Paper that can be repulped along with corrugated into new paper label stock or board
- **Recycled Content Tags** – Paper tag material containing a percentage of recycled content
- **Soy-based Inks** – Inks that are entirely natural and eco-friendly, derived from a renewable source, for your preprinted label needs
- **Repurposed Press Waste** – Instead of adding our press waste to landfill, we bale it and transport it to a firm that repurposes it into fuel pellets

In addition to our products, it is our contention that selecting thinner films for applications whenever feasible can result in operational and environmental efficiency. The thinner the film is, the greater yield can be provided on each roll, thus leading to less changeover time in end use, as well as in our converting, printing and inspection operations.



Finally, it is our opinion that what is good for business also is good for the environment. We do not subscribe to the notion that being green equals greater cost. No packaging professional should accept that. We are all responsible for creatively developing products that improve both our environment and bottom line. It's attainable if we work hard enough together.

Label Application & Printing Systems

Weber also provides a complete line of labeling equipment for the imprinting and application of pressure-sensitive labels in your own plant. And we back them up with a complete line of service and support.

Thermal and Inkjet Label Printers

Our selection of thermal and inkjet tabletop printers utilizes the foremost technologies to simplify the on-site printing of variable-imprint and blank labels and tags.

In addition, Weber provides RFID smart label printer-encoders to help companies with track-and-trace or inventory replenishment initiatives driven by RFID technology.

Our tabletop units permit the printing of high-quality bar codes, text and graphic images in demand and batch modes. Labels easily can be formatted by using Weber's exclusive Legitronic® labeling software.



Label Applicators

Weber offers a broad selection of automatic label applicators that rapidly apply prime pressure-sensitive labels to all types of products and packages.

Each model is uniquely designed to address specific labeling requirements, with features such as:

- High-speed application rates programmable up to over 7,000 linear inches of label web/min
- Advanced stepper- or servo-motor technology and peel-tip sensing
- Gentle-contact (wipe-on) or non-contact (tamp-blow or air-blow) methods of application
- Exceptional placement accuracy
- Easy maintenance and unsupervised operation functions
- Various systems can apply labels around bottles & cans, wrap labels around corners, wrap three-sides of a product, and more



Label Printer-Applicators

These sturdy, self-contained units combine a high-density thermal/thermal-transfer label printer with an automatic label applicator to simultaneously print and apply variable-imprint or blank labels to the tops, bottoms or sides of products right along the conveyor line.

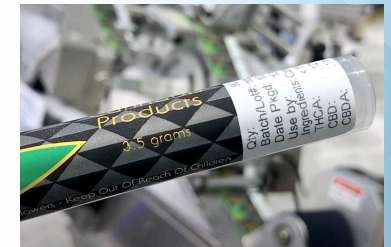


Standard features of Weber's printer-applicators include:

- Flexible print engine selection (Zebra, Datamax and SATO units)
- Print speeds programmable up to 16 ips
- High-quality printing of bar codes, text and graphics
- Tamp-blow or air-blow methods of application; twin-tamp, swing-tamp, corner-wrap, pallet and others also available
- Consistent label placement accuracy of up to $\pm 0.03"$
- Perfect for in-line product labels with variable information, address labeling, product master cartons and other packages that need information printed on the label as it is applied

Inkjet Coding Systems

Another way to add variable information to a label is to use a thermal inkjet coding system. This allows you use a custom label on your product and then add variable date or lot code information as the label is applied with a label applicator.



- Add date codes on craft beverage labels just before they are wrapped around the container
- Add lot code, date code, or other required information to cannabis and CBD products to meet state mandates.
- Allows for easy changes in mandated information
- Uses simple HP ink cartridges for reliable printing and near-instant dry times
- Can print from one to four lines of text depending on the system

For More Information



Contact us today if you would like additional details on Weber labels and labeling systems. We'll put you in touch with your local Weber account manager, a labeling expert who can survey your specific requirements and recommend the best label material and labeling system for your application.

We Identify Your World

Weber Packaging Solutions understands everything a label needs to be. We have been focused on product identification and labeling for over eighty-five years.

As a family-owned business, Weber operates more than forty label presses in ten countries worldwide, making us one of the largest label manufacturers in the world. From the type of label material to the proper adhesive to creating eye-catching graphic designs, we understand what kind of label is ideal for any given application.

And we're constantly making strides to ensure our labels meet the needs of our customers, as illustrated in our Corporate Mission Statement:

Our Success comes from helping our customers grow.

Our Commitment is to bring technologies to market that improve packaging automation, product identification and brand recognition.

Our Team is agile, creative, responsive and conscientious toward our customers, our community and our environment.

Weber[®]
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Visit our websites at
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