

# ADHESIVE-BASED PRODUCTS Buyer's Guide



## Understanding Labels, Label Protectors, Laminate, and Tape

Not all adhesives are created equally. Removable vs. permanent; acidic vs. acid-free and pH-neutral; immediate-bond vs. delay-bond. How do adhesives differ, and how can you ensure you are getting the most out of your investment? This guide will walk you through adhesive qualities, proper storage, and common problems and solutions related to applying labels, label protectors, laminate, and tape.

## Storage Checklist

- ✓ Store adhesive-based products in their original packaging to safeguard against humidity and moisture
- ✓ Store products away from light sources (especially sunlight)
- ✓ Products should be stored at a temperature ranging from 68–75°F; extreme temperatures or temperature fluctuations can negatively affect adhesive
- ✓ To prevent curling, store sheeted products upside-down on a flat surface when not in use
- ✓ When properly stored, product shelf life is estimated at 1½ to 2 years; we advise replacing adhesive product after 1 year
- ✓ Products should not be exposed to areas near salt water/moisture; something as simple as an ocean breeze can negatively impact labels and other adhesives



## Maximum Adhesion Is a Must

Adhesive layers can vary greatly, based on the intended design and use of each particular product. Proper application ensures maximum adhesion and peak product performance.

### **Burnishing:**

To make smooth by rubbing while applying slight pressure. Burnishing the entire topside area ensures that the underside adhesive layer is bonding to the surface to which you are applying the adhesive product. This helps make the tape, laminate, or other product as “invisible” as possible.

## One Size Does Not Fit All:

Choosing the appropriately-sized laminate, label protector, or tape can be crucial to proper product performance.

### • **Laminating:**

If you cut and apply laminate to the exact size of a book, it can easily be peeled off and will most likely be picked at by readers. To remedy this, laminate should be cut larger than the book to ensure there is enough material to wrap around to the inside cover. The laminate should then be burnished.

### • **Label Protectors/Tape:**

A label protector or piece of tape should be at least 1/8” larger than the label it is securing on both the top and bottom, and at least 1/2” larger on each side. This ensures complete label protection.

If the protector or tape is applied only to the surface area of the label, you are protecting the print on the label, but are not reducing the risk of it being peeled off. If your protector/tape is wider than the label, but just as high (think of a Band-Aid), the center portion would be subject to picking and peeling.

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## Common Problems & Causes/Solutions:

**Note:** In the following examples, unless otherwise specified, the term "labels" represents any adhesive-based product.

### Labels won't stick

- Were the correct labels purchased? (i.e., permanent vs. removable)
- Were they applied to a "clean" book? Adhesives will not stick properly if applied to dusty, dirty, or frequently handled materials.
- Were the labels or adhesive backing touched prior to application?

### Labels won't come off the liner

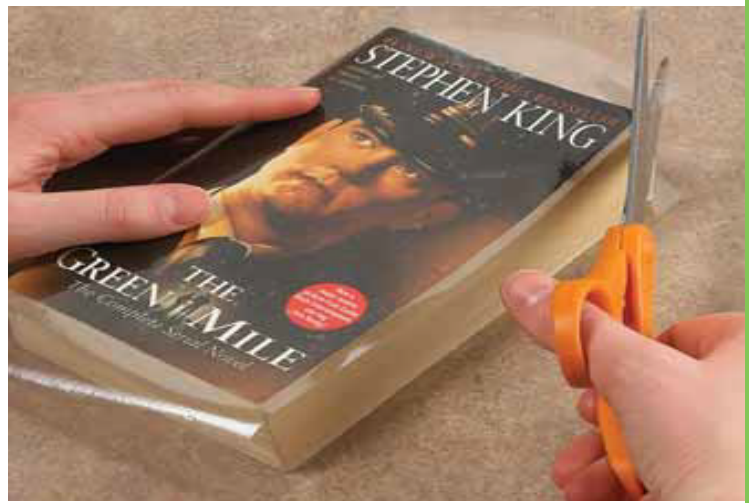
- Is the liner peeling off with the label? This could indicate a defect in the label run. The die used during manufacturing can cut too deep, penetrating the top surface of the liner. If this occurs, notification should immediately be sent to trigger the evaluation of stocked product, vendor notification, and resolution.
- If the liner isn't peeling, please note that 1-mil protectors can be difficult to remove due to the product's thinness; we suggest tearing the liner across the corner to easily access the protector's edge, making it easier to remove.

### Labels are fading

- Are the labels exposed to sunlight? Over time, sunlight fades everything that is exposed to it.
- Are the labels covered with a protector? Consider adding one—Brodart label protectors offer UV resistance to help diminish fading.
- Are the labels made of thermal or paper stock? Some types of thermal paper fade when exposed to sunlight. If thermal labels are protected with a label protector, the fading diminishes greatly. Paper stock will not cause the labels to fade; however, some inks may fade due to sunlight exposure, depending on the printing process used.

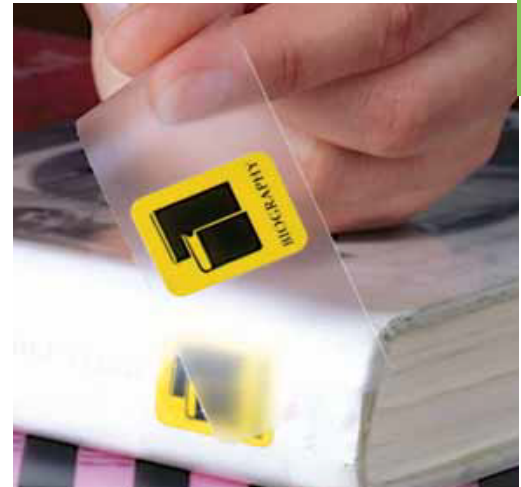
### I put label protectors on my labels, and now they are turning yellow

- This is caused by a chemical reaction between the adhesive on the protector and the ink used on the label during the printing process. Brodart label protectors have a neutral adhesive and will not cause this reaction.



Laminate should be cut larger than the book.

A protector or tape, should be at least 1/8" larger than the label.



### Labels are jamming in my printer

- When was the printer last serviced and/or cleaned? Over time, dust, dirt, and adhesive residue can build up and cause jamming. The frequent assumption is that there has been a change in the product stock or liner. Often, however, the equipment simply needs servicing. (You will always be advised if there has been a change to the product.)
- Are you using SuperBond or foil-backed labels? Printers vary; thicker label sheets may need to be hand-fed in order to prevent jamming.

### Label corners are peeling up

- Were the labels burnished when applied?
- How long have the labels been on the book prior to peeling?
- Are the labels square-edged or radius-edged? Radius-edged labels are less likely to peel at the corners, and patrons are less inclined to pick at them.
- A good solution is to apply label protectors.

### There are specks, which resemble pepper, in my laminate

- This is most likely a defect that has occurred during the manufacturing process. You should obtain as much information as possible and immediately notify Purchasing and Product Development to resolve this issue.

### My label sheets are rippled and the labels are lifting up

- How old are the labels? Where and how have they been stored?
- Because this problem indicates exposure to moisture, please see the above section for proper storage of adhesive-based products.

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## Handling Defects & Customer Complaints

Product defects can and do occur during the manufacturing process. However, they are generally the exception and not the rule. When addressing a customer complaint or concern regarding an adhesive-based product, gather as much information as possible from the customer and apply a process of elimination to identify a solution (See this guide's Common Problems & Solutions section). If the concern cannot be explained, notification should immediately be sent to Purchasing and Product Development staff. This will ensure that the on-hand stock is evaluated, the vendor notified (if applicable), and the matter resolved.

## Receive Discounted Pricing through Brodart Bids

Are you ready to procure Adhesive-Based products? You name your specs; we do the rest. From product recommendations to budget planning, our detailed, competitive quotes open new doors to exclusive pricing.

Whether you're working within a tight budget or managing a large project, the Brodart Bids & Contracts Department makes things easy.

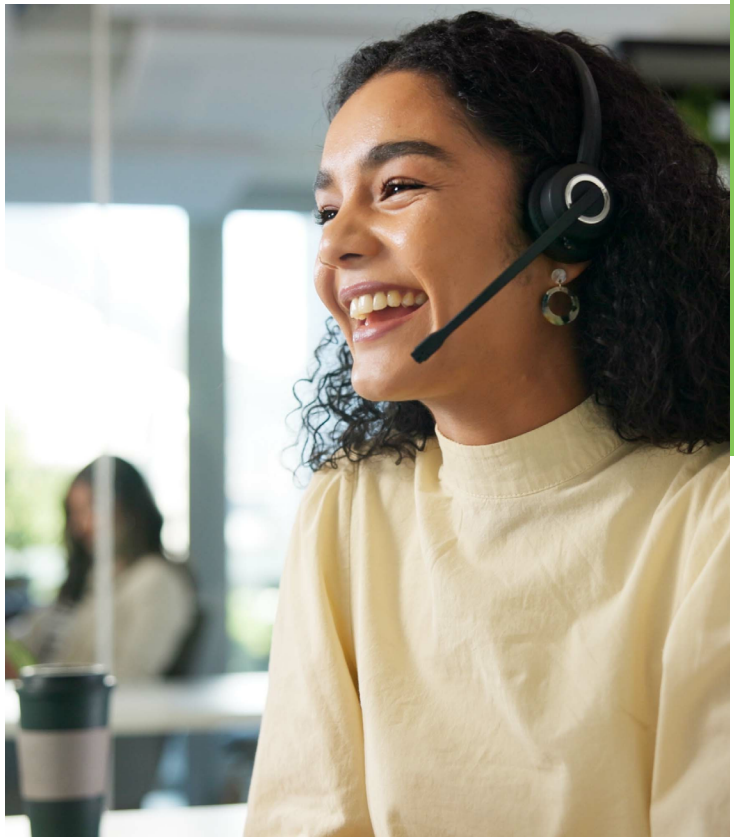
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