

## Precautions to be taken when applying labels manually

Self-adhesive labels on rolls – such as we supply to you – are primarily designed and intended to be applied on an automatic label applicator. In such an applicator the backing paper runs over a sharp metal plate (the “knife”) and it is pulled away under a sharp angle of 120-150°.

At that point, the stiffness of the label releases it from the backing and it is transferred to the packaging.



When labeling manually people do not pull away the backing but they try to remove the label by grabbing it on one end. Trying to lift a label from its backing in this manner poses a very high risk of damaging it!

Most vulnerable are labels with a peculiar shape, labels with a cross or lengthwise perforation such as coupons and labels with a dry-peel layer such as wobble constructions.



In most cases it is sufficient to mimic the action on an applicator by pulling the strip of labels straight down over the edge of a table. This action releases the label momentarily from its backing (without it falling off) and makes it easy to grab and apply it without damage.



N.B.: in some cases where a constant labeling speed is required, it is worthwhile to consider the use of a semi-automatic labeler that can be mounted on a table (type U-45 or U-60).