

Cold temperature labelling

NEW



When planning a labelling application involving cold temperatures, care is needed to ensure that labels adhere successfully during application, and also that they remain in place during the entire product lifecycle. The range of different application conditions that need to be considered includes the minimum application temperature, the service temperature, the surface to be labelled, and any add-on functionality or compliance needed (e.g. wash-off or compostable labels).

The choice of cold-use adhesive is critically important for cold-temperature labelling. The application may involve anything from food in the freezer or chiller cabinet, to pharma plasma or blood bags labelling, through to outdoor labels in severe weather conditions (e.g. container labelling, drum labelling and oil can labelling). The best adhesive will depend on the precise circumstances.

A product can be labelled in ambient (room temperature) conditions and then stored in a freezer, or vice versa. In such cases, it is therefore critical to look at minimum application temperature and also service temperature.

- ▶ **Minimum application temperature** is the lowest temperature recommended during labelling.
- ▶ **Service temperature** is the range of recommended temperatures for storing a label that has already been applied to a surface. The label will remain on the packaging and function correctly while kept within this temperature range.

Most of our adhesives are designed for application in ambient (+5°C) conditions. We also offer a range of adhesives for more challenging conditions: deep-freeze (down to -20°C); and chilled (between 0 to +8°C, including the challenging +4°C point). The service temperature for adhesives generally lies within the range -40°C to +80°C.

Product information

	Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
General Purpose applications for paper labels	AN589ZA	SEMIGLOSS 80 C2075 BG40BR	1000	1000	Local
	• AN588	DT200HD PLUS TC FSC C2075 BG40BR	1000	1000	Local
	AL89350F	SEMIGLOSS 80 S2045 BG40WH	1000	EXACT	Local
	ALY89350F	SEMIGLOSS 80 S2045 BG40BR	1000	EXACT	Local
	PTF6845	SEMIGLOSS 80 S2045 PET23	1000	1000	Local
	ALYF4942	SEMIGLOSS 70 S2045N BG40BR	1500	1500	Local
	• AL297	GLOSS FSC S2045 BG40BR	1000	1000	Local
	ALE8845	FASLITHO S2045 BG40WH	1000	1000	Local
	LLYF3831	FASMAT VELLUM S2045 CK40	1500	1500	Local
	• ALYG6845F	DIRECT THERMAL TC FSC S2045N BG40BR	EXACT	1000	Local
	ALY55845	ECONOMY THERMAL S2045N BG40BR	1500	1500	Local
	ALYA8845	FASTRANSFER ULTRA S2045 BG40BR	1500	1500	Local
	ALYB4845	FASTRANSFER STANDARD S2045N BG40BR	1000	1000	Local
	AM13010ZA	HIGH GLOSS 80 S2400 BG40 IMP	1500	1500	Local
	• BC679	TRANSFER VELLUM FSC S2000NG BG40BR	1000	1000	Local
	• BD409	DIRECT THERMAL NTC FSC S2000NG BG40BR	1000	1000	Local
General Purpose applications for film labels	AF733ZA	PP60 TOP WHITE CAVITATED C2075 BG40BR	1000	1000	Local
	AL09010	PP60 TOP WHITE CAVITATED S2045 BG40WH	EXACT	1000	Local
	ALYF1843	PP60 TOP WHITE CAVITATED S2045 BG40BR	1500	1500	Local
	BW8008	PP50 TOP WHITE CAVITATED S2045 BG40WH	1500	1500	Local
	ALYF0601	PP50 TOP CLEAR S2045 BG40BR	1500	1500	Local
Wine	AF270	ANTIQUÉ CREME S451 BG40BR IMP	500	1000	Local
Industrial/Very rough surface labelling	AW2433F	SEMIGLOSS 80 S2345 BG40BR	1500	1000	Local
	ALE8879	FASLITHO S2345 BG40WH	1000	1000	Local
	ALB4690	TRANSFER VELLUM S2345 BG40WH	1000	1000	Local
	ALY1839	PP60 TOP WHITE CAVITATED S2345 BG40BR	1000	1000	Local
	ALA8858	FASTRANSFER ULTRA S2345 BG40BR	1500	1500	Local
	AL74680	TTP MATT WHITE S2345 BG40WH IMP	1000	1000	Local
Tyre Labelling	AA875	FASTYRE TS79 BG40WH IMP	500	1000	Local
Deep Freeze/Cryogenic	77392	2.3 Mil White Polypropylene TC/C0196/40#BG	760	1500	Indent
	AO525	TRANSFER PEHD C2020P-BG40WH	1000	1000	Indent
	AX583	THERMAL TOP S8 FSC C2020P-BG40WH	1000	1000	Indent

• The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

The table below will help you to select a cold use adhesive for application in low-temperature conditions such as freezers or cold weather. It shows the initial adhesion (tack) rating at different minimum application temperatures:

Application	Adhesive	Minimum Application	Service	Coating Technology	4°C	-5°C	-10°C	-15°C	-20°C
General Purpose	C2075N	-20°C	-50°C to 90°C	Rubber Based Hotmelt	•••••	•••••	•••••	•••••	•••••
	S2045/S2045N	0°C	-40°C to 70°C	Rubber Based Hotmelt	••••				
	S2400	0°C	-40°C to 70°C	Rubber Based Hotmelt	••••				
	S2000/NG	0°C	-20°C to 50°C	Emulsion Acrylic	•••				
Wine	S451	-5°C	-40°C to 80°C	Rubber Based Hotmelt	••••	••••			
Industrial/Very rough surface labelling	S2345	-5°C	-40°C to 70°C	Rubber Based Hotmelt	•••••	•••••	••		
Tyre Labelling	TS79	0°C	-40°C to 70°C	Rubber Based Hotmelt	•••••	••			
Deep Freeze/Cryogenic	C2020P	-20°C	-50°C to 80°C	Emulsion Acrylic	•••	••	••	••	••
	C0196	-29°C	-70°C to 90°C	Solvent Acrylic	•••••	•••••	•••••	•••••	•••••

(•) provide directional indication of adhesive performance and should not be interpreted as a product footprint data. We recommend testing a complete label construction for your specific application upfront, to ensure the desired level of adhesion during labelling.



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MOQ



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