

Retail Removable Labels

An under-estimated functionality?

Although widely used by manufacturers and retailers, removable labels remain poorly understood by many. In particular, a one-size-fits-all approach is common – a customer will often ask which removable adhesive is ‘best’ overall, without taking into account the many factors that can affect clean removal. Although both general purpose and high-performance removable labels exist, many consumers still experience frustration when trying to remove labels from purchased items.

An important business exists for label converters who have the resources and understanding needed to deliver reliable removable label performance that can enhance the perception of quality of their customer’s products. This white paper looks at some of the possible failure modes that occur when unsuitable labels are used, and how to troubleshoot for the right solution.

There is no doubting the impact on consumers of inadequately implemented label solutions, especially when removability is a requirement. An incorrect or untested choice of adhesive can cause anything from five minutes of frustration through to serious damage, and this is often before a new purchase has been used for the first time.

A study of more than 800 consumers conducted in the US by Avery Dennison confirms just how widespread the issue remains. Eight out of ten respondents said that they had experienced a difficult time removing a label in the last year*. Kitchen-related purchases were said to be the worst. Overall, more than half of consumers reported a sticky residue left behind on a product, and 80% said they had felt frustrated when removing a label ([see a video here](#)).

It goes without saying that this is not the best way to go about enhancing brand image and perceptions of quality, and costs can also be high if returns are made because of damage from labelling. Given the many removable label solutions available, it might seem hard to imagine how this situation can persist. The answer is simple: buyers of labelling lack the awareness or information needed to make the right decision. For label converters, the challenge lies in how best to highlight potential problems – and how to change behaviour throughout the value chain?

