

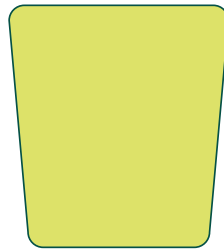


Stronger Together

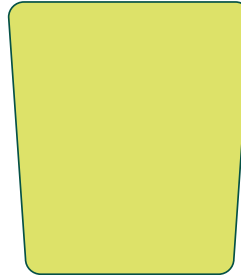
MasterTag + **AVERY** = Adhesive Label Solutions



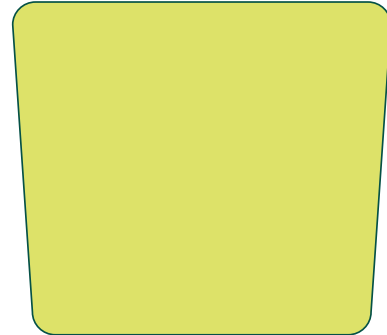
2.483" w x 1.125" h
Shape: DN2300



1.8125" w x 2" h
Shape: DN2339



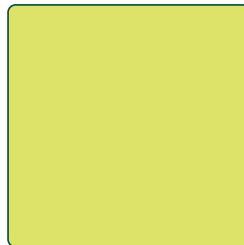
2" w x 2.25" h
Shape: DN2301



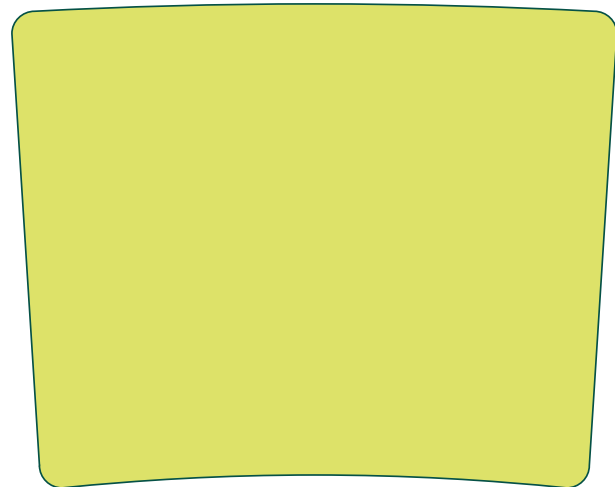
3.125" w x 2.75" h
Shape: DN2302



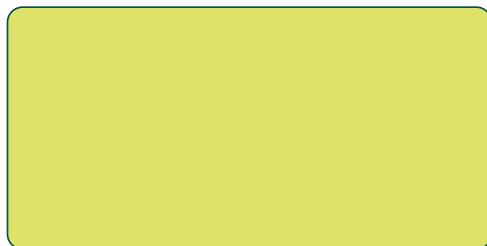
2" w x 3" h
Shape: DN1453



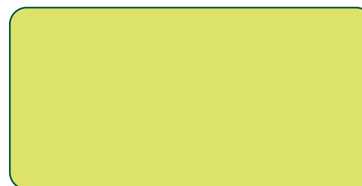
2" w x 2" h
Shape: DN2229



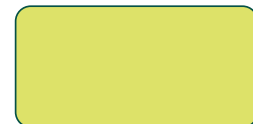
5" w x 4" h
Shape: DN2303



4" w x 2" h
Shape: DN1731



3" w x 1.5" h
Shape: DN1547



2" w x 1" h
Shape: DN1464

CAUTION! Adhesive labels are designed to adhere to a clean, dry and smooth surface. Dirt or water may affect adhesion.



For more information, contact your Account Representative.
mastertag.com



ADHESIVE LABEL FREQUENTLY ASKED QUESTIONS

WHAT ARE ADHESIVE LABELS?

- An adhesive label, or self-adhesive label, is made up of three layers: a face stock, an adhesive, and a release liner. The face stock is the layer where the ink is applied. The adhesive makes the label stick, with applied pressure, to the surface of the product or packaging. The liner is the paper or film that makes up the backing web material. It is coated with a special material (typically silicone-based) that makes it possible to remove the label no matter how strong the adhesive you select. Adhesive labels require pressure to form a bond between the adhesive and the product. The self-adhesive characteristics of these labels mean that no water, solvent, or heat is required for the label to adhere to the product.

WHAT ARE YOUR MATERIAL SPECS?

- Our material is made with outdoor durable, water- and tear-resistant film face stock (2 – 3 mils thick), aggressive permanent adhesive to ensure good anchorage to variety of substrates, and paper (2.6 mils) or filmic (1.2 mils) liner.

ARE THERE APPLICATION REQUIREMENTS I SHOULD FOLLOW?

- Labels are engineered to adhere optimally to clean, dry, smooth plastic or ceramic surfaces. Labels perform best when applied at room temperature and can withstand temperatures between -20°F to 120°F once applied.

WHAT ARE THE RECOMMENDED USES FOR THIS PRODUCT?

- Labels are a convenient and effective way to identify plants, provide care instructions, and other information required for commercial uses. They are made to withstand the elements, indoor and outdoor, from -20°F to 120°F.

ARE THE LABELS WATERPROOF, WATER RESISTANT, OR NEITHER?

- Our labels are water resistant. Once applied onto substrates, the label will remain adhered to the substrates for up to 7 days, immersed in water.

ARE THE LABELS TEMPERATURE RESISTANT?

- Labels can be applied on and adhere to surface with temperature as low as 30°F but perform best when applied at room temperature. Once applied, the label can withstand temperatures between -20°F to 120°F.

CAN THEY BE WRITTEN ON WITH NORMAL PENS OR DO THEY NEED SPECIALTY MARKERS? IF SPECIALTY MARKERS, WHICH ONES?

- Black or blue permanent markers are best, but other color inks work also. We do not recommend ball point or gel-based ink pens.

ARE THE LABELS EASILY REMOVED? CAN THEY BE REPOSITIONED?

- On certain heavily textured plastic surfaces, the labels can be repositioned. On dry, smooth plastics or ceramics, the label adhesion will build up quickly to adhere aggressively to the substrate within a short period of time (minutes). The label's ability to be removed or repositioned depends on many factors including:
 1. The substrates that the label is adhered to,
 2. The temperature of the substrate when the label was applied,
 3. Amount of moisture on the substrates,
 4. How long the label has been on the substrate,
 5. And the environment that the substrate is in, among other factors.
- We recommend testing the label on the final substrates prior to use for ensuring that the label will remove/reposition as you desire.

DO THE LABELS LEAVE A STICKY RESIDUE WHEN REMOVED?

- On most plastics, especially those with textures, the label will remove cleanly, without leaving residue. As mentioned above, the label's ability to remove cleanly from the substrates depends on many factors. We recommend testing the label prior to use to ensure that it will remove as you desire.

WILL THEY COME TO ME ON A ROLL OR A SHEET? IF A ROLL, WHAT IS THE WIND DIRECTION?

- The labels are delivered in roll form. Please reach out to your MasterTag Sales Rep and we will work on getting labels in the dispense direction you need.

DO I NEED A SPECIFIC MACHINE OR SOFTWARE TO USE THIS PRODUCT?

- No special software needed. Reference MasterTag Online for current and up to date product offerings. You may also get in touch with your sales and customer service representative if you have a custom need. You'll then have the ability to view, make changes and approve your product in our online proofing tool before then placing your order online.

IF MACHINE APPLICATION, DO YOU HAVE ANY RECOMMENDATIONS?

- Our labels is designed to work in variety of popular automatic label applicators. Please let us know the specific model and we will work to confirm performance.

WHAT IS MY PRICE?

- Contact your sales representative for a custom quote.

CAN I CREATE A CUSTOM SHAPE OR DESIGN WITH YOU?

- Contact your sales or customer service representative for the most up to date product offering.

DO YOU HAVE A FULL BLEED OPTION?

- Yes we can produce as designed, everything is full bleed.

DO YOU HAVE A BLANK ADHESIVE LABELS PRODUCT IN STOCK?

- This is on our future roadmap now that we have partnered with CCL & Avery as one of the largest producers of adhesive labels. Please let us know your blank label needs so we can take them into consideration as we develop future product lines.

DO YOU HAVE AN OPTION WITH RFID (RADIO-FREQUENCY IDENTIFICATION)?

- CCL has the experience, know-how and resources to apply to this need. Their work with Checkpoint, for example, as a leading developer of RF and RFID based technology systems for loss prevention and inventory management applications, including labeling and tagging solutions, for the retail and apparel industries worldwide.

WHAT IS YOUR LEAD TIME?

- Typically 2 weeks of production lead time + transit from order receipt and proof approval. Subject to order size.

WHAT ORDERING INCREMENTS DO I NEED TO ORDER IN?

- Our current adhesive label offering starts at 1,000 minimum in quantity and then in 1,000 increments up from there.

CAN I ORDER THESE THROUGH MASTERTAG ONLINE WITH MY OTHER PRODUCTS?

- Reference MasterTag Online for current and up to date product offerings. You may also get in touch with your sales or customer service representative if you have a custom need.

WHERE WILL MY ORDER SHIP FROM?

- Ships from California. Transit times vary based on customer location.