

Label storage

It is recommended that self adhesive materials manufactured by Avery Dennison – Label and Packaging Materials should be stored at temperatures between 15-25°C and at 35-65% relative humidity. The ideal conditions are a temperature of 22°C and a relative humidity of 50%, or as close to this as possible.

This document, although not exhaustive, details some of the potential problems if materials are stored in 'extreme' conditions.

Some of these effects listed below are reversible if materials are stored under the correct conditions for 24/72 hours before use. However, the effects of exposure to high temperatures are not recoverable and storage above 25°C is generally problematic. It is important to stress that the list is not a cause for alarm. Many billions of labels are used every day and the failure rate is extremely low. If you have any questions regarding these issues, please contact your local Avery Dennison technical representative.

Conversion issues

1. Storage in cold temperatures

Storage below 15°C and use without conditioning in the pressroom can be problematic: this is a common problem with JIT delivery systems where material is taken directly from truck to press. Adhesives can begin to harden, becoming difficult to cut, and matrix stripping can become difficult. Plastic materials, which pick up static more readily when they are cold, can cause problems with dust attraction to the web and consequent print defects. An issue with PVC is that it becomes brittle at low temperatures (below 15°C), causing matrix stripping problems.

2. Storage in hot conditions

Adhesives become soft and stringy, and matrix stripping is more problematic. Adhesives may bleed from roll edges and cause problems with build-up on press rollers.

3. Storage in low humidity

Papers can curl, since paper fibres contract as they lose moisture to the surrounding atmosphere. On presses with automatic register systems, this may cause misregister of the printed image. Low humidity is also a major cause of static electricity build-up.

4. Storage in high humidity

Very high humidity will cause problems with curl (due to paper fibres expanding). High humidity can also cause the release value of the backing to increase, potentially causing matrix stripping issues. It will also weaken paper materials.

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Dispensing issues

1. Storage in cold conditions

Hardening of adhesives will reduce tack and can prevent labels sticking to bottles/containers, particularly if they are also cold (especially below 5°C). Warm labels should still stick to cold surfaces if the adhesive is designed to do so. Static may cause plastic labels not to dispense, or cause bubbling or creasing.

2. Storage in hot conditions

Adhesive may bleed from the label edges giving build-up on rollers in the dispensing machine or web breaks. PE/PVC labels can shrink slightly, with similar effects.

3. Storage in high humidity

Backing paper can expand, opening up the die cut areas from conversion. Adhesive can bleed into these areas and cause non-dispensing. Paper expansion will also cause the reel of labels to tighten up, which can squeeze adhesive out of the label edges. Again, the release force can be affected, which can also give dispensing issues. Curl induced in the labels can make the web edges curl into the machine, impacting parts of the dispensing machine, and ultimately breaking.

4. Storage in low humidity

The main issue here is with static electricity causing non-dispensing of plastic labels and curl as mentioned above.

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