

## 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).

