

GLOSSARY OF TERMS

• Labels •

Glossary of Terms

Abrasion Resistance: The resistance to rubbing or wearing away by friction of a label's surface, including the facestock, the printing, or any protective coatings that might be present.

Accelerated Aging: Procedures for subjecting pressure sensitive label stock to special environmental conditions in order to predict the course of natural aging in a far shorter period of time.

Acetate: A plastic synthesized from cellulose dissolved in acetic acid, which exhibits rigidity, dimensional stability and ink receptivity.

Acrylic Adhesive: A widely used type of pressure sensitive adhesive based on high strength acrylic polymers.

Adhesion: A bond established upon contact between two surfaces.

Adhesion Tack: Quick adhesion sometimes called “grab” or “finger tack.” It is the feeling of stickiness obtained when the surface of an adhesive is touched or when a label is applied to a surface and quickly pulled away.

Ultimate Adhesion: The maximum bond established between a product and the surface to which it is applied. The time required to reach ultimate adhesion varies with the adhesive, but it is usually in the range of 48 – 72 hours.

Peel Adhesion: The force required to remove a strip of pressure sensitive material, usually one inch wide, from a stainless steel surface at a fixed rate of removal.

Shear Adhesion: The force required to pull a pressure sensitive material from a standard flat surface in a direction parallel to the surface to which it has been affixed.

Adhesive: A substance capable of holding materials together by surface contact.

Adhesive Bleed: A condition in which the adhesive has oozed out or has been mechanically drawn from under the edge of a pressure sensitive material through a split in the back of the material, or on the edges of the material. It may be caused by adhesive “cold flow,” excessive roll winding tension, excessive heat, or improper converting methods. Some adhesives are more subject to bleed than others, but any adhesive can give the appearance of bleed if converting methods are not carefully controlled.

Adhesive, Cold Temperature: An adhesive that will enable a pressure sensitive material to adhere when applied to a cold substrate – generally +40° F or lower.

Adhesive, High Temperature: An adhesive that will enable a pressure sensitive label to withstand sustained elevated temperatures – in excess of 200° F.

Adhesive, Opaque: An adhesive that includes a dark tint that helps prevent the appearance of the substrate from being visible through the label.

Adhesive, Permanent: An adhesive intended to have the strongest possible bond after it has set. Depending on the application & substrate, labels with permanent adhesive usually cannot be removed without deforming the label.

Adhesive, Pressure Sensitive: A type of adhesive that is tacky at room temperature and adheres to a variety of dissimilar surfaces on contact by finger or hand pressure.

Adhesive, Removable: An adhesive characterized by relatively high cohesive strength and low ultimate adhesion. It can be easily removed from most surfaces. Can become permanent with the passage of time, depending on application & substrate.

Adhesive, Repositionable: A low-tack adhesive that may retain its adhesion even after being applied, removed then reapplied multiple times.

Adhesive, Residue: The adhesive remaining on a substrate when a self-adhesive material is removed.

Adhesive Skip (lift): An area without adhesive.

Adhesive Splitting: Failure within the adhesive when labels are under stress or removed. If splitting occurs, part of the adhesive will remain on the substrate and part on the face material.

Aging: A progressive change in properties as time elapses.

Anchorage: The specific adhesion of a pressure sensitive material to a substrate.

Anvil Cut Labels: Pressure sensitive labels that are die cut through all components of the label stock, including the liner. Also called metal-to-metal, steel-to-steel, zero tolerance, punched out, or blanked out labels.

Application: 1. Placement of a label on a substrate. 2. The conditions under which a label is to be used; the usage and life cycle of the label.

Application Temperature: Temperature of a substrate at the time the label is applied. All adhesives have a minimum application temperature rating. Testing is recommended in minimum and maximum application temperature situations.

Applicator: A device that automatically feeds and applies pressure sensitive labels to a substrate or product.

Auto-applied: Applying labels using an application machine. Auto-applied labels have to meet specific requirements (such as roll size or spacing between labels) so they will comply with the machine's operating parameters. Blow-on is a type of auto-application.

Backing Paper (release liner): The material used to protect the adhesive and to keep it from sticking to objects before the label is to be used.

Back Slit: Linear cut in the liner, made during the stock manufacturing process or while the labels are converted on press, to help remove a sheeted label from the liner.

Backsheet Printing: Imprint made on the back of the label's release liner.

Bagginess: A slack, floppy area in the stock usually caused by gauge variation. The material has been stretched and is actually longer in that area.

Barcode: An image composed of a set of rule lines with highly defined width, height, and spacing that are encoded with specific information and can be read by a computer scanner. There are many different types of barcodes, each with different capabilities. The UPC found on many retail products in the U.S. is a type of barcode.

Barrier Coat: A coating applied to a face material on the side opposite the printing surface that lies between the material and the adhesive coat. It provides increased opacity to the face material, and/or prevents migration of adhesive to the face material, and /or improves anchorage of adhesive to face material.

Basis Weight: The weight in pounds of a ream (either 480 or 500 sheets) of paper cut to a given size.

Bend & Peel: A narrow strip of face stock cut along one edge of a label to make it easier to remove the label from the liner.

Battery Label Stock: A durable, acid-resistant label material designed for the demanding environment associated with automotive batteries.

Bleed: When a printing plate is used to print ink over the edge of the label. A bleed is required with most types of printing (including flexography) to ensure that an image prints all the way to the edge of the label.

Bleed Through: The migration of components from the adhesive or substrate onto the face material, resulting in its mottled appearance and possible dysfunction of the adhesive.

Blocking: A condition in which one layer sticks to the next layer in a roll or in sheets making it impossible or difficult to unroll or to feed the sheets.

Blown-On Labels: A method of label application that uses air pressure to remove the label from the carrier and position it on the substrate.

Break: A tear in a roll of face material or release liner. Such defects are generally marked by a flag during printing and spliced or removed before the labels are finished.

Brightness: The (blue light) reflectivity of a sheet of paper measured under standardized conditions on an instrument designed and calibrated specifically for that purpose.

Burster: A mechanical device used to separate cross-web perforations between labels.

Bursting Strength: The pressure required to rupture a cross-web perforation when tested with a Mullen instrument under specific conditions.

Butt Cut Labels: Square or rectangular labels that are separated by a single cut to the liner. Labels will have square corners and no spacing between labels on a roll. The matrix is not removed.

Calender Finish: A term applied to a paper with a glazed surface finish created by means of calenders (cast iron rollers with chilled, hardened surfaces). Other terms include machine finish, English finish, super-calendered and calendar friction glazed. Semigloss and high gloss paper are examples of calendered paper.

Caliper: Thickness, usually measured in mils (ml), or thousandths of an inch. A mil is sometimes called a "point." A ten-mil (10ml) tag might also be called ten-point (10 pt).

Carrier: The component of the pressure sensitive label material that functions as a non-adhesive base for the label. Usually silicone coated, it readily separates from the label when the label is removed for application. See also: Liner, release.

Cast-Coated Paper: A paper coating which is allowed to harden or set while in contact with a finishing surface. Cast-coated papers usually have a high gloss finish.

Checking: The presence of hairline cracks in a varnish coating, lacquer coating or plastic coating. See also: Crazing.

Chemical Drum Label: A label of durable material which resists adverse conditions associated with application on chemical drum containers.

Chemical Resistance: The resistance of pressure sensitive material to deterioration by a chemical.

Clear Coat: A coating that may protect the surface of a pressure sensitive label from abrasion, sunlight, chemicals, or moisture.

Coat Weight: The amount or weight of coating per unit area. This is expressed in various units including grams per square meter or pounds per ream. Applies to adhesives, primers, varnishes and lacquers.

Cohesion (cohesive strength): The internal strength of an adhesive mass.

Cohesive Failure: The breakdown of the molecular bond by which particles of a body, or bodies, are united.

Cohesive Strength: The internal strength of the adhesive; the measure of a label's resistance to removal.

Cold Cracking: The breaking or shattering under stress of plastics that have become brittle due to lowered temperatures.

Cold Flow (ooze): The tendency of a pressure sensitive adhesive to act like a heavy, viscous liquid over long periods.

Cold Foil: A means of printing a foil image using a special adhesive and a ribbon carrying a very thin layer of foil. A plate prints the adhesive and the foil is laminated to the facestock but sticks only where the adhesive was printed. The adhesive is then UV cured, permanently bonding the foil to the facestock.

Colorfastness: The property of an imprint to retain its color under normal storage or age conditions and to resist color change when exposed to light, heat, or other environmental influences.

Color Retention: The property of color to resist fading or other deterioration on exposure to light.

Color Separation: The process of separating an image into its component printing colors.

Compatibility: The ability of ink, film, substrate and/or solvents to function together in an acceptable manner.

Computer Imprintable Labels: Labels made of material that is receptive to the types of imprinting used by computer printers.

Conditioning: The process of subjecting a material to specific temperatures and relative humidity conditions for a stipulated period of time.

Conformability: The ability of a pressure sensitive material to yield to the contours of a surface.

Copy position: Refers to the position of the label copy relative to how the label comes off the press or dispenses off the roll. See: Unwind

Core Size: Refers to the inner diameter of the cardboard core in a roll of labels.

Corner marks: Rule lines or small squares placed at each corner of artwork that indicate the edges of the label and where the artwork should be placed on the label. See also: **Crop marks**

Crazing: The appearance of a network of small cracks in a varnish coat or a plastic facestock. Usually caused by a combination of expansion and contraction during weathering or excessive solvents in an ink system.

Creep: The lateral movement of an applied pressure sensitive label due to low cohesive strength.

Crop marks: Rule lines or small squares placed at each corner of artwork that indicate the edges of the label and where the artwork should be placed on the label. See also: **Corner marks**

Cross Direction: The direction at right angles to the machine direction in the plane of a sheet of paper.

CSA: Canadian Standards Association, an independent testing lab that provides certified verification of product safety.

Curl: The tendency of a sheeted material to bend, warp, or roll up such that the sheet will not lay flat.

Cuts: The number of rolls slit from a master roll.

Deboss: Condition in which an image is depressed below the normal surface of a material. Embossing has the opposite effect, creating a raised image.

Delamination: The separation of a material into layers in a direction approximately parallel to the surface.

Die/Die Cut: A tool or device used for cutting a desired shape; the process of cutting a shape into the facestock of a label material.

Digital printing: A printing process where the image to be printed transfers from a computer file directly onto the label material. Laser and ink jet are examples of digital printing. Digital printing eliminates the need for printing plates.

Dimensional Stability: That property of a material which enables it to resist changes under varying conditions of heat, cold, moisture and other influences.

Direct Thermal Printing: A printing technology that uses rapidly heated pins that selectively activate a heat-sensitive coating inherent in the face material, thus forming the desired copy or images.

Dispenser: A device that feeds pressure sensitive labels either manually or automatically in pre-determined units.

Dot Matrix Printing: An economic and versatile method of printing that produces images by printing tiny ink dots closely together.

Double Coated: A label with a layer of adhesive on both sides of the carrier with backing paper protecting each side.

DPI: Dots per inch, a measurement of image resolution. For printers, DPI indicates the number of dots per inch that the equipment is capable of achieving to form text or graphics on the printed label. The higher the DPI, the clearer & sharper the text or graphics will appear.

Drawdown: Hand prepared sample showing what an ink color may look like on a specified label stock.

Dry Edge: A lack of coating on the edge of the label stock.

Dwell: The time that a pressure sensitive material remains on a surface before testing the adhesion or removability.

EDP/Electronic Data Processing: Pressure sensitive labels produced for imprinting on electronic (computer) printers, typically using in-line punched (pinfeed) holes.

Edge Lift / Flagging: The edge of a label lifting away from the surface of the substrate. For example, it can occur on small diameter curved surfaces. Factors affecting resistance to edge lift include the bond strength of the adhesive, the construction of the label, the type of label materials, and the composition and shape of the substrate.

Electrostatic Printing: A method of printing in which ink is affixed to the face material by electrostatic methods – laser printing and/or Ion deposition printing.

Emboss/Embossing: A condition in which an image is pressed into a material to create a raised image above the normal level of the material. Debossing creates the opposite effect.

Emulsion System: A dispersion of fine particles or globules in another liquid. Many pressure sensitive adhesives are emulsion system adhesives.

Encapsulated Ink: Ink encapsulated in a material surface coating that can be activated by heat or pressure. Commonly referred to as self-imaging liners, self-imaging piggyback, or duo-imaging material.

Exposure Temperature: The temperature range that the adhesive on a pressure sensitive label will withstand after the label is applied and allowed to set for 24 - 72 hours (the amount of time it takes for the adhesive bond to form). Also known as Service Temperature.

Face Material: Any paper, film, or fabric suitable for making into a pressure sensitive material. Also known as facestock.

Face Slit: A linear cut in the face material made during manufacturing or converting to create a bend & peel or additional labels within a label.

Fade/Fading: A gradual decrease in brilliance of color; often applies to the change in color produced by prolonged exposure to light.

Fanfold/Fanfolded labels: Pressure sensitive labels on a continuous carrier that is perforated, then folded back and forth along the perforations, so as to create a stack of labels.

Film: Plastic film material manufactured from synthetic high molecular weight polymers. Examples include polyester, polyethylene, vinyl, polystyrene, and polyolefin.

Finish: The surface property of a face material determined by its surface contour and gloss. Terms referring to finish include: antique, eggshell, vellum, machine, English, super-calendered, and plate.

Fisheye: Crater in the coating of a face material, usually round with a speck in the middle giving the appearance of a fish's eye.

Flagging: See Edge Lift.

Flexographic Printing: A method of rotary printing that uses flexible plates wrapped around a revolving cylinder, continuous roll materials, rapid drying inks, a wide variety of label stocks, and high speed printing.

Flood Coat: A layer of ink laid down over the entire surface of the face material, used to change the apparent color of the material. Also known as a tint.

Flow: The capacity of an ink or adhesive to spread, filling in the hills and valleys on the surface.

Fluorescent inks: Very bright, uniquely designed pigments that reflect light in a way that intensifies the color; sometimes called Day-Glo or daylight fluorescent color. Fluorescent colors are susceptible to fading and are not recommended for outdoor use.

Fluorescent Paper: A white paper coated with fluorescent ink or fluorescent pigments embedded in the paper fiber during the paper making process.

Foil: An extremely thin flexible metal sheet used as a face material.

Foil Paper Laminate: A face material consisting of metal foil laminated to paper. The foil usually carries a clear coat to improve ink receptivity.

Food Contact Adhesives: Adhesives meeting specified sections of the Food and Drug Administration Code of Federal Regulations for direct food labeling as well as incidental contact.

Four Color Process Printing: Printing and reproduction of color images using the four process printing colors – yellow, cyan, magenta and black – to create an image with an indefinite number of colors.

Frozen Edge: The inability to separate a pressure sensitive label from its liner along one edge.

Gap: For die cut labels, the space between each label. See also: Spacing; Label Dimensions

Ghosting/Ghosts: Indistinct image patterns appearing as solids or reverse printing, typically caused by poor ink distribution, inconsistency in plate and/or substrate thickness, and/or poor base ink formulation.

Ghost printing: Involves the use of a low-density screen to print a ghost-like background image.

Gloss: For labels, a face material with a smooth, shiny surface.

Gravure Printing: An intaglio printing process employing minute engraved wells. In general, the deeply etched wells carry more ink than a raised surface and print dark values. Shallow wells print light values. A scraping device, called a doctor blade, wipes excess ink from the cylindrical printing surface before the ink is pressed into the face material. Rotogravure employs etched cylinders and web-fed stock.

Halftone: A process for converting a continuous tone image (like a photograph) to a screen for print reproduction. The dots in the screen vary in size and density, so as to recreate the complete range of highlights, low-lights and mid-tones of the original image. See also: Screen

Hard edge: A visual effect that may appear along the edges of a screen such that the edge appears jagged and abrupt, rather than gradually fading away. See also: Screen

Heavy Coat Weight: For labels, refers to a thicker than normal layer of adhesive; usually associated with highly aggressive adhesives.

High Gloss Paper: A cast-coated gloss paper that features a thicker face material and sharp clear reproduction of printed images.

Hot Stamping: A print method that involves a ribbon carrying a thin layer of color (called foil or leaf) which is transferred to the face material using heat and pressure. It is commonly used with metallic gold or silver to produce a foil imprint.

Hygroscopic: The quality of some materials to absorb atmospheric moisture; the degree to which a label material is hygroscopic affects how much it may curl.

Impact Printing: A printing method that uses a hammer striking a ribbon to transfer ink onto a material.

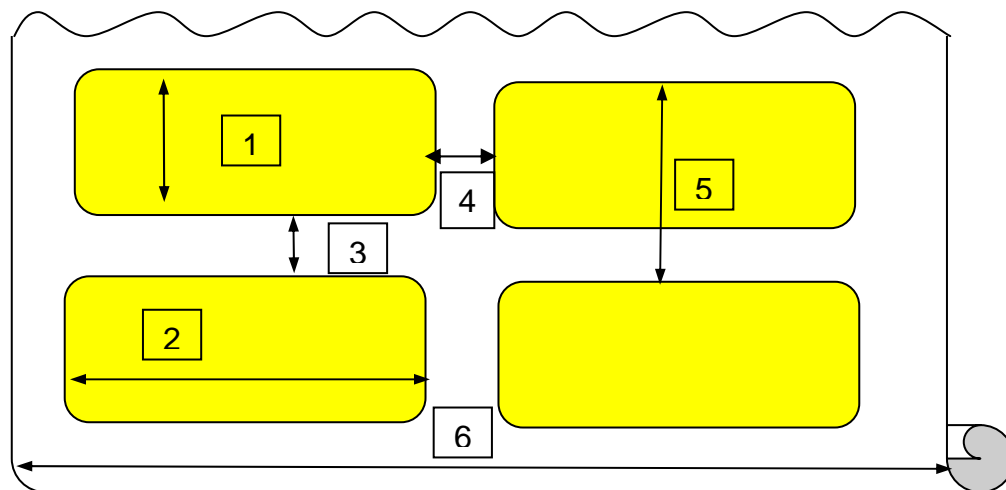
Imprinting: Technique in which copy is applied to blank or previously printed labels with a secondary printing device such as an imprinter, computer printer or typewriter.

Ink Jet Printing: A non-impact printing process whereby fluid ink is projected from a nozzle directly onto a material to form the desired image.

Ion Deposition Printing: An electronic printing process whereby a static charge is created on a printing cylinder, attracting toner. The toner is subsequently transferred to a printable surface, creating the image.

Label: The functional portion of a pressure sensitive construction comprised of the face material and adhesive, cut into various shapes.

Label Dimensions: The label length (1) is the measurement on a label from top to bottom when the label is traveling in the machine direction, parallel to the edges of the material. The label width (2) is the horizontal (side to side) measurement across the material & perpendicular to the machine direction. The spacing around or repeat gap (3) is the space between labels top to bottom. The spacing across or web gap (4) is the space between labels side by side for multiple labels across on a liner. The repeat (5) is the measurement from the top of one label to the top of the next label. The carrier width (6) is the measurement of the material's total width.



Label side in: A roll winding approach that places the face of the labels towards the inside, or core, of the roll.

Label side out: A roll winding approach that places the face of the labels towards the outside of the roll.

Laminate: A protective film that is applied (laminated) to the face material.

Laser Printing: Also known as electrophotographic printing, a process where light generated from a laser creates a static charge on a photographically sensitive cylinder. The charged cylinder attracts toner, which is subsequently transferred to a printable surface, creating an image.

Latex Paper/Latex-Impregnated Paper: Paper saturated with latex during its formation making it stronger, more resistant to moisture and abrasion, more flexible and more durable.

Legging: The stringing out of a pressure sensitive adhesive. This can occur when the label is being removed during die cutting and stripping.

Letterpress: Printing methods in which ink is applied to a material from the raised portions of printing plates.

Life Cycle: The length of time that a label is to be used before it is ultimately discarded.

Lift Tab: A label edge that is not coated with adhesive and thereby allows for easy removal of the label from the release liner. It is frequently used for order picking labels.

Line Art: Artwork or images composed entirely of straight and curved rule lines, without fill colors and usually on a plain background. Line art is usually reproduced as one color.

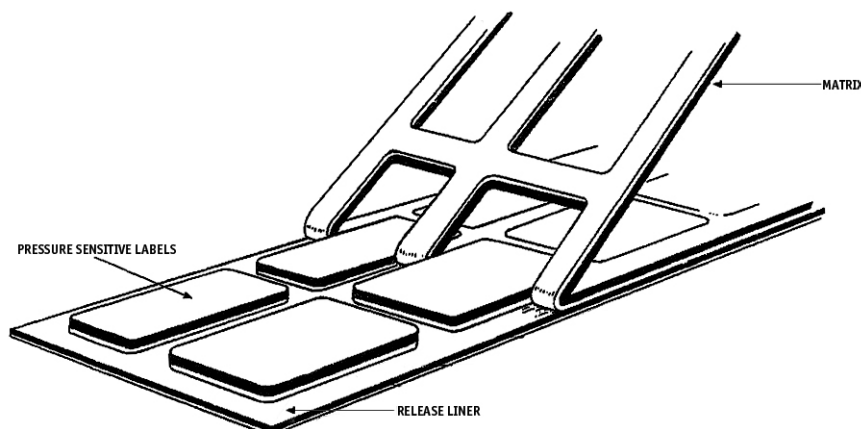
Liner: The component of the pressure sensitive label stock which functions as a carrier for the label. See also: Release liner, Carrier

Liner printing: Imprint made on the back of the label's release liner. Also known as Backsheet printing.

Machine Direction: The direction of paper in its forward movement through a paper handling machine or printing press.

Machine Readable: Text or images that can be read by laser scanner or similar device. Barcodes are an example of machine readable images.

Matrix: The unused face and adhesive layers surrounding a die-cut label, which are removed after the label has been printed and die-cut. See also: Stripping



Matte Litho: A paper with a satin finish – between high gloss and dull.

Memory: The property of a material that causes it to attempt to return to its original dimension after being removed from its previous location.

Metallized Film: A plastic film that has been coated on one side with a very thin layer of metal.

Metallized Paper: Paper that has a thick deposit of metallized particles that resemble a layer of foil. Metallized paper offers reduced stiffness and better flexibility than metallized film and has an appearance similar to laminated foil papers.

Migration: The movement of one or more of the components of an adhesive to either a substrate or face material.

Moisture Content: The amount of moisture present in a material. Release liners are made with a various levels of moisture content to help reduce curling.

Moisture Equilibrium: The condition reached by a material when it shows no change in weight, in relation to the amount of moisture absorbed or released by the material.

Moistureproof: The property of a material that makes it virtually impervious to moisture. Vinyls, polyesters, and Tyvek® are examples of moistureproof materials.

Mold Release Agents: Materials used in the manufacture of molded objects to facilitate their removal from the mold. Mold release agents can cause serious adhesion problems for label application.

Mottle: Non-uniform coloring or coating of a face material.

Natural Aging: The change, if any, in a material occurring from exposure to normal environmental conditions.

Offset/Offsetting: The partial transference of ink from a freshly printed surface to an adjacent surface, such as the back of the release liner in a roll of labels.

Offset Printing: A printing process in which a right-reading image is printed from a plate onto a blanketed cylinder. This mirror image is then pressed against a printing surface, thus creating the desired final image. The term offset applies because the printing plate never comes in contact with the printing material as it does in letterpress printing.

Opacity: The measure of the amount of light that can pass through a material.

Orange Peel: Rough adhesive coating causing an orange peel appearance.

Overlamine/Overlaminating/Overlamination: The application of a clear film to label material for the purpose of protection or to enhance visual quality.

Overruns: A standard practice in flexographic printing of providing a quantity of extra labels on a given job, usually 5 – 10% above the ordered quantity. Due to the registration tolerances on flexographic presses, the extra may be needed to ensure the full quantity of suitable labels is available.

Peel Adhesion: Peel adhesion is the force required to remove a pressure sensitive label from a standard test surface at a specified angle and speed after the label has been applied according to specified conditions.

Perforation: Refers to a series of small incisions made in a material to facilitate tearing or folding along a pre-determined line. They are measured in TPI's – ties per inch.

Permanency: The measure of an adhesive's ultimate holding power or bonding strength; a bond that makes label removal difficult or impossible without distorting or destroying the face material.

Pharmaceutical Litho Stock: A lightweight uncoated litho stock with the flexibility and high-performance required for pharmaceutical applications.

Phosphorescent Ink: An ink that absorbs and reflects light and remains luminescent after exposure to a light source has stopped. It is commercially called Glow-in-the-Dark.

Piggyback: A type of label material that consists of a pressure sensitive label on a pressure sensitive liner on top of a standard release liner. Once the double-ply is applied to a substrate, the top ply can be removed and applied to yet another substrate. This kind of label is often used for response labels in direct mail promotions.

Pinfeed: Refers to the row of holes on either side of the carrier for labels used in EDP applications. The holes are normally punched in accordance with the universal standard for pinfeed or tractor feed printers.

Plasticizer: A substance added to plastics to impart flexibility.

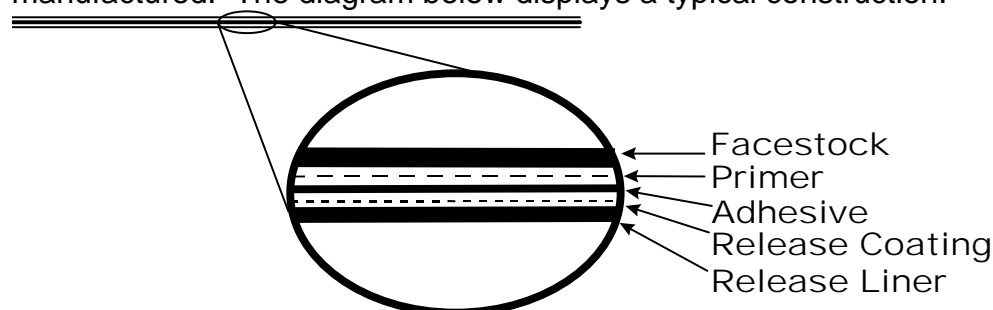
Plasticizer Migration: The migration of liquid plasticizers from some plastics into an adhesive and/or face material. Can cause excessive softening or degradation of adhesives.

Platen: The roller which carries paper through a typewriter or dot matrix printer and acts as an anvil for impact printing.

Polyester: A strong film that is resistant to moisture, solvents, oils and chemicals. It is available in white or a metallized finish. Mylar® is a polyester brand name.

Polyethylene: A tough, stretchy film that may be suitable for use in low temperature applications. It is frequently used for labeling semi-rigid bottles.

Pressure Sensitive Material/Stock: The combination of face material, pressure sensitive adhesive and release liner from which pressure sensitive labels are manufactured. The diagram below displays a typical construction.



Price Mark Labels: Labels for retail and/or wholesale use that normally carry alpha or numeric character information such as: unit price, lot number, style number and SKU number.

Prime Label/Primary Label: Usually a descriptive, decorative product label; the label typically on the front of a container.

Primer: A coating applied to face material on the opposite side of the printing surface to improve anchorage of the adhesive and to prevent migration of adhesive components into face material.

Print Resolution: The quality of print; the level of detail achieved by a printer. Measured in dpi (dots per inch), the higher the dpi the higher the resolution.

Register/Registration: The exact corresponding placement of successively printed images and/or die-cut.

Relative Humidity: The ratio of the amount of moisture in the air at any temperature to the amount required at that temperature to saturate the air.

Release Coat: The coating (normally silicone) on a release liner that allows pressure sensitive labels to be easily removed or dispensed.

Release Liner: The component of the pressure sensitive label material which functions as a carrier for the pressure sensitive label. Usually silicone coated, it readily separates from the label when the label is removed for application.

Removable Adhesive: See: Adhesive, Removable

Repeat: The distance around a roll of labels from the top of one label to the top of the next. It includes the length of the label plus the spacing around or repeat gap. It's the same concept that is used when working with wallpaper that has a repeating pattern.

Reverse: Used to describe a way of printing color where the plate actually prints the background of an image, and the image shows through as the color of the face material. For example, a label on white material with a black background and white text would be printed in reverse. The opposite of reverse printing is positive printing, where a plate would be used to print the copy in the desired color and the background would be the color of the face material.

Scannability: The quality of a material that allows for precise printing of bar codes, so as to ensure accurate reading or scanning of the bar code data. Readings are usually measured as a percentage indicating the number of successful scans out of a total of 100.

Screen: A printing technique that converts an image to a grid of dots so that the ink color can be lightened or varied to produce a variety of tones or graphic effects. Changes in the size or spacing of the dots changes the appearance of the color by delivering more or less pigment to the face material. Uses for screens include color that gradually transitions from darker to lighter.

Screen printing: A type of printing that uses a squeegee and a mesh screen as a stencil to transfer ink to a material and form the image. Sometimes called silk screening, although silk is rarely used today to make the screens.

Self-Imaging Liner: A specially coated, pressure-activated liner that reproduces an exact image of information printed on its corresponding face label. Requires an impact printing method.

Self-Imaging Piggyback: A piggyback label material that can be imprinted, creating a duplicate label from the second ply of this double-ply construction. Requires an impact printing method.

Service Temperature: The temperature range that the adhesive on a pressure sensitive label will withstand after the label is applied and allowed to set for 24 - 72 hours (the amount of time it takes for the adhesive bond to form). Also known as exposure temperature.

Shelf Life: The period of time during which a product can be stored under specified conditions and still remain suitable for use.

Smudge Resistance: The quality or characteristic of paper (or plastic) to resist the smearing of ink immediately following printing or imprinting; directly related to the absorption level of the paper.

Solvent Resistance: The resistance of a material to the action of specific solvents.

Spacing: For die cut labels, the space between each label. See also: Gap; Label Dimensions

Spot color: Printing that uses the same ink color to print the image as the color required for the final appearance of the image.

Static Cling Label: A label that adheres to a substrate by static electricity – no adhesive is necessary.

Stock: The material or materials used to construct a label.

Stripping: Removing the excess face material from around die cut labels, making it easier to remove the labels from the liner. Sometimes called weeding.

Substrate: The surface to which a label is applied. Converters also refer to the facestock being printed as the substrate.

Subsurface Printing: Printing the underside of a film. Ultimately the ink will be encapsulated between the film and the substrate to which the film is applied.

Sunlight Resistance: The ability of a material to resist the deteriorating effects of sunlight, especially ultraviolet and infrared wavelengths.

Tack: The property of a pressure sensitive label that causes it to adhere to a surface instantly with a minimum of pressure and contact time.

Tamper Evident /Tamper Resistant: A pressure sensitive label constructed so that attempted removal of the label usually results in its destruction. The label can be made (A) with a destructible material that tears easily, or (B) with a more durable material that has a special adhesive designed to leave behind a specific pattern when removed from the substrate (such as “VOID”), or (C) with a die cut that scores the face material so that the label tears along the scores and cannot be removed intact.

Telescoping: A roll slips and the core is extended out one side and outer wraps go the other way.

Thermal Transfer Printing: An imprinting method that uses heat and pressure to melt a wax-based ink onto a label.

Tight Release: The adhesive does not release from the liner freely.

Tipped-On Labels: A method of label application by machine in which the carrier is peeled back and the labels fall or “tip” onto the substrate. See also: Auto-applied

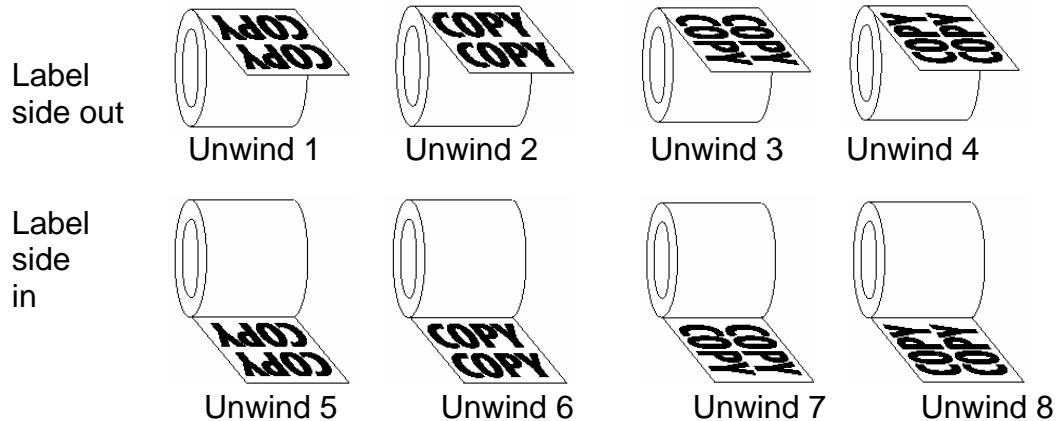
Top Coat/Top Coating: A substance coated onto a label material that will enhance the printing or the appearance of the finished label.

Translucency: That property of a material that transmits light but that obscures the details of objects on the other side of the material.

Transparency: That property of a material which transmits light so that objects can be clearly seen through the material.

UL: Underwriters Laboratories, an independent testing lab that provides certified verification of product safety.

Unwind: The direction that the label copy dispenses from the end of the press or the end of the roll. There are 4 standard unwind directions, which can be provided label side in or label side out, making 8 roll directions. See also: Copy position.



UV Drying: A system that uses ultraviolet light to affect a curing process.

Varnish: A solution or suspension that forms a protective coating.

Web: The label material as it travels through the press.

Web Width: the measurement of the web that is perpendicular to the machine direction. Typically refers to the width of the liner or carrier.

Wrinkling: The puckering or creasing of a pliable material that can result from environmental conditions and/or manufacturing situations.

Yellowing: A defect characterized by a gradual color change in the original appearance of white paper; the development of yellowish or brownish hues, usually due to exposure to sunlight of materials that are not resistant to UV light.