

TL no 7 SELF-ADHESIVE MATERIALS FOR OUTDOOR USE



To ensure that the label you specify for an outdoor application looks as good as the day it was printed, there are three factors that should be considered.

They include choosing the correct:

1. **facestock**
2. **adhesive**
3. **ink.**

1. Face stock

When choosing a pressure-sensitive label face stock, the weatherability of the face stock is a major consideration.

The right choice of the face stock will depend on:

- the time factor (short term/medium term/ long term outdoor use).
- varying humidity conditions
- exposure to sunlight or not.



As a general rule pure paper face stocks should only be used for short terms (less than 4 weeks) to medium terms (three to six months) outdoor applications and only if no direct exposure to extreme weather conditions such as high sunlight exposure or rain are anticipated.

For long term outdoor use (12 months or more) in varying weather conditions, filmic face stocks should be used such as Superstrong (6 months maximum), MAClitho (6 to 12 months maximum) or vinyl films (2 years maximum).

2. Adhesives



A high tack adhesive, giving a stronger bond to the substrate, could further extend the lifecycle of the label. The recommended minimum application temperature for the adhesive, as indicated on our technical data sheets, must be taken into consideration before producing large label runs.

In case of any doubt please test the material under actual end use conditions.

A removable adhesive on a pure paper face stock should not be used for medium or long term outdoor applications.

The removability of a paper face stock is indeed dependent on the internal strength of the paper (which is limited as compared to most filmic materials) and the surface to which the label is applied.

Furthermore most removable adhesives tend to build up adhesion over time.

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3. Inks

When printing labels for outdoor applications, consider your ink choice for long lasting results.

These tips may be helpful:

- use UV-resistant inks to ensure that the printing holds up to direct sunlight and moisture.

- Use an overvarnish to extend outside durability.

or

- Overlamine the label with a thin clear polyester film.

- Use a light fast oxidizing ink for vinyl films. See Starvinyl technical data sheet for ink recommendations

4. General remark

Additional information and application hints can also be found in TL 5 (adhesives for plastic surfaces) and TL 6 (self-adhesive materials for curved surfaces).