

5 THINGS TO CONSIDER WHEN CHOOSING YOUR LABELLING SOLUTION.

As a manufacturer and supplier of durable labels, we can help guide you in choosing the perfect label for the job. We've supplied thousands of unique labels over the years but when it comes to creating your perfect label, there are five main points to consider when maximising the label's potential.

1. APPLICATION

What will the label be applied to and what environment will the label need to survive in once applied? Will the labels need to be applied manually by hand, or will they be applied by a label applicator? Will the label be in colour, or black and white? Does the label require barcode or QR tracking? Beginning with the application naturally helps define the other characteristics of the label. Some examples of durable label applications include:

- Durable ATEX labels for pumps and valves.
- Durable rating labels for rechargeable battery packs.
- QR Code Identification labels for hydraulic hose pipes.



Exposure.

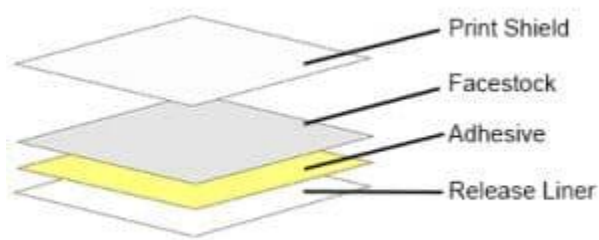
Consider the daily life of the application and potential obstacles a label will need to overcome. Will the product be exposed to an extreme environment? High or low temperatures? Abrasion? Is the product going to be handled by an end consumer? Is there a risk of chemical exposure? Will the product be subject to the elements?

There is a label to reliably tackle any situation. Durable labels are robust and made with a variety of advanced synthetic materials, the construction will determine the performance of the label and can be made bespoke for your needs. This is where we come in. With a good understanding of your labels application, we can suggest the materials and build you the perfect label.

Surface and Adhesive.

Part of a labels construction is the adhesive. The correct adhesive will determine the strength of the bond your label has with the surface of its intended application. Think about the surface your label will be applied to. Is it smooth, rough, flat or curved? Metal or plastic? Knowing the surface and choosing the right adhesive for the surface shape and type is imperative as these will all have a great effect on your labels ability to bond and persist.

Typical Durable Label Construction.



2. LONGEVITY

Durable Labels can last years. Measures can be taken to alter the lifespan of your label, so consider how long you need the label to survive, or whether this label needs to be removed or altered at some point during its application.



3. REGULATORY REQUIREMENTS

Some labels must meet strict regulatory requirements to be suitable for their intended application. Safety and sustainability regulators UL (Underwriters Laboratories) are a great example of a regulatory standard that must sometimes be met. Different industries will often require their labels to meet different specifications and this will influence the construction of the label.



4. PRINT

Now that we have determined the application and materials, how much control is required over the print? While Romark can fully supply you with your labelling requirements pre-printed, sometimes in-house printing is a necessity too. For example, if your labels require variable data input, a supply of pre-printed or blank high-performance labels along with a suitable in-house printer may be a solution.

This is particularly true when supplying durable labels to laboratory's, who will often need to input and print patient or sample data on-site.

The most common forms of in-house print each with their own pros and cons are Thermal Transfer, Direct Thermal, Laser or Inkjet. Consider the type of information you will be printing, will it be full coloured or black and white? We can then supply the perfect printing solution to work with your labels material.



5. VOLUME

With your label ready for production, consider the number of labels you use on a regular basis throughout the day, week, month or year when deciding on the volume of labels you

require. If you're unsure, don't panic. As experienced suppliers of durable labels, fast lead times are one of our specialities. Storing your labels is also a consideration and another benefit we can offer customers. We can store your labels and supply them when they're needed!



We hope this guide has helped you determine the right labelling solution for your needs. We are experts when it comes to durable labelling – if you have any questions or you are ready to take your labelling to the next level, give us a call, freephone **0800 023 9277** or [drop us an email](#).