



## Labelling: Techniques and their Comparison

Labelling of products has become an essential part for a brand's marketing. It helps in the identification of the product by the consumer, where there are hundreds of other products in sight. It enhances the physical appearance of the products and also acts as an information source for the consumer. But the labelling industry has a myriad of options to discover and choose, depending on your requirements.

Some of the most commonly used labels are In Mould Labels, Pressure Sensitive Labels, and Wrap Around Labels. Let us take a look at each of these labels in detail, and how are they different from each other.

### **In-Mould Labelling (IML)-**

In Mould Labelling is one of the labelling techniques that works by putting the label inside the mould at the time of the moulding of the container only. To put it in simple words, IML unites the decoration process along with the moulding process, resulting in low manufacturing cost in the long run.

### **Pressure Sensitive Labelling (PSL)-**

PSL is a three-tiered labelling technique that includes a facestock, an adhesive, and a release liner. The resultant label is first printed, laminated, die-cut, peeled off and then applied to your product.

### **Wrap Around Labelling (WAL)-**

WAL is a technique that extends the label around the whole object and wraps it. The two ends are glued together through a hot melt adhesive. It is commonly used for labelling bottles and jars.

### **Shrink Sleeve Labels (SSL)**

Shrink sleeve technology optimizes the printable label area with 360-degree graphics, while accommodating extreme container contour. This flexibility is applicable to virtually any shape or size container on a variety of films.

<b>COMPARING ALL THE LABELING TECHNIQUES</b>			
<b>FEATURES</b>	<b>IML</b>	<b>PSL</b>	<b>WAL</b>
<b>Label Durability</b>	Excellent	Very good	Good
<b>Aesthetics</b>	Excellent	Very Good	Fair
<b>Ease of Application</b>	Skilled	Semi-skilled	Easy
<b>Infrastructure</b>	High Initial Cost	Moderate Cost	Low Cost
<b>Sustainability</b>	Excellent	Poor due to Liner Waste	Good
<b>Per unit cost</b>	Low in case of Mass Production	High	Low

The above table draws a comparison between all the commonly used labelling techniques. One can see that all the mentioned techniques vary according to their features and functionalities.

To conclude the comparison, it can be said that all the labelling techniques vary according to their functionalities and customer's requirements. Therefore, it is crucial to understand your needs and then make a decision. IML, PSL, SSL or WAL- all four of them possess different set of features, so choose the one that fit your requirements the best. Cosmo Films carries a vast portfolio of labelling films so that the customers can get an opportunity to choose from a variety of options. Their portfolio of PSL films has Clear, White, Metalized, Matte and Repositionable films; for IML Films they have White and Metalized varieties while for WAL Films they have White, Metalized and Pearlized varieties to offer.