



## How to Ensure Your Labels Go the Distance

Labels are used on all products across multiple industries to display crucial information to the users. It can be nutritional information for buyers or technical guidelines to keep the user safe. Regardless of the use, labels fail to justify their purpose if they are torn or removed from the product's surface before the end-user gets to read it. Even the best ones could peel off when subject to harsh conditions.

To avoid the same happening to you, you must consider a few factors and take precautions to ensure your labels are in the perfect condition till their cycle of use ends. Let's go over a few of them:

### Surface of Application

Labels have an adhesive coating on the back that allows them to stick closely to the surface of any product. The surface of the product plays an important role in ensuring perfect initial contact between it and the label.

The surface could be plain or curved, but regardless of the shape, it should be even. Any dips/dents will either disfigure the label or create air pockets that hamper the adhesive bond. One must also make certain that no layer of dust could lead to weak first contact.

### Transport with Care

Whether it is labels or products with labels on them, one must pay extreme care while transporting them from one point to another.

They must be placed gently, fastened properly & kept away from any objects that could rub against them or worse, cut them. Repeated rubbing may cause abrasion and cuts that directly impact the usefulness of the labels.

## **Consider Moisture**

Water is one of the most crucial factors to consider when handling labels. In any form, water (or similar liquids) harms labels. It either:

- Weakens the adhesive side of the label by coming between the label and the product's surface.

Or,

- Irreversibly damages the material of the label by weakening its structure and fading the information written on it.

Because of these, you must keep moisture at bay, especially during the storage phase of labels. Store them in a dry place with adequate ventilation & a moisture sensing system in place that alerts when the moisture levels go above the tolerable limit.

## **Keep at an Optimum Temperature**

The temperature in which you use & store labels is another factor that affects its longevity. Most labels work perfectly in a specific range of temperatures.

The ability of the label adhesive to fuse well with the surface is altered when the surface temperature is too hot or too cold. Temperature fluctuations cause both the surface & label to expand or contract, which causes weak bond formation. You need to ensure that you remove objects in the area where they are stored to maintain the required room temperature.

## **Exposure to Light**

Direct exposure to light for a long period directly affects the exposed surface of the labels. The constant heating affects the adhesive, whereas continuous exposure to face material can discolour or fade important information.

Many of these problems can be avoided by printing on a much more durable label material. Label films produced by Cosmo Films have a protective coating to keep physical & environmental impact at bay. They also have water-resistant properties, excellent printability & are eco-friendly, all of which can radically change your business's fortune.

[Get in touch](#) with our experts to know more.