

Why Pressure Sensitive Labels?

Pressure-Sensitive Advantages

There are a number of key advantages for using pressure-sensitive labels for your product marking applications.

Speed to Market

Pressure-sensitive labeling provides greater design and production flexibility with fewer limits on label shape, size and graphic design. Allow your product label to come to life through high quality graphic options and advanced decoration options with an unparalleled speed to market. No other decoration technology offers the options of brilliant graphics, unlimited die cut configurations, ability to expand content and presentation through full product wrap or double wrap labels. Achieve virtually invisible edge lines and cost efficiencies in your production, inventory and logistic areas. If you are looking to create a distinctive offering within your holistic brand story and do so with great speed and flexibility to the market, look no further.

Better End-Use Performance

Pressure-sensitive labels provide better application and environmental performance than glue-applied labels. Pressure sensitive labels through a variety of face sheets and adhesives combinations can hold up to ice chest, humidity, sterilization, rub, abrasion and friction challenges. Simply said, pressure-sensitive labels look better on your product and withstand the vulnerable touch-points they will surely face everyday - we promise.

Decoration and Face sheet Variety

Pressure-sensitive labels offer a seemingly infinite combination of papers, films and specialized materials - all bringing a heightened level of focus to your product and allow package design to be innovative, rather than restricted. With this elevated opportunity to design and create a unique brand message, let pressure-sensitive labels allow brand story to live and thrive through your product packaging. Explore the different materials Lauterbach Group offers including clear, metalized, glossy, foils, textured and wood grain. And this is just the start.

Simplified Operations

Minimize inventory obsolescence. If you do not want to spend time juggling the cumbersome decision-making process of setup and maintenance, including adhesive temperature and viscosity, equipment parts changes with SKU changes, and the mess this all brings, the clear choice is pressure sensitive labels. Changeovers using pressure-sensitive labels are as simple as changing the rolls. This translates to quicker, cleaner, easier operations through less downtime and higher productivity. With pressure-sensitive labeling you get fewer vulnerabilities from tears, jams and mislabeled packages. And pressure sensitive labels can be repositioned so the entire package does not become scrap.

When you consider the total cost of delivering a product to market, your concerns go far beyond simply designing and applying a label. Simply login to our revolutionary OmniMark™ Management System to analyze the costs of different decorating technologies. OmniMark™ looks at labor, equipment, operations and your fixed and variable costs to determine the total overall cost between direct print, glue-applied or pressure-sensitive labeling technologies. Beyond these benefits, the OmniMark™ Management System offers digital asset management, inventory management, order management, version control and art preparation and delivery.

Challenge Us

Let us help you innovate, design and develop solutions that bring unique focus to your product, allow your brand to live and thrive on a crowded shelf of other products. Let us protect your visual asset from the vulnerable touch-points it will surely face - from production to consumer. Let us help your Brand thrive through OmniMark™ Management System, through THE IP™, through The Innovation Center.

