

There's a **new adhesive** in the label industry!

An old label adage is;

**"Nothing sticks to dust, oil or frost."**

Now we have reason to stop and reconsider! One of our suppliers has just introduced an adhesive that will work in frosty environments.

- ❁ This adhesive is a highly aggressive permanent.
- ❁ Rubber-based construction gives it great initial tack.
- ❁ It works well when it is applied at room temperature and then subjected to  $-40^{\circ}\text{F}$  "blast" freezing conditions after application.
- ❁ It can stick even when frost or moisture is present during application!

The adhesive was designed for **flexible packaging** and **varnished paperboard** surfaces particularly in the grocery distribution industry. But we are finding that it is also a good candidate for:

- ❁ **waxed corrugated**
- ❁ **highly textured substrates**
- ❁ **slightly oily surfaces**

This new adhesive works well even when the application temperature is as low as  $-15^{\circ}\text{F}$ . After application it will withstand  $-65^{\circ}\text{F}$  to  $+160^{\circ}\text{F}$  temperatures.

It can be provided with a non-adhesive edge to help remove the label from the liner.

**Try it yourself!**

Just give us a call or e-mail if you would like more samples for testing.

**Call on Label.Com for all of your label needs!**