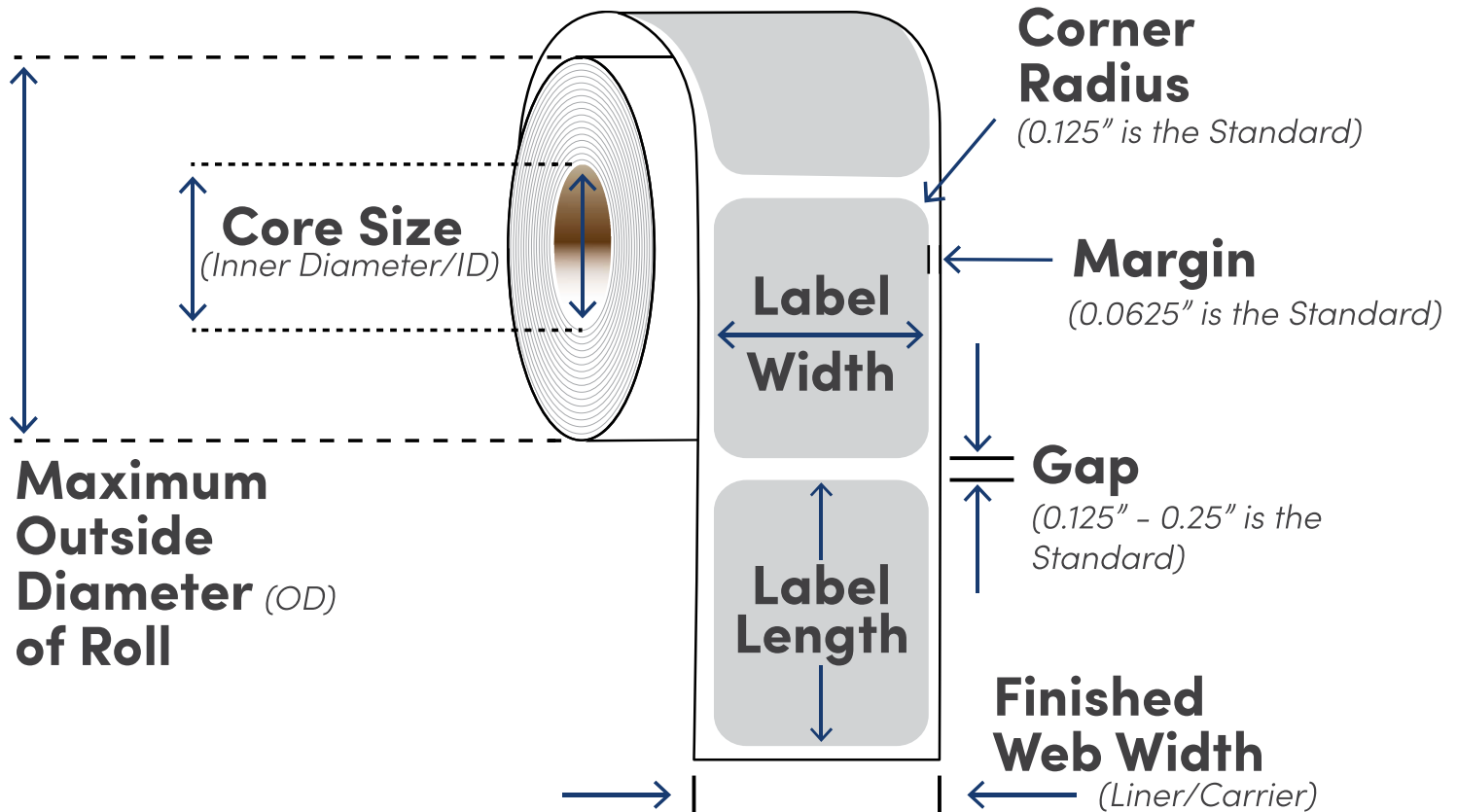


▶ ANATOMY OF A LABEL



▶ Important Label Considerations

Your label needs to not only look good, but stay where you want it and last as long as you need it to. These questions will help determine the best label material, type of adhesive and printing process so your label will perform the best it can.

What type of surface is the label going to be applied to?

What material is the surface made of? Is it paper, metal, glass or some other material? Is the surface coated? Smooth or textured? And is the surface flat or curved? The shape and composition of the application surface help determine the best adhesive and label material.

What type of conditions does the label need to perform in?

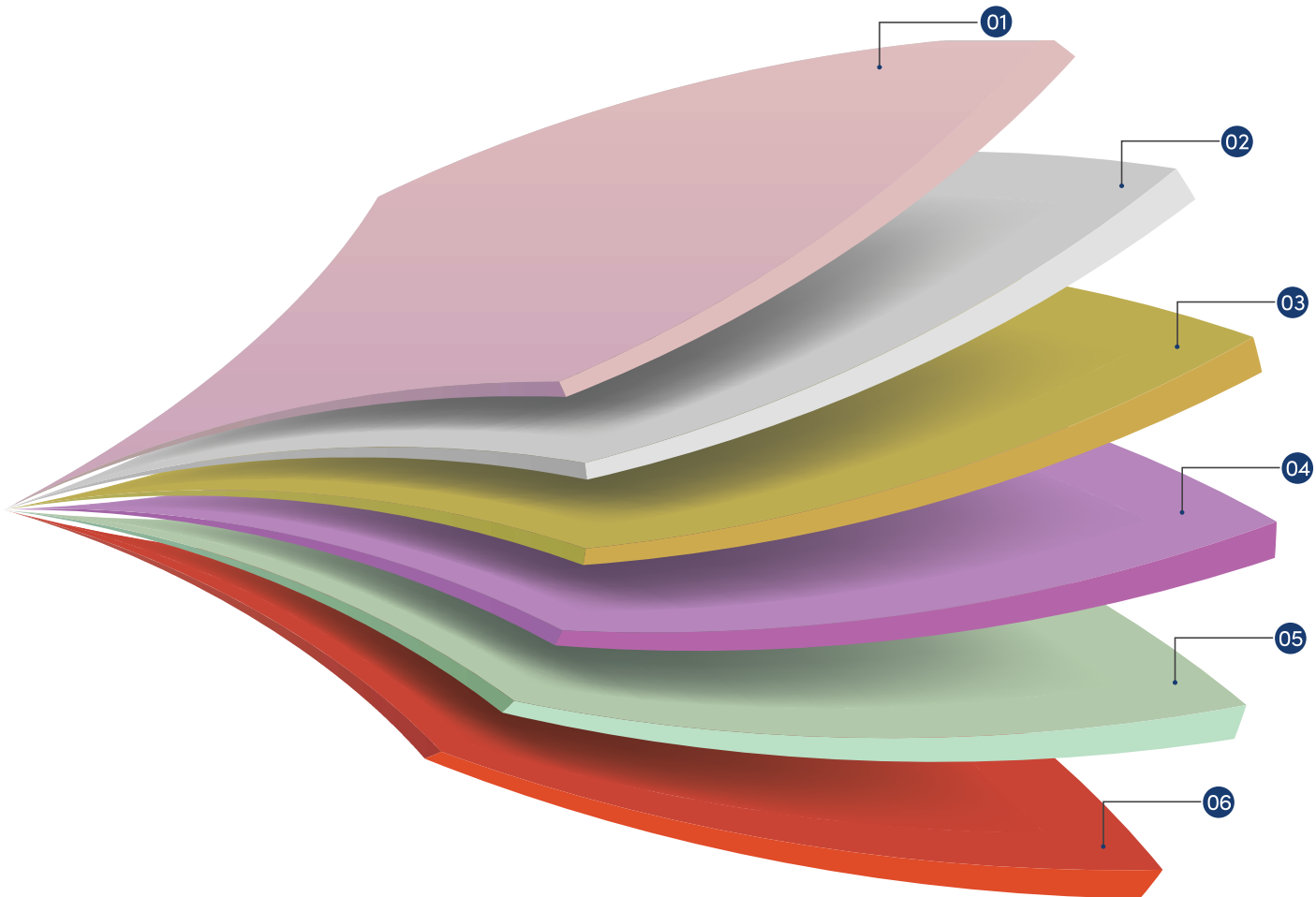
Will this label be exposed to extreme hot or cold? Moisture? Chemicals or cleaning agents? Sunlight or harsh weather? The environment that a label is applied and used in significantly affects its performance. It's important to choose the right material, adhesive and printing process to perform in these conditions.

▶ **PRESSURE SENSITIVE** LABEL CONSTRUCTION



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▶ **The Completed Pressure Sensitive Label**

- 01 Topcoat or Print Receptive Coating (Optional)
- 02 Facestock
- 03 Primer or Barrier Coating (Optional)
- 04 Adhesive
- 05 Release Coating
- 06 Release Liner

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▶ **ROUNDED CORNERS**

RADIUS CHART

This chart was designed to help you determine the correct corner radius for your label project.

3/4" 0.75	11/16" 0.6875	5/8" 0.625	9/16" 0.5625	1/2" 0.5
7/16" 0.4375	3/8" 0.375	11/32" 0.3437	5/16" 0.3125	9/32" 0.2812
1/4" 0.25	7/32" 0.2187	3/16" 0.1875	11/64" 0.1718	5/32" 0.1562
9/64" 0.1406	1/8" 0.125	7/64" 0.1093	3/32" 0.0937	5/64" 0.0781
1/16" 0.0625	3/64" 0.0468	1/32" 0.0312	1/64" 0.0156	0" 0.0

▶ DECIMAL CONVERTER

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1 Inch= 2.54 Centimeters 1 Foot= .3084 Meters
1 Centimeter= .3937 Inches 1 Meter= 3.281 Feet

	DECIMALS	MILLIMETERS		DECIMALS	MILLIMETERS
1/64	.015625	.3969	33/64	.515625	13.0969
1/32	.03125	.7937	17/32	.53125	13.4937
3/64	.046875	1.1906	35/64	.546875	13.8906
1/16	.0625	1.5875	9/16	.5625	14.2875
5/64	.078125	1.9844	37/64	.578125	14.6844
3/32	.09375	2.3812	19/32	.59375	15.0812
7/64	.109375	2.7781	39/64	.609375	15.4781
1/8	.125	3.1750	5/8	.625	15.8750
9/64	.140625	3.5719	41/64	.640625	16.2719
5/32	.15625	3.9687	21/32	.65625	16.6687
11/64	.171875	4.356	43/64	.671875	17.0656
3/16	.1875	4.7625	11/16	.6875	17.4625
13/64	.203125	5.1594	45/64	.703125	17.8594
7/32	.21875	5.5562	23/32	.71875	18.2562
15/64	.234375	5.9531	47/64	.734375	18.6531
1/4	.25	6.3500	3/4	.75	19.0500
17/64	.265625	6.7469	49/64	.765625	19.4469
9/32	.28125	7.1437	25/32	.78125	19.8437
19/64	.296875	7.5406	51/64	.796875	20.2406
5/16	.3125	7.9375	13/16	.8125	20.6375
21/64	.328125	8.3344	53/64	.828125	21.0344
11/32	.34375	8.7312	27/32	.84375	21.4312
23/64	.359375	9.1281	55/64	.859375	21.8281
3/8	.375	9.5250	7/8	.875	22.2250
25/64	.390625	9.9219	57/64	.890625	22.6219
13/32	.40625	10.3187	29/32	.90625	23.0187
27/64	.421875	10.7156	59/64	.921875	23.4156
7/16	.4375	11.1125	15/16	.9375	23.8125
29/64	.453125	11.5094	61/64	.953125	24.2094
15/32	.46875	11.9062	31/32	.96875	24.6062
31/64	.484375	12.3031	63/64	.984375	25.0031
1/2	.5	12.7000	1	1	25.4000



▶ WIND DIRECTION ROLL CHART

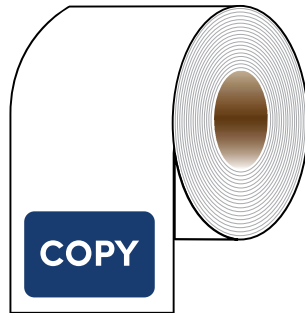
WOUND OUT

UNWIND #1



Top of label
off first.

UNWIND #2



Bottom of label
off first.

UNWIND #3



Right side of
label off first.

UNWIND #4



Left side of label
off first.

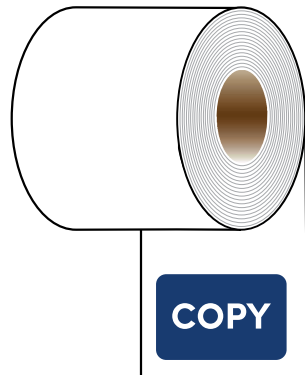
WOUND IN

UNWIND #5



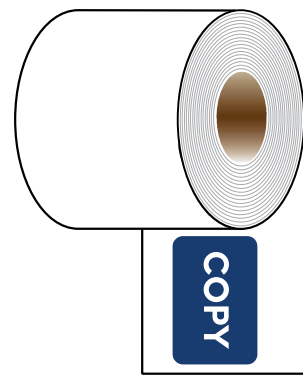
Top of label
off first.

UNWIND #6



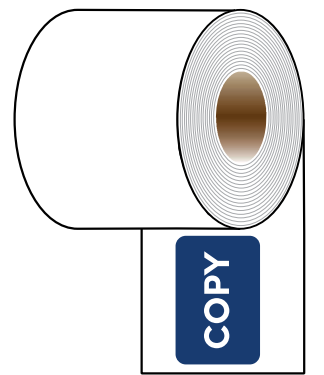
Bottom of label
off first.

UNWIND #7



Right side of
label off first.

UNWIND #8



Left side of label
off first.