

Categories	Considerations
Is the container full or empty when label is applied	A filled and capped container is generally the easiest to label. Empty containers create structural strength concerns for application methods. Labels on empty containers can be damaged by product spillover or the temperature of the product itself. Any deviation from normal ambient temperatures (around 70°F +/- 10°F) can cause problems with adhesion. The temperature of the container being filled also can effect the label adhesion.
How is the label applied to the package and at what speeds	High speed application equipment requires better quality liner materials. More complex application methods (other than standard wipe on application) may also require higher quality materials. It is important for the printer to know what application method and speed will be used in order to select the proper materials.
Production time to application date	The longer a label ages before it is applied, the greater the application defect rate will be. Long lead times between manufacture and use require better adhesives or label packaging to protect adhesives from oxidation. Certain adhesives require curing periods before they can be applied. Once again, communication with the printer is vital to labeling success.
Application rework time	If your requirements are that you need to remove and reapply misapplied labels, you may need specialty adhesives to achieve your goals.
Label packaging and shipping methods	Rolled labels placed in boxes are the least expensive. Plastic bags, dividers, chip board, shrink wrap and other packaging complexities may be needed to accommodate shipping, handling or application methods, and can increase the cost.
Product transit and storage conditions	Length of time, methods and conditions under which finished labeled products are stored or shipped is important in material and adhesive selection.
Customer storage conditions	Temperature and humidity requirements should be in compliance with material supplier recommendations for best shelf life results.