

PRESSURE SENSITIVE LABELS



www.inovarpackaging.com
800.285.2235
info@inovarpkg.com



Our pressure-sensitive labels provide a versatile solution for any branding need, adhering to various surfaces with light or moderate pressure by hand or machine. We offer substrates like paper, film, metalized, uncoated, and specialty options, along with a range of adhesives including permanent, removable, pattern, and security-grade. With advanced flexographic, digital, and digital hybrid printing up to 12 colors, we meet even the most complex design requirements. Finishing options include embossing, hot and cold foil, tactile varnishes, soft touch, sandpaper, glitter, and more.

PS LABEL TECHNOLOGY:

Our labels are produced on state-of-the-art equipment, ensuring high quality printing and consistency. We customize our pressure-sensitive label projects by considering a range of factors, including:

- The intended use of the label
- How the label is applied
- The environmental conditions during the application process
- The conditions the label is exposed to throughout the product lifecycle
- Sustainability and recyclability of the primary packaging

Whether you need labels that withstand extreme temperatures, moisture, sunlight, abrasion, or chemical exposure, our technology and materials are up to the task.

SUSTAINABILITY & RECYCLABILITY:

SUSTAINABLE & RECYCLABLE PS LABEL OPTIONS:

- Pressure-sensitive labels in our Inovar360™ portfolio with specialized inks and adhesives that allow the label to be removed during the recycling process, allowing the PET primary container to be recycled
- Thinner films and water-based inks to reduce material waste and minimize environmental impact
- Pressure-sensitive labels made from recycled materials including PCW and PCR options



BENEFITS & SOLUTIONS:

ADAPTABILITY

Perfect for various applications, from flat surfaces to squeezable products.

DURABILITY

Resistant material and coating options for harsh environmental conditions such as moisture and UV light.

AESTHETIC APPEAL

Enhance your product's shelf presence with eye-catching designs and almost unlimited embellishments.

TECHNOLOGY OPTIONS FOR PS LABELS:

DIGITAL PRINTING

- No plate or color charges
- Exact match proofs printed on the same material and equipment that will run your order
- Six color process printing + white for true Pantone® matching
- Customization including variable data and images, bar codes, security features, and sequential numbering
- Vast array of cutting dies available, including special shapes & sizes
- Custom color matching
- Ink jet and toner (HP) digital technology available

HYBRID PRINTING

- High speed printing and converting in a single pass
- Reduced printing plates
- Expanded gamut printing to hit the desired color for your brand
- Ideal for product lines with high number of skus
- Long and short run lengths
- Ideal for promotions, personalized packaging, intricate designs, tactile screen, and foil embellishments

FLEXOGRAPHIC PRINTING

- Up to 12-color printing
- Full UV flexo
- Servo-driven printing available
- Custom color matching
- In-house Esko/Dupont Fast Digital Plate Making Technology™
- Double-sided printing and multi-layer constructions available
- Vast array of cutting dies available, including special shapes and sizes
- In-line video registration monitoring directly on press

TRUSTED ACROSS INDUSTRIES:

FOOD & BEVERAGE, PERSONAL & HOME CARE,
AG-CHEM/LAWN & GARDEN, INDUSTRIAL,
HEALTHCARE, PET CARE, SUPPLEMENTS &
NUTRACEUTICALS, WINE, SPIRITS & CRAFT BEVERAGE