

LivingColourGloss

PHOTO QUALITY LABELS FOR 'IN HOUSE' PRINTING



WHAT IS LivingColourGloss ?

LivingColourGloss™ is a white high gloss paper that gives excellent photo quality printing and is suitable for all types of 'in house' colour printing – designed to run trouble free, through colour printers and copiers. Material benefits include...

- Excellent colour reproduction
- Photo finish face material
- Tight release adhesive – stops labels pre-dispensing during print
- Excellent toner bonding
- Durability

Avery Dennison Business Media Division LivingColourGloss is a highly innovative product that combines a photo quality face material and high quality backing material to enable superior quality 'in house' label printing.

LivingColourGloss APPLICATIONS

LivingColourGloss is an extremely flexible product that can be manufactured in a variety of sizes up to A3 and can be die-cut to fit virtually any specification. Applications include....

- Promotional labelling – high gloss finish is suited to many marketing applications
- Product labelling – e.g. Sandwich Box Labels, superior quality colour print is ideal
- All colour label requirements – exceptional quality
- Identification labels – colour coded ID
- Colour Digital – print image via digital printer instead of litho or silk screen

THE BENEFITS OF LivingColourGloss

- Label-House quality ensures no adhesive contamination – eliminates laser printer feed problems, down time and high maintenance
- Completely lay-flat sheets for multiple page feeding/high speed printing
- Print 'on demand' – laser printer compatible so you can print 'in house' – eliminates the need to out-source = saves time and money
- Photo quality face material
- Excellent colour reproduction/print quality
- Eliminates need for pre-printed stock
- Tight release material ensures labels do not pre-dispense
- Avery Dennison quality – rigorous testing ensures trouble free printing (no jams)
- Suitable for all types of colour printing
- Excellent toner bonding
- Durability

For colour copiers and laser printers *Photo quality labels*

LivingColourGloss™ – allows total flexibility for 'in house', photo quality, colour label printing

BACKGROUND: Aargon Systems are one of Europe's leading manufacturers and exporters of polymers and resins for the yachting and leisure boat industry. Aargon Systems asked Avery Dennison Business Media Division (BMD) to research and develop a laser label solution that would enable them to print colour identification labels for the various packaging items used throughout their business.

SOLUTION: Label-House suggested that Aargon Systems should use a photo quality label – LivingColourGloss. As a result Aargon Systems created a database of their

entire range of products. Avery Dennison LivingColourGloss was die-cut appropriately so the labels could then be printed using a colour copier to the customer's specifications.

BENEFITS: The solution enabled Aargon Systems to print their identification labels 'on demand', (i.e. as and when they needed them), eliminating the need to order large minimum quantities of pre-printed labels from an external printer. The flexibility gained has created considerable savings in both time and money. In addition inventory improvements have been achieved as a result of not holding stock. The solution has provided a highly efficient and reliable method of printing labels giving the customer complete peace of mind – by ensuring trouble free through-put in the colour copier. The coating on the face of the

LivingColourGloss gives a photo quality finish that enables the customer to match any colour using the colour copier, and the tight release adhesive ensures that the labels do not pre-dispense from the backing sheet.

TECHNICAL SPECIFICATION

LivingColourGloss™

Facestock

A white high gloss paper with good opacity and excellent toner bonding.

Basic weight: 83 g/m² ISO 536
Caliper: 0.093 mm ISO 534

Adhesive

A permanent acrylic based adhesive.

Liner

A woodfree, white kraft paper.

Basic weight: 45 g/m² ISO 536
Caliper: 0.055 mm ISO 534

Total construction caliper

0.163 mm ± 10%.

Performance characteristics

Adhesive

The adhesive features good tack and adhesion performance – even at low temperatures, on a wide range of substrates.

Typical values

Peel adhesion 90°: N/m FTM2
Quick stick: N/m FTM9
Min. application temp: -0°C
Service temperature: -20°C/+80°C

Applications and use

This product is designed for use in colour copiers and colour laser printers. It was specially developed for these machines and features a unique face material, adhesive and backing paper combination. LivingColourGloss has been exhaustively tested within the marketplace and gives

trouble free operation in leading colour copiers and colour laser printers.

PRINT APPLICATION

LivingColourGloss™ facilitates the creation of full colour, pressure sensitive labels, 'on demand', in small quantities at low costs.

LABEL APPLICATION

LivingColourGloss labels are available pre-die-cut to the customer's size and shape requirements in A4 and A3 sheets. It enables full colour labels to be made quickly, easily and economically. Copy shops and quickprinters can produce these labels on colour copiers without the need for photos and film.

Uses include:

- Promotional labels for badges, keyfobs, clubcards, videos and CD's
- Estate Agents colour miniprints
- ID labels for security badges and business cards
- Test marketing on small runs for beer, wine, speciality foods, scents

Shelf life

Two years when stored at 22°C/50% RH in sealed packaging.

Note

This data is derived from tests carried out under controlled conditions and is intended for general guidance only. Users must carry out their own tests if they wish to satisfy themselves that the product is suitable for use under particular conditions or that it is suitable for a particular application.



Contact

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