

BEST PRACTICES FOR SHELF MARKING SUCCESS



Experts in "What If..."

Wausau Coated understands the extreme and unique demands of shelf marking applications. Most important are the ease of removability and durability of the tag on the shelf. That means the tag must stay adhered to the shelf, demonstrate lay-flat properties in all store conditions, perform in coolers, in freezers, and so much more. Thanks to our quality and technical experts, we have assembled the following best practices. Contact a Wausau Coated sales representative for more information at **800-345-8039**.



TIPS FOR SUCCESS

1 STORAGE AND HANDLING

- Store on a flat surface (non-concrete) at 72°F and 50% relative humidity.
- When new product arrives, rotate older stock to the front.
- Keep packages sealed until ready for use and return unused stock to carton.

2 ENVIRONMENTAL CONDITIONS - THINGS TO CONSIDER

- Choose the right product! (Vinyl can shrink in freezers and paper tags need wet strength in moist environments to prevent deterioration).
- Both the lack of humidity and high humidity can impact adhesive and label performance.

3 LASER PRINTER SETTINGS & MAINTENANCE

- Print settings should be managed and adjusted to match the material being printed.
- Buildup of adhesive can happen - especially where the sides and leading edges of the sheets contact the printer.
- Commercial-grade silicone sprays and cleaners can be effective in extending time between cleanings, it is always best to consult your OEM for a recommended solution.
- Please note that while isopropyl alcohol removes adhesive buildup within a printer, it can expedite future residue buildup.

4 APPLICATION & REMOVAL

- Apply even, moderate pressure across label surface with thumb or finger.
- Removal requires just a gentle pull of the tag.
- Keep surface clean using commercial strength cleaner for metal and plastic.
- Moisture and/or frost present on the shelving can lead to challenging adhesive applications - be sure to discuss this with your Wausau Coated Products Sales Representative.