

# Crown Labels Guide To: Label Adhesives

How sticky do you need your sticky labels? We use a variety of adhesives, so you'll be able to find the one which is best suited to your application, whether you need something easy to remove or extra permanent.



## Key

### Initial Stickiness:

Refers to the adhesive strength when a label is first applied, and how easy it is to remove straight away.

### Final Adhesion:

How strong the adhesive is for a label after it has had time to adhere (at least several hours) to a surface.

### Standard Materials:



## Ultra Removable Adhesive



Initial Stickiness:  
**Low**

Final Adhesion:  
**Very Low**

Standard Materials:



Typical Applications:



### Key Features:

This adhesive is suitable for applications in which the removal of the label is critical. It is commonly used for window labels.

## Peel Adhesive



Initial Stickiness:  
**Low**

Final Adhesion:  
**Low**

Standard Materials:



Typical Applications:



### Key Features:

This is the standard adhesive used for situations in which labels need to be removed, and has good long-term removability.

## Freezer Adhesive



Initial Stickiness:  
**Medium**

Final Adhesion:  
**High**

Standard Materials:



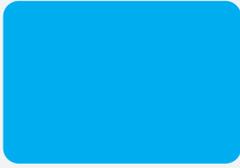
Typical Applications:



### Key Features:

Remains adhered even with exposure to freezing temperatures. Lower initial stickiness enables repositioning of the label.

## Permanent Adhesive



Initial Stickiness:  
**High**

Final Adhesion:  
**High**

Standard Materials:



Typical Applications:



### Key Features:

This adhesive helps to ensure that labels remain adhered in a range of environments. BS5609-standard adhesive is also available.

## Extra Permanent Adhesive



Initial Stickiness:  
**High**

Final Adhesion:  
**Very High**

Standard Materials:



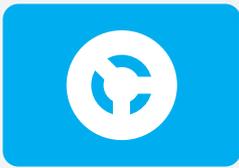
Typical Applications:



### Key Features:

By using this adhesive, labels are able to withstand a variety of harsher conditions than standard permanent adhesive.

## Tyre Adhesive



Initial Stickiness:  
**Very High**

Final Adhesion:  
**Very High**

Standard Materials:



Typical Applications:



### Key Features:

This incredibly strong adhesive is used in situations when total adhesion is critical.

## Sustainable Adhesives



Initial Stickiness:  
**High**

Final Adhesion:  
**High**

Available Materials:

A range of materials including paper and film are available with sustainable adhesive.

Typical Applications:



### Key Features:

Biodegradable adhesives are now available with several paper materials, providing a more eco friendly labelling solution.

\*Current Availability

Our label experts will ask a variety of questions about your label needs and intended application so as to recommend the best suitable adhesive. There are various factors that can impact the performance of a label adhesive, such as:



**Sunlight** and exposure to Ultraviolet Light can cause adhesives to break down.



**Temperature** extremes can cause labels with unsuitable adhesives to fall off items.



**Water** exposure and other similar conditions can cause adhesives to weaken or fail.



### For best results...

Ensure that labels are applied to clean and dust-free surfaces, in conditions which are free from water, damp, or similar. Once applied and left to adhere, your labels can then be used in accordance with their specification and intended application.

[crownlabels.co.uk/support](https://crownlabels.co.uk/support)