How Bostik's Pilot Coater Improves Label Converter Processes

Want to reduce downtime and develop new labels faster? Find out how Bostik's pilot coater made it possible for a leading label converter, and how it can improve your processes, too.

THE PROBLEM

A leading label converter wanted to increase its product offering to include removable labels for specialized, logistic applications. These labels would need to be removed after several days and leave no residue on a plastic surface.

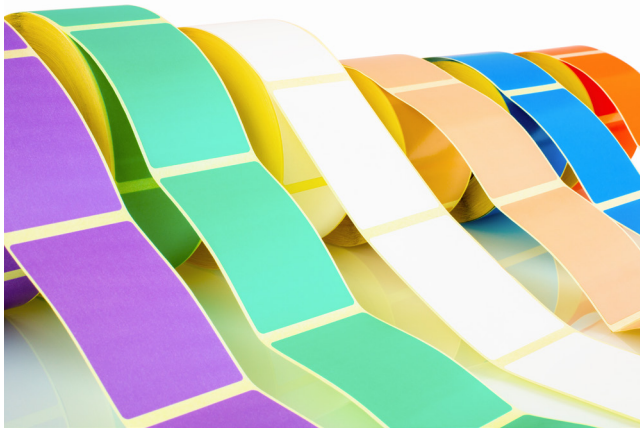
However, in order to do so, the converter needed to develop and test a new label construction comprised of a different face stock system and adhesive. This development would cut into production, costing the converter downtime it couldn't afford.

BOSTIK'S SOLUTION

Fortunately, Bostik's technical team had built a pilot coater to assist our customers in these exact situations. We used the pilot coater to trial different label constructions, sending them to the converter for final approval to ensure performance criteria were met. During this time, we tested direct thermal and thermal transfer face stocks as well as different adhesive coat weight combinations. Working directly with the converter, we were able to easily understand and meet their label needs.

THE VALUE TO THE CONVERTER

Because we were able to handle the label construction process on behalf of the converter, the converter was able to keep its production lines running. Typically, the converter would have needed to halt



production lines for at least eight hours in order to trial a new label combination. By utilizing Bostik's expertise, the converter was able to achieve label success faster without impacting production.

Interested in utilizing Bostik's pilot coater and technical expertise to streamline your label production? **Contact a Bostik representative** today to get started.

BOSTIK HOTLINE

Smart help
1-800-726-7845

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