



CUSTOM PRODUCTS

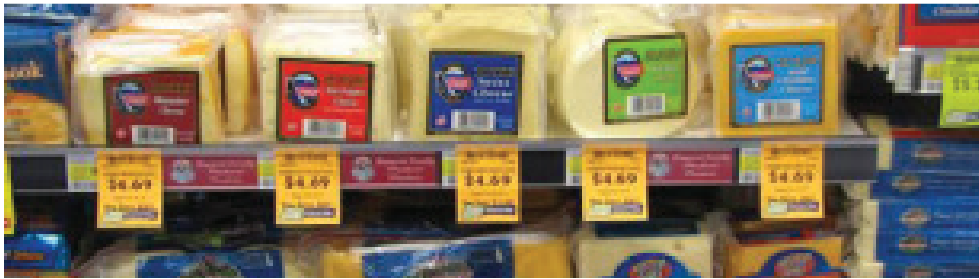
Guide to Shelf Marking

March 2017



SHELF MARKING

Converting Opportunities into Success



Most retailers depend heavily on shelf markers and talkers to gain consumer attention. Whether it is advertising specials or providing product information through the use of bar codes, shelf marking products not only need to have visual appeal but the ability to withstand the demands of retail environments. Selecting the right product construction for specific retail environments is critical to the overall performance of a shelf marking label. Specific details to be aware of include adhesive characteristics, facestock and liner options, label orientation, printing process, application, shelf condition/cleaning, shelf types and environmental conditions.

Adhesive Options

Shelf markers use a removable or permanent adhesive.

Wausau Coated offers custom adhesive and/or silicone patterns to include:

- Dry edge patterns
- Dry adhesive tags
- Patterns to create a solid bond section on the hanging portion of the shelf label
- Each silicone or adhesive pattern is unique to the end-use label size so patterns work well for large volume applications

Adhesives can be designed and modified for specific end-use applications depending upon:

- Type of shelving
- Application temperatures
- Environmental conditions such as room temperature, refrigerator or freezer applications, or if moisture is present

Shelving that is dirty, has excessive adhesive build-up, or frost and moisture can cause adhesion issues.

NEW

Shelf Marking Hybrid Acrylic Adhesive advances adhesive technology by delivering the difficult-to-achieve combination of clean die-cutting with high initial tack in the most challenging conditions: From room temperatures to refrigerator to frosty freezer conditions.

General Purpose Shelf Marking Removable Adhesive has good initial tack and adhesion to papers. Adhesion to rigid plastics, films, glass, and painted metals is good. Its firmness gives it very good press runnability and very good trimming characteristics.

Aggressive Removable Shelf Marking Adhesive has good initial tack, even in cold temperatures. Suitable for plastic, films, glass, painted metal and challenging applications. For optimum performance, we recommend a VersaPly™ or film facestock.

NEW

Dry Tag Shelf Marking Adhesive acts as a bond between facestock and liner carrier and allows for a clean removal of die cut labels from the liner without adhesion tack left on the label or the liner.

Facestock Options

Offered by Wausau Coated Products

- 3.4 mil White Vinyl and 3.5 mil Clear Vinyl
- Gloss VersaPly™ and Matte VersaPly™
- Voided VersaPly™
- Natural Kraft VersaPly™
- 8 pt. or 10 pt. Dry Tagstock
- 1.5 mil White Polyester and 1.5 mil Clear Polyester

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Liner Options/Suggestions

Offered by Wausau Coated Products

5 mil liner

- Heavy weight liner that offers dimensional stability and is a great option when part of the liner remains intact for shelf tags.
- Works great with VersaPly™ facestocks.
- Exceptional laser feeding.
- Cannot be used with vinyl or other film facestocks.

6 mil liner

- Heavy weight liner that offers dimensional stability and is a great option when part of the liner remains intact for shelf tags.
- Works well with vinyl or other film facestocks.
- Can be back side sealed to provide flatness with film facestocks in refrigerator or freezer
- Exceptional laser feeding.
- Can be used with VersaPly™ if a heavier weight liner is desired.

Label Orientation & Size

The size of the shelf marking label can vary from customer to customer. However, in regards to label orientation, some laser printers such as Lexmark, prefer grain short sheets (e.g. 11" x 8-1/2") while HP printers prefer grain long sheets (e.g. 8.5" x 11").

Other types of printers do not have a preference and in those instances the label orientation is often dictated by the label size as to the best fit for the particular sheet size.



Printing Tips

While general printing tips can be given, it is important to know the answers to several questions about the printing process including:

- Will product be printed in-store or at a central location?
- What type/brand of printer is being used?
- How is data managed (internally or outside source)?
- Are printers being maintained? For example, settings should be managed and adjusted to match the material being printed.

*** Wausau Coated printing tip** - when laser printing on shelf marking sheets using 5 mil or 6 mil liners use the heavy weight or cardstock laser printer settings. The total thickness of this stock can range from 8 mils to 12 mils. Using these settings allows for higher temperatures while laser printing and helps the toner fuse on heavy stocks.

Testing is required on all laser print applications for toner anchorage and feeding.

Application Tips

Pressure sensitive material requires adequate pressure applied. Proper application techniques have a great impact on the success of the shelf marking label's performance.

- Apply even, moderate pressure across the entire label surface with the thumb or finger.

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Shelf Cleaning & Condition

Adhesives perform best when shelving is free from debris, dirt, and adhesive residue.

- Wausau Coated recommends the commercial cleaner 409 to clean metal and plastic shelving. Other cleaners may leave a thin residue and impede the adhesive from adhering well to the surface.
- Store shelf marking sheets at 72° F / 50% RH (recommended) in shrink-wrapped packages. Storing in other environmental conditions may lead to performance issues.

Shelf Types

The type of shelving can significantly effect the performance of the shelf marking label. (Metal, plastic, channels, clips, etc.)

Best Shelving

- Smooth
- Flat (not concave)
- Clean and free from dirt, debris, adhesive build-up, frost and moisture

Challenging shelving

- Concave ("C" channels)
- Dirty shelving
- Grooved surfaces where only portions of the label surface make contact with the shelf



"C" channel shelf with channel clip

Environmental Conditions

Environmental conditions can include dry, misting, freezer, humidity, and lack of humidity.

- Facestocks can be impacted by conditions (e.g. vinyl shrinks in freezer).
- Store shelf marking sheets at 72° F / 50% RH (recommended) in shrink-wrapped packages. Storing in other environmental conditions may lead to performance issues.
- Adverse environmental conditions such as lack of humidity or high humidity can impact the adhesive performance.



Misting in fruit & vegetable shelving



Freezer/Cooler Cases

SHELF MARKING PRODUCTS

Creative Solutions For Your Business Needs



Looking for a shelf marking solution? Wausau Coated Products has an answer for your shelf marking needs. Our shelf marking options allow you to highlight your product specials in an attractive manner while achieving high performance standards. Select from VersaPly™, Vinyl, Polyester, or select Tag stocks and let your creativity run wild. Our extensive coating capabilities give us the ability to customize your products to meet specific applications and end-user needs. Whether you need material optimized to run on an HP Indigo Digital Press or a desktop laser printer, Wausau Coated has the perfect solution for you. For more information on our shelf marking product line or for custom product inquiries contact our Customer Service Department at 800-345-8039.

End Use Products:

Shelf talkers • Pop talkers • Side talkers • Price tags • U-Cut talkers • Shelf strips

Coating & Finishing:

• Microperfs • Standard perfs • Adhesive patterns • Laser printable top coat • HP Indigo top coat

Matte & Gloss VersaPly™

- COST EFFECTIVE substitute for Vinyl Shelf Marking applications
- Strong, durable reinforced paper facestock
- Manufactured with wet strength properties for enhanced performance in moist and cold environments
- Smooth surface and good opacity
- Suitable for high speed and desktop laser printing; also can be top coated for HP Indigo printing
- Manufactured with a high performance Shelf Marking removable adhesive

White & Clear Vinyl

- High durability and tear-resistance
- Moisture and chemical resistant
- High conformability and flexibility
- Great stock for durable label applications
- Suitable for high speed and desktop laser printing, also can be top coated for HP Indigo printing
- Manufactured with a high performance Shelf Marking removable adhesive

Matte & Gloss Voided VersaPly™

- Same features and benefits as VersaPly™, but made with a pattern adhesive and a clear adhesive window to give a more environmentally and cost effective choice over Clear Vinyl

Specialty Shelf Marking

- Natural Kraft - Suitable for high speed and desktop laser printing; also can be top coated for HP Indigo printing
- Polyester - Suitable for high speed and desktop laser printing; also can be top coated for HP Indigo printing
- 8 pt and 10 pt Tag options - Suitable for high speed and desktop laser printing; also can be top coated for HP Indigo printing
- Dry Tag - For applications where a dry (no adhesion) label is desirable. Suitable for high speed equipment and can be top coated for HP Indigo printing.
- Other specialty facestocks available - Great stocks for creative shelf marking promotions

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Glossary of Shelf Marking Terms

C-Channel:

A type of shelf used by many retailers. Features a concave shelf edge where a label or tag may be installed.

Data Strips:

Data strips, also known as ticket moldings, are perfect compliments to shelf talkers. They are plastic inserts that affix to the shelf edge. Available in different styles and colors, they can be a good compliment to adhesive performance.

Die:

A precision machined tool that is used to introduce cut patterns to a label or tag. Dies are either magnetic (less expensive) or engraved (costly). The type of die needed is driven by the pressure sensitive material being die cut.

Grain Direction:

The orientation of the finished sheet with respect to the web direction used in die cutting. E.g. 11 x 8-1/2 sheet is grain short; 8-1/2 x 11 sheet is grain long. Grain direction is important because some families of printers prefer sheets in a certain grain direction to help feedability of the sheets.

Perforation (Perf):

A series of holes that are introduced to a label or tag that allow the end user to easily and accurately remove the printed shelf talker or shelf marker from a master sheet for final application. Perfs are either microperfs (very small cuts/ties) or standard perfs (larger cuts/ties).

Pop-Talker:

A type of shelf marking label. Requires a top and a bottom die to manufacture. Designed for quick and easy installation by the installer.

Residue:

Adhesive that remains on the shelf when a shelf marking label or shelf talker is removed.

Shelf-Marking:

Printed media utilized at retail establishments to identify, promote and attract inventory.

Shelf-Marking Label:

The primary label or tag used by retailers to identify critical product information. More often than not, the information contained therein includes a bar code and a detailed product description. It may also contain additional information such as the cost per unit for consumer comparison. Normally, all of the liner is removed when the label is applied.

Shelf-Talker

A label or tag used by retailers to promote specific items or categories. Typically hangs below the shelf and acts as a supplement to the primary shelf-marking label. Usually only a small part of the label has the adhesive exposed with the liner remaining intact on the rest of the label.

Top Cutting Die:

A die that cuts from the top of the sheet and can either be a perfed die (cutting all the way through the construction) or a label die (cutting only to the liner) depending upon the type of label.

U-Cut

A die cut perf cut in a "U" shape that is perfed through the entire construction and is used as option for snapping the label in the channel. The "U" cut is used in addition to the adhesive to enhance the labels shelf performance. Often used on shelves that have a "C" channel.

Undercutting Die:

A die that cuts from the bottom of the sheet, through the liner only and is needed for shelf talkers to allow removability of the liner to expose the adhesive.