




SHELF MARKING ROLL PRODUCTS STOCK LIST



Looking for a shelf marking solution? Wausau Coated Products has an answer for your needs. Our shelf marking options allow you to highlight your product specials in an attractive manner while achieving high performance standards.

STOCKED SHELF MARKING ROLL PRODUCTS

| ECO: | Catalog # | Facestock | Adhesive | Liner | Master Width | Microns |
|--|-----------|---------------------------------------|----------|-------------------------------------|--------------|---------|
|  | W035231 | 3 mil Gloss VersaPly™, FSC® Certified | R-214 | 80# | 36" | 230 |
|  | W023826 | 3 mil Gloss VersaPly™, FSC® Certified | H-311 | 80# | 36" | 232 |
|  | W029112 | 3 mil MTX VersaPly™, FSC® Certified | H-311 | 3 mil MTX VersaPly™, FSC® Certified | 54" | 172 |
| | W036119 | 3.4 Mil White Flex Vinyl | R-214 | 6 Mil Layflat BKS | 36" | 265 |

Minimum order quantity: 1 master x 3,500 LF.

A  signifies an environmentally friendly facestock.

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CUSTOM SHELF MARKING ROLL PRODUCTS

Looking for something different? Building a custom product is a great way to gain an advantage over your competition. Custom Shelf Marking is available with the below face stocks:

- Clear Vinyl
- Polypropylene
- Indigo Top Coat
- Black VersaPly™
- Dry Release Tag
- Inkjet Top Coat
- Voided VersaPly™

Wausau Coated understands the extreme and unique demands of shelf marking applications; ease or removability yet must stay adhered to the shelf, lay-flat properties in all store conditions, adhering to frost in freezers and more. Our quality and technical expertise ensure we can provide the best solution for your environment whether it be one of our stocked products or a custom solution for your specific needs. Contact a Customer Solutions Specialist for more information 800-345-8039.

SHELF MARKING ROLL PRODUCTS

ADHESIVE & LINER SPECIFICATIONS



The face stock is the customer front-facing portion of your shelf tag. Wausau Coated provides a range of face stock options tailored to meet the specific needs of your store.

VersaPly™ Our unique construction offers an economical substitute for vinyl, featuring wet-strength properties, a smooth surface, high opacity, exceptional print quality, strong toner/ink adhesion, compatibility with high-speed and desktop laser printing, and the option to add a top coat for indigo printing. VersaPly™ can be customized with any of our shelf tag adhesive options.

FACESTOCKS

Gloss VersaPly™, FSC® Certified

A strong, durable construction with medium gloss, good opacity, and brightness. It also features wet strength properties for enhanced performance in moist or wet environments. Suitable for laser, water-based, UV flexo, and UV letterpress printing. Can be top coated for Indigo Printing.

MTX VersaPly™, FSC® Certified

A strong, durable construction with matte finish, good opacity, and brightness. It also features wet strength properties for enhanced performance in moist or wet environments. Suitable for laser, water-based, UV flexo, and UV letterpress printing. Can be top coated for Indigo Printing.

Black VersaPly™

A strong, durable construction with black vellum uncoated finish designed for distinctive tag uses. Suitable for laser, water-based, UV flexo, and UV letterpress printing. Can be top coated for Indigo Printing.

Natural VersaPly™

This eco-friendly paper, made from 100% recycled natural kraft, has a brown color and texture similar to a grocery bag. The material gives a rustic, earthy appearance, making it ideal for labels that want to convey a natural or vintage look. Suitable for laser, water-based, UV flexo, and UV letterpress printing. Can be top coated for Indigo Printing.

Vinyl

Our vinyl products offer high durability and tear-resistance, as well as moisture and chemical resistance. With its high conformability and flexibility, this makes vinyl a great stock for shelf marking applications that comes as white or clear. Suitable for laser printing and Indigo printing.

Polyester

A sturdy white or clear synthetic film made from durable plastic material.

VersaPly™ vs. Vinyl Comparison

| | VersaPly™ | Vinyl |
|---|-------------------------------------|-------------------------------------|
| • Lower carbon footprint and PVC free | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| • Reduced shipping costs | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| • Manufactured with 75% renewable resources | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| • Ease of printability without topcoating | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| • Strong and durable | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • Performs in moist and cold environments | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • Premium shelf marking adhesive solution available | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| • Forest Stewardship Council® Certified | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

VersaPly™ is a trademark of Wausau Coated Products

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SHELF MARKING ROLL PRODUCTS

ADHESIVE & LINER SPECIFICATIONS



Selecting the right product construction for specific retail environments is critical to the overall performance of a shelf marking label. Below you will find our adhesive and liner options and details on how they differ.

ADHESIVES

H-311

The Hybrid acrylic adhesive family from Wausau Coated advances adhesive technology by delivering the difficult-to-achieve combination of clean die-cutting with high initial tack in the most challenging conditions: Room temperature to refrigerator to frosty freezer conditions. This adhesive delivers good long term adhesion and removes cleanly when pulled from shelf.

R-214

R-214 is very good and economical shelf marking adhesive. Its unique formulation allows for superior performance and anchorage even in freezer conditions. Adhesion to rigid plastics, films, glass, and painted metals ensures that tags do not fall off prematurely. R-214 also exhibits clean, long-term removability from many shelving types. The adhesive firmness delivers very good press runnability and clean trimming characteristics.

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

- *Dry edge patterns*
- *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*

LINERS

80#

A heavy weight liner that offers dimensional stability. Works great with VersaPly™ facestocks. Great option when part of the liner remains in-tact for shelf tags. Exceptional laser feeding. Cannot be used with vinyl or other film facestocks.

6 mil Layflat BKS

A heavy weight liner that offers dimensional stability. Works well with vinyl or other film facestocks. Great option when part of the liner remains in-tact for shelf tags. 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.

3 mil MTX VersaPly™, FSC® Certified

A strong, durable reinforced matte stock with a smooth surface. 3 mil MTX VersaPly™ has wet strength properties for enhanced performance in moist or wet environments. This product is FSC® certified.

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