



# Labelling specification and quality comparison

Warehouse Partners provides a wide range of labelling solutions to suit applications that include pallet racking, shelf and floor location labels.

To meet the challenges each application poses, such as scanning, coldstore and high-traffic areas, we offer a range of label materials and finishes that ensure you get the label that delivers lasting and cost-effective performance. The correct specification of label can help reduce risk and optimise production, whilst improving productivity and quality. To help you better understand the particular performance characteristics of each label material that is available on the market, please see the table below.



## Labelling specification and quality comparison table

### LABEL MATERIAL TYPES



LABEL CHARACTERISTIC	DESCRIPTION		POLYESTER	POLYPROPYLENE	VINYL	PAPER
Freezer application (-30°C)	Suitable to install at colder temperatures (down to -30°C)	Yes	No	No	No	No
Show-through prevention for relabelling	100% scanning when blocking old barcodes	Yes	No	No	No	No
Easy-peel backing removal	Quicker and easier to install	Yes	No	No	No	No
Material thickness	More durable	Yes	50 micron	50 micron	50 micron	90 micron
High strength adhesive in N/m	Guaranteed adhesions	Yes	No	No	No	No
Print quality / Laser printable	High resolution – guaranteed scan verification	1800 x 600 dpi / Yes	1800 x 600 dpi / Yes	300 dpi / No	300 dpi / No	1800 x 600 dpi / Yes
Laminated labels	Increase durability and scanning reliability	Yes / Lifetime scanning guarantee	Yes	Yes	Yes	Yes
Shrinkage over time / barcode distortion	Retains structural integrity over time for accurate scanning	Yes	Yes	Yes	No	No
Material strength	Tear resistance during the installation process	High	High	Medium	Low	Low
Material life span	Likelihood of material outlasting its functional life	High	High	High	Low	Low

Please note: **Silverback PO+** is a combination of polyethelene and Polypropylene to give a combination of benefits that are not available in single poly based printing products.

**Call us: +44 (0) 1925 715761**

**Warehouse Partners** – a trading division of Westbrook Industrial Limited

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**New to our range of solutions for the warehouse logistics industry is the unique SilverBack™ labelling system.**



Problems with rack labelling in your warehouse? Forget them! Problems with the old label showing through when a new label has been applied? Forget them! Problems with labels lifting or peeling? Forget them! SilverBack™ is the answer to all the difficulties that can arise with rack labelling and re-labelling, as well as when labels won't stick at low temperatures. Printed onto a blended polyolefin material – a unique mix of Polyethylene (PE) and Polypropylene (PP) – SilverBack™ labels are specially coated to ensure maximum quality laser print verification.

- Proprietary silver coated reverse is 100% opaque, which allows re-labelling over existing labels – a major time and cost saver
- No show through – consistent scan guaranteed
- Easy backing removal – allows for quicker installation
- More durable to minor impacts
- Thicker 100mic material allows for easier installation
- Can be applied at temperatures down to -30°C and remains effective down to -50°C
- Lifetime scanning guarantee on all laminated labels



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