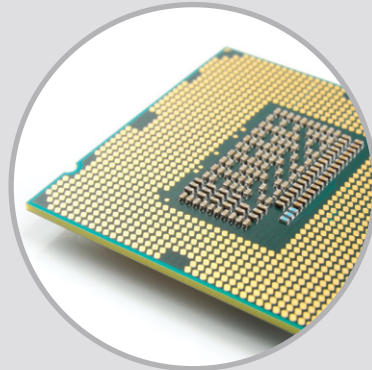




Labels for Life.



Application Ready[®] Durable Material Portfolios

Your guide to the lowest total cost of ownership durable label solutions

What are Application Ready® Material Portfolios?

Why does IDENTCO offer a range of products that are suitable for my application?

Because not all labels require the same level of durability and performance.

A warning label design to warn consumers not to place their hands near a moving lawn mower blade or snow blower impeller must be there performing its function rain or shine, winter or summer, for the life of that equipment. A label highlighting the features and benefits of that same lawn mower or snow blower that helps differentiate your product from the other products sitting next to it at the big box store clearly does not have the same performance and durability requirements.

An information label containing serialization and manufacturing date applied to a surface mount PCB board that is exposed to the SMT manufacturing process, high heat and aggressive cleaning chemicals, must be there providing its vital traceability function throughout the manufacturing process and the life of the board. A rating label applied to the back of a network access device after final assembly that sits in a climate controlled data center with no exposure to sunlight, chemicals, excessive heat, or abrasion does not require the same level of durability.

The objective of these high performance, general purpose, economy and special purpose portfolios is to offer a range of solutions to allow IDENTCO to provide the label material to achieve the balance between cost and performance for each label-specific label application.

High Performance Portfolio

IDENTCO's High Performance Label Material Portfolio is design to offer the most durable labels in the industry. Whether your label application is on difficult to adhere to low surface energy materials, is exposed to extremely high or low temperatures or is subjected to high abrasion or aggressive chemicals, this material portfolio may be the right choice.

This portfolio is designed for the most critical label applications where ensuring that vital information printed on the label is available and legible for the life of your products.

General Purpose Portfolio

IDENTCO's General Purpose Label Material Portfolio is the perfect balance of delivering high label performance while being sensitive to label cost. The materials in this portfolio deliver highly durable labels, but may not be recommended for some label application surfaces and may not be as resistant to extreme temperatures or the most aggressive chemicals.

We understand that not all label applications require the most durable materials that carry the highest cost.

Economy Portfolio

IDENTCO's Economy Label Material Portfolio has been developed to offer the lowest cost label solutions while maintaining the necessary level of performance and durability. This portfolio includes lower cost adhesive and face stocks to offer a solid solution while delivering significant cost reduction.

Our product development lab is key in determining if there are opportunities to reduce label material cost without sacrificing the label performance for your specific application.

Special Application Portfolio

IDENTCO's Special Function Material Portfolio has been developed to offer solutions where unique performance requirements are needed that do not fall into the High Performance, General Purpose, or Economy Portfolios. Materials in this portfolio have been developed to address specific applications and functions.

Finding the Right Label Material for Your Application

Our Product Development Team and Application Engineers will evaluate your specific application and determine which portfolio of products will deliver the best "fit for purpose" label material construction to deliver the lowest cost of ownership for your specific label applications.

DETERMINING THE RIGHT MATERIAL TYPE FOR YOUR SPECIFIC LABEL APPLICATION OR FUNCTION

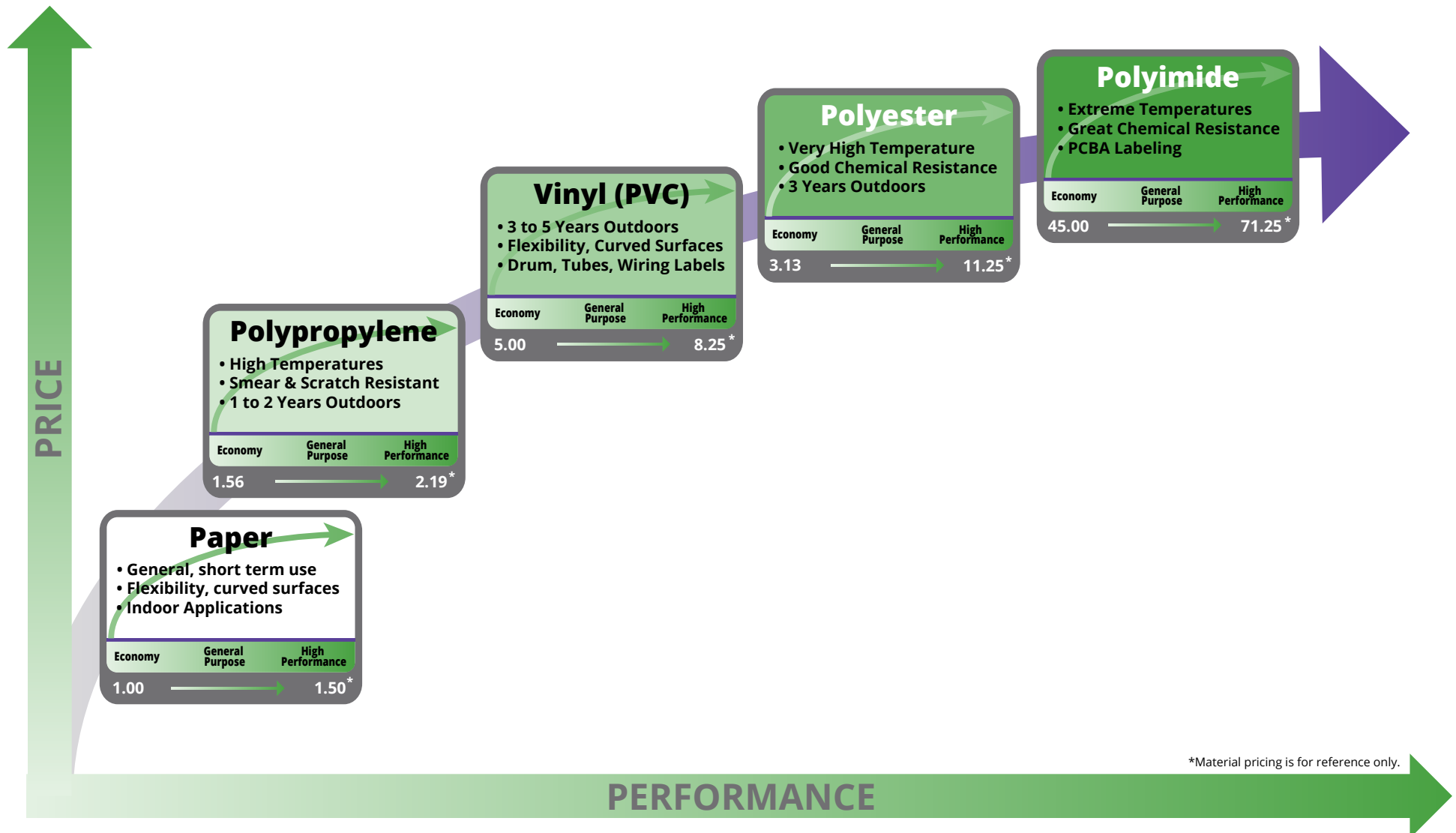
Durable Material Type		Rating & Nameplates	Masking & Protection	Warning & Caution	Instructional	Security & Authentication	Branding	Features & Marketing	Compliance & Regulatory	Wire & Cable Identification	Identification	Track & Trace	Packaging & Logistics	
PRICE & PERFORMANCE	POLYIMIDE			●					●		●	●		
	POLYESTER	White	●		●	●	●	●	●	●		●	●	
		Clear		●		●	●	●	●					
		Bright Silver	●			●	●	●	●					
		Matte Platinum	●		●	●	●			●		●	●	
		Gloss Platinum	●		●	●	●			●		●	●	
	VINYL				●	●	●	●	●	●				
	POLYPROPYLENE				●			●	●	●			●	
	PAPER				●				●	●				●

Durable Material Type		Rating & Nameplates	Masking & Protection	Warning & Caution	Instructional	Security & Authentication	Branding	Features & Marketing	Compliance & Regulatory	Wire & Cable Identification	Identification	Track & Trace	Packaging & Logistics	
PRICE & PERFORMANCE	POLYIMIDE			●					●		●	●		
	POLYESTER	White	●		●	●	●	●	●	●		●	●	
		Clear		●		●	●	●	●					
		Bright Silver	●			●	●	●	●					
		Matte Platinum	●		●	●	●			●		●	●	
		Gloss Platinum	●		●	●	●			●		●	●	
	VINYL				●	●	●	●	●	●				
	POLYPROPYLENE				●			●	●	●			●	
	PAPER				●				●	●			●	

STEP 2

UNDERSTANDING THE PRICE/PERFORMANCE CURVE

Once it has been determined which durable label material types are appropriate for your label application, it is useful to understand how the material type options compare on price and performance.



STEP 3

SELECTING THE EXACT IDENTCO PRODUCT FROM OUR APPLICATION READY® DURABLE MATERIAL PORTFOLIOS

After determining the appropriate material types and the correct balance of price and performance, step 3 is selecting the exact material from our economy, general purpose or high performance durable material portfolios to deliver the right product identification solution for your application.

MATERIAL TYPE	DURABLE MATERIAL PORTFOLIO	IDENTCO MATERIAL NUMBER	DURABLE PRINT TECHNOLOGIES			ABRASION & CHEMICAL RESISTANCE	ADHESIVE		SERVICE TEMP.	RELEASE LINER	AGENCY RECOGNITION¹	PRICE²
			FLEXO	THERMAL TRANSFER	DIGITAL		TYPE	COAT WEIGHT				
POLYIMIDE												
2 mil Gloss White Polyimide • High Temperature Permanent Adhesive	High Performance	TT433		●		Excellent	Solvent Acrylic	2 Mil	-70°C - 300°C	55# Glassine	UL	71.25
	General Purpose	TT403		●		Good	Solvent Acrylic	2 Mil	-70°C - 300°C	55# Glassine	UL	53.75
	Economy	TT416		●		Good	Solvent Acrylic	1.5 Mil	-70°C - 300°C	55# Glassine	UL	45.00
2 mil Matte White Polyimide • High Temperature Permanent Adhesive	High Performance	TT483		●		Excellent	Solvent Acrylic	2 Mil	-70°C - 300°C	55# Glassine	UL	65.00
	Economy	TT417		●		Good	Solvent Acrylic	1.5 Mil	-70°C - 300°C	55# Glassine	UL	41.25
POLYESTER												
2 mil Gloss White Polyester • Permanent Adhesive	High Performance	TT723	●	●	●	Good	Low Surface Energy Solvent Acrylic	2 Mil	-40°C - 150°C	50# Densified Kraft	UL	8.13
	General Purpose	TT700P	●	●	●	Good	Solvent Acrylic	1 Mil	-40°C - 150°C	50# Super Calendared Kraft	UL & cUL	3.75
	Economy	TT704(P)	●	●	●	Good	Emulsion Acrylic	1 Mil	-40°C - 150°C	50# Super Calendared Kraft	UL & CSA	3.13

¹Indicates material is included in one or more agency recognitions. See Step 2 for detailed Agency Recognition for exact material constructions. ²Material pricing is relative and for comparison purposes only. Does not indicate total label cost.

Material Type	Durable Material Portfolio	Identco Material Number	Durable Print Technologies			Abrasion & Chemical Resistance	Adhesive		Service Temp.	Release Liner	Agency Recognition¹	Price²
			Flexo	Thermal Transfer	Digital		Type	Coat Weight				
Polyester (Continued)												
2 mil Matte White Polyester • Permanent Adhesive	High Performance	TT701	●	●		Good	Solvent Acrylic	1 Mil	-40°C - 150°C	55# Densified Kraft	UL	8.13
	General Purpose	TT748		●		Good	Solvent Acrylic	1 Mil	-40°C - 150°C	50# Super Calendared Kraft	UL	5.63
2 mil Gloss Clear Polyester • Permanent Adhesive	High Performance	TT763	●	●		Good	Low Surface Energy Solvent Acrylic	2 Mil	-40°C - 150°C	50# Densified Kraft	UL	10.63
	General Purpose	TT732(P)	●	●		Good	Solvent Acrylic	1 Mil	-40°C - 150°C	50# Super Calendared Kraft		5.00
2 mil Chrome Silver Polyester • Permanent Adhesive	High Performance	L214(P)	●	●		Good	Low Surface Energy Solvent Acrylic	1.5 Mil	-40°C - 150°C	50# Super Calendared Kraft		8.75
	General Purpose	L213(P)	●	●		Good	Solvent Acrylic	1 Mil	-40°C - 150°C	50# Super Calendared Kraft		4.38
2 mil Matte Platinum Polyester • Permanent Adhesive	High Performance	TT762	●	●		Good	Solvent Acrylic	2 Mil	-40°C - 150°C	50# Super Calendared Kraft	UL & CSA	11.25
	General Purpose	TT740	●	●		Good	Solvent Acrylic	1 Mil	-40°C - 150°C	50# Densified Kraft	UL & CSA	8.13
	Economy	TT703	●	●		Good	Emulsion Acrylic	1 Mil	-40°C - 150°C	50# Super Calendared Kraft	UL	5.00

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Material Type	Durable Material Portfolio	Identco Material Number	Durable Print Technologies			Abrasion & Chemical Resistance	Adhesive		Service Temp.	Release Liner	Agency Recognition¹	Price²
			Flexo	Thermal Transfer	Digital		Type	Coat Weight				
Polyester (Continued)												
2 mil Gloss Platinum Polyester • Permanent Adhesive	High Performance	TT724	●	●		Good	Low Surface Energy Solvent Acrylic	2 Mil	-40°C - 150°C	55# Densified Kraft	UL	11.25
	General Purpose	TT730	●	●		Good	Solvent Acrylic	1 Mil	-40°C - 150°C	50# Super Calendared Kraft	UL	5.00
	Economy	TT734(P)	●	●		Fair	Emulsion Acrylic	1 Mil	-40°C - 150°C	50# Super Calendared Kraft	UL & CSA	4.38
1 mil Gloss Clear Polyester Lamination • Permanent Adhesive	High Performance	OL5YOD				Excellent (5 Year Outdoor)	Solvent Acrylic	1 Mil	-40°C - 150°C			7.50
	General Purpose	TT791	●	●		Good	Solvent Acrylic	1 Mil	-40°C - 150°C		UL	3.13
	Economy	OL1000	●	●		Fair	Emulsion Acrylic	1 Mil	-40°C - 150°C			1.88
1 mil Matte Clear Polyester Laminate • Permanent Adhesive	General Purpose	L194	●	●		Good	Solvent Acrylic	1 Mil	-40°C - 150°C		UL	4.38
	Economy	OL1001(P)				Good	Emulsion Acrylic	1 Mil	-40°C - 150°C		UL, cUL & CSA	3.13
Vinyl (PVC)												
3.5 mil Calendared White Vinyl • Permanent Adhesive	General Purpose	CP3010	●	●	●	Fair	Solvent Acrylic	2 Mil	-40°C - 80°C	50# Super Calendared Kraft	UL	7.50
	Economy	CP3100	●	●	●	Fair	Solvent Acrylic	1 Mil	-40°C - 80°C	50# Super Calendared Kraft	UL	5.00

¹Indicates material is included in one or more agency recognitions. See Step 2 for detailed Agency Recognition for exact material constructions. ²Material pricing is relative and for comparison purposes only. Does not indicate total label cost.

Material Type	Durable Material Portfolio	ID#CO Material Number	Durable Print Technologies			Abrasion & Chemical Resistance	Adhesive		Service Temp.	Release Liner	Agency Recognition¹	Price²
			Flexo	Thermal Transfer	Digital		Type	Coat Weight				
Polypropylene (BOPP)												
2.3 mil Gloss White Polypropylene • Permanent Adhesive	High Performance	TT601(P)	●	●		Good	Solvent Acrylic	1 Mil	-40°C - 80°C	50# Super Calendered Kraft	UL	2.50
	General Purpose	TT600(P)	●	●		Fair	Emulsion Acrylic	1 Mil	-40°C - 80°C	50# Super Calendered Kraft	UL	1.88
	Economy	TT612	●	●		Fair	Emulsion Acrylic	.7 Mil	-40°C - 80°C	50# Super Calendered Kraft	UL	1.57
2.3 mil Gloss White Polypropylene • Removable Adhesive	General Purpose	TT622	●	●	●	Fair	Emulsion Acrylic	1 Mil	-40°C - 80°C	40# Super Calendered Kraft		2.50
3 mil Matte White Polypropylene • Permanent Adhesive	General Purpose	TT773	●	●	●	Good	Emulsion Acrylic	1 Mil	-40°C - 80°C	50# Super Calendered Kraft	UL	2.81
1 mil Matte Polypropylene Lamination • Permanent Adhesive	General Purpose	OL1110(P)				Fair	Emulsion Acrylic	.5 Mil	-40°C - 80°C			1.25

¹Indicates material is included in one or more agency recognitions. See Step 2 for detailed Agency Recognition for exact material constructions. ²Material pricing is relative and for comparison purposes only. Does not indicate total label cost.

Material Type	Durable Material Portfolio	Identco Material Number	Durable Print Technologies			Abrasion & Chemical Resistance	Adhesive		Service Temp.	Release Liner	Agency Recognition¹	Price²
			Flexo	Thermal Transfer	Digital		Type	Coat Weight				
Paper												
High Gloss White Paper • Permanent Adhesive	General Purpose	CP1001	●	●	●	Fair	Emulsion Acrylic	1 Mil	-53°C - 93°C	50# Calendared Kraft	UL	1.57
Semi-Gloss White Paper • Permanent Adhesive	General Purpose	TT516	●	●	●	Fair	Emulsion Acrylic	.5 Mil	-40°C - 150°C	40# Calendared Kraft		0.94
Matte White Paper • Permanent Adhesive	General Purpose	CP1002	●	●		Fair	Emulsion Acrylic	1 Mil	-40°C - 150°C	40# Calendared Kraft	UL50E	0.94
Thermal Transfer Ribbons												
Resin Black	High Performance	TTRR-CR TTRR-B TTRR-D		●		Excellent					UL	0.88
Wax/Resin Black	General Purpose	TTRR-A		●		Good						0.67
Wax Black	Economy	TTR		●		Fair						0.30

¹Indicates material is included in one or more agency recognitions. See Step 2 for detailed Agency Recognition for exact material constructions. ²Material pricing is relative and for comparison purposes only. Does not indicate total label cost.

STEP 4

REVIEWING THE AGENCY APPROVAL STATUS OF THE APPLICATION READY® DURABLE MATERIAL PORTFOLIOS

Labels requiring agency recognition can be confusing. The material selected for these Application Ready® Portfolios have all ready been tested and recognized by UL, cUL and CSA.

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STEP 5

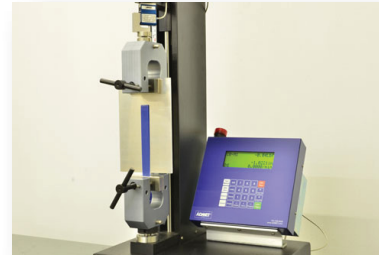
VALIDATION OF THE RECOMMENDED MATERIAL CONSTRUCTION TO ENSURE IT MEETS YOUR PERFORMANCE REQUIREMENTS

The final step in determining the right Application Ready® material construction is validation. Our Product Development Lab is expert at IDENTCO'S recommended material construction against your current product or specifications to ensure we are delivering equal or better performance while obtaining a lower cost of ownership for your product identification solution.



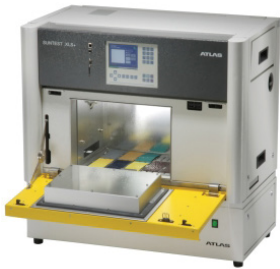
Chemical Resistance

Test Objective: To determine the affect of specified chemicals on the permanency and legibility of pressure sensitive materials and inks. Method and duration of chemical exposure is based on customers' specifications or through modeling of potential exposures during of a labeled product life cycle.



Peel Adhesion

Test Objective: To determine the force necessary to separate a pressure sensitive film from an application surface in order to determine the performance of the adhesive in ensuring label permanency or removability. The angle and speed of peel is determined from customer specifications or ASTM D3000 Standards.



UV Resistance

Test Objective: To determine the affect of exposure of UV light contained in sunlight on pressure sensitive materials and printing inks. Acceleration of exposure is achieved through the use of an air cooled xenon arc chamber. The length of exposure and pass/fail criteria are determine by customer specifications or industry accepted standards.



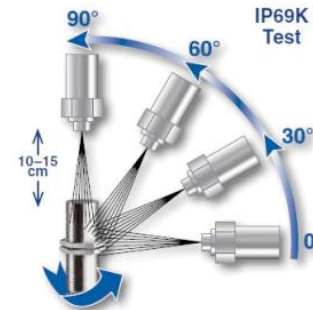
Abrasion Resistance

Test Objective: To determine the affect of abrasion and rubbing on pressure sensitive materials and printing inks. Through the use of the Tabor Abraser, our lab can perform controlled, quantifiable abrasion testing with a range of severities and durations to meet customer specifications or industry standards such as cUL and CSA.



Temperature & Humidity

Test Objective: Through the use of our programmable test chamber we can test the affects of a single temperature and humidity condition in addition to programmed a temperature and humidity cycling. This chamber provides IDENTCO the ability to determine what effects temperature and humidity have on both the label itself and the adhesion to a specific surface.



IP69K Pressure Wash Test

Test Objective: To determine the effects of high pressure water on pressure sensitive materials and inks. The IP69K test conducted by our lab is a standardized test methodology for determining the resistance of an applied label to a water jet at a prescribed distance, pressure and at a range of angles.



Labels for Life.



www.identco.com

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