

CASE STUDY AQUASHIELD

Labels for Wet Applications

THE GOAL:

The capability to adhere a label on a wet bottle in wet conditions. The label must remain durable and the adhesive needs to stick and stay.

THE CHALLENGE:

Water drives a variety of quality issues including wrinkling, curling, and label deterioration. The issues are usually resolved with a change to film material, but at a significant higher cost. The challenge: a economical label solution that is able to be applied in wet conditions.

THE SOLUTION:

Fortis Solutions Group developed a proprietary label material for wet, harsh environments. Designed to bridge the gap between paper and film materials, it will adhere well to cold and wet surfaces and mitigate issues caused by water exposure following application.

Aquashield is a trademarked technology based on the synergistic combination of facestock, adhesive and overlamine. It offers an economical label that will provide both excellent adhesion to difficult label substrates, as well as durability through typical cold-storage supply chains.

Further testing indicates that Aquashield will perform well for freeze/thaw applications; maintaining adhesion and virtually no sign of water penetration.



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