

"CRAFTMARK" Polyester Bar Code Labels



Need a top-of-the-line label? "CRAFTMARK" Polyester Bar Code Labels can't be beat. Printed using our thickest polyester and a .0035" thick adhesive these labels can outperform any standard polyester labels - and with an unlimited color palette they will look better doing it.

Subsurface printing combined with our thickest polyester protects the logos, copy, and bar code against extreme solvents, caustics, acids, and moderate abrasion. This unique process eliminates the need for a laminate thereby eliminating the additional cost for the laminate as well as the possibility of delamination.

Four-color processing allows you to promote your company with a label that sports your company name or logo. Metalcraft's digital printing process ensures even the most detailed logo will look crisp and clean.

Key Product Features

- Subsurface printing protects against extreme solvents, caustics, acids, and moderate abrasion while eliminating need for a laminate
- Digital printing process ensures bar code readability as well as crisp, clean company logos
- 2+ color option includes custom colors and four-color process for an unlimited color palette
- Durable .003" thick polyester material easily conforms to uneven or radius surface
- .0035" thick, pressure-sensitive adhesive for low-surface energy materials

Not sure what product you need?
Call our trained Experts!

641-423-9460

Toll Free: 800-437-5283



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“CRAFTMARK” Polyester Bar Code Labels Specifications

Material: .003" thick white or silver polyester that can withstand moderate to harsh exposure, mild to moderate abrasion, and temperatures up to 250°F for short durations.

Serialization: Bar code and human-readable equivalent is produced using the latest high-resolution digital technology available, which provides excellent clarity and easy scanning. Code 39 is the standard symbology with a range of 2.7 to 9.4 CPI (characters per inch). Optional symbologies include Code 128, I 2 of 5, 2D DataMatrix and QR Code.

Although this product is primarily marketed as a bar code product, we can produce it with human-readable numbers only or unserialized. Call Metalcraft for information on either of these options.

Label Copy: The label copy may include block type, stylized type, logos or other designs. All copy, block type, stylized type, logos, designs, and bar code are subsurface printed. This unique process provides excellent resistance to solvents, caustics, acids, and moderate abrasion.

Colors: Standard colors include black, red, yellow, green or blue. 2+ color option includes custom colors and four-color process for an unlimited color palette. Due to contrast needed for the bar code scanner, all bar codes are black.



Standard Sizes:

No. 019: 2" x 1"	No. 033: 1 1/2" x 3/4"
No. 191: 2" x 5/8"	No. 277: 2" x 3/4"
No. 029: 1 3/4" x 5/8"	No. 123: 1 3/4" x 1/2"
No. 254: 1 1/4" x 1/2"	No. 694: 2 3/4" x 1 1/4"

Standard Adhesive: .0035" MC78 adhesive. This adhesive has excellent durability, particularly suited for a wide range of polyolefin and other low-surface energy materials (powderpaints, etc.).

Packaging: Produced and shipped in roll form. Strip form is optional. Cleaning solution is provided to assist in applying to a clean surface. Cartons are clearly marked to indicate serial numbers of labels.

Shipment: 6 work days upon receipt of order and proof approval.

To Order: Call **1-800-437-5283** and ask for customer service.

Test Results

These tests were conducted for a limited period of time in strict laboratory conditions. In order to achieve maximum satisfaction we highly recommend that any customer considering use of this product test the labels in the environment in which they will be used.

Chemical Resistance Test: Labels were applied to a clean glass substrate and submerged in the following chemicals for 6 hours. A 180 degree peel test was performed on each label to measure peel strength and a percentage peel strength change was calculated based on a sample left in standard room temperature dry conditions.

Chemical Resistance of Adhesive

	Water	Glass Cleaner	Bathroom Cleaner	Isopropyl Alcohol	Acetone	NaOH pH 12	HNO3 pH 12	HCl pH 12	Brake Fluid	Diesel Fuel
Peel Strength (Control)	9.1	9.1	9.1	9.1	9.1	9.1	9.1	9.1	9.1	9.1
Actual Peel Strength (lb/in)	8.8	9.6	9.2	8.5	6.3	8.3	8.2	8.3	8	6.7

Bar Code Grade Loss after Chemical Exposure: No bar code grade loss was experienced after the chemical tests on “CRAFTMARK” labels.

Heat Test: Labels were applied to a clean glass substrate and heated to the temperatures listed below for 1 hour. Peel tests were performed to compare change in adhesive strength and bar codes were graded before and after testing to measure image degradation severity.

Adhesive Strength Change after Heat Exposure

	104° F/40° C for 1 hour	212° F/100° C for 1 hour	302° F/150° C for 1 hour	392° F/200° C for 1 hour
Peel Strength (Control)	9.1	9.1	9.1	9.1
Actual Peel Strength (lb/in)	8.1	8.1	8.2	3.4

Bar Code Grade Loss after Heat Exposure

104° F/40° C for 1 hour	212° F/100° C for 1 hour	302° F/150° C for 1 hour	392° F/200° C for 1 hour
0	2	2	No read

Adhesive Peel Strength Test (control)

Substrate	Results
Glass	9.1
Aluminum	11.1
Painted Steel	7.5
HDPE	5.1

*Values in lb/in

Abrasion Test: Labels survived more than 6,000 revolutions on Taber Abrader using Calibrase H18 wheel with 1000g weight and remained readable with a bar code reader.