

“VALUMARK” Labels



An ideal solution for indoor asset tracking, Metalcraft’s “VALUMARK” Labels are an effective and affordable identification solution.

“VALUMARK” Labels are subsurface printed, which provides an extra layer of protection for logos, copy, and bar code against solvents, caustics, acids, and mild 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. The .002" thick adhesive provides excellent adhesion to hard-to-adhere-to plastic surfaces. The polypropylene material is naturally receptive to thermal transfer printing for possible on-site printing applications and easily conforms to uneven and curved surfaces.

Available with or without a bar code, Metalcraft’s “VALUMARK” Labels are produced using our digital printing process, which - when combined with unlimited color choices including four-color process, standard and PMS colors - shows off even the most detailed logos, type, and artwork.

Key Product Features

- Subsurface printing protects against mild to moderate solvents, caustics, acids and mild abrasion while eliminating need for a laminate
- Polypropylene material easily conforms to uneven or radius surfaces
- .002" thick adhesive provides excellent adhesion to plastic surfaces
- Digital printing process ensures bar code readability as well as crisp, clean company logos
- Custom spot colors and four-color processing available at no additional charge
- Polypropylene material is naturally receptive to thermal transfer printing and can be used for on-site printing applications

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

800-437-5283



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"Valumark" Labels Specifications

Material: .002" thick polypropylene (available in white, silver or clear). This material can withstand temperatures up to 200°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.

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. Custom spot colors and four-color processing also available at no additional charge. 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"

ON-SITE PRINTING

Option #1: Due to the natural receptivity to thermal transfer printing "VALUMARK" Labels provide users the opportunity to print their own variable information on-site. We recommend using IIMAK's SP-330 Super Premium Resin Thermal Transfer

Ribbon which is designed to withstand harsh environment labeling applications while providing outstanding print quality. The IIMAK's SP-330 provides the highest levels of resistance to abrasion, heat, steam, and various chemicals including gasoline, mineral spirits, engine oil, bleach IPA, antifreeze and sulfuric acid.

Option #2: Impact printers such as dot matrix printers and typewriters will require the optional printable matte laminate in order to print on site as will any markings with a writing utensil.

Standard Adhesive: .002" thick low surface energy, pressure-sensitive adhesive provides excellent adhesion to plastic surfaces, especially hard-to-adhere-to surfaces like polypropylene and polyethylene.

NOTE: The clear option uses MC71FL, a .002" thick low surface energy, pressure-sensitive adhesive. This adhesive provides excellent adhesion to plastic surfaces.

Optional Adhesive: .002" thick low surface energy, pressure-sensitive adhesive (MC71FL). Provides excellent adhesion to uneven surfaces and slightly oily surfaces.

Packaging: Shipped on convenient rolls with scrap matrix removed for ease of removal. 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.

Abrasion Test: Label survived more than 500 revolutions on Taber Abrader using Calibrase H18 wheel with 1000g weight.

Bar Code Readability Test: This rating measures bar code readability after being exposed to chemicals listed below for a 2 hour soak.

Test Conditions	Rating
Nitric Acid	100
Hydrochloric Acid	100
Caustic Soda	100
Brake Fluid	100
Acetone	100
Isopropyl Alcohol	100
Speedball Power Cleaner	100
Glass Cleaner	100
Water	100

Chemical emergence tests are rated on a scale of 100 to 0:
 100 = No Effect 25 = Label Falls Off
 75 = Oozing Adhesive 0 = Label Destroyed
 50 = Label Slides Off

Label Adhesion Test: This rating measures label adhesion after being exposed to chemicals listed below for a 2 hour soak.

Test Conditions	Rating
Nitric Acid	100
Hydrochloric Acid	100
Caustic Soda	100
Brake Fluid	100
Acetone	100
Isopropyl Alcohol	100
Speedball Power Cleaner	100
Glass Cleaner	100
Water	100

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