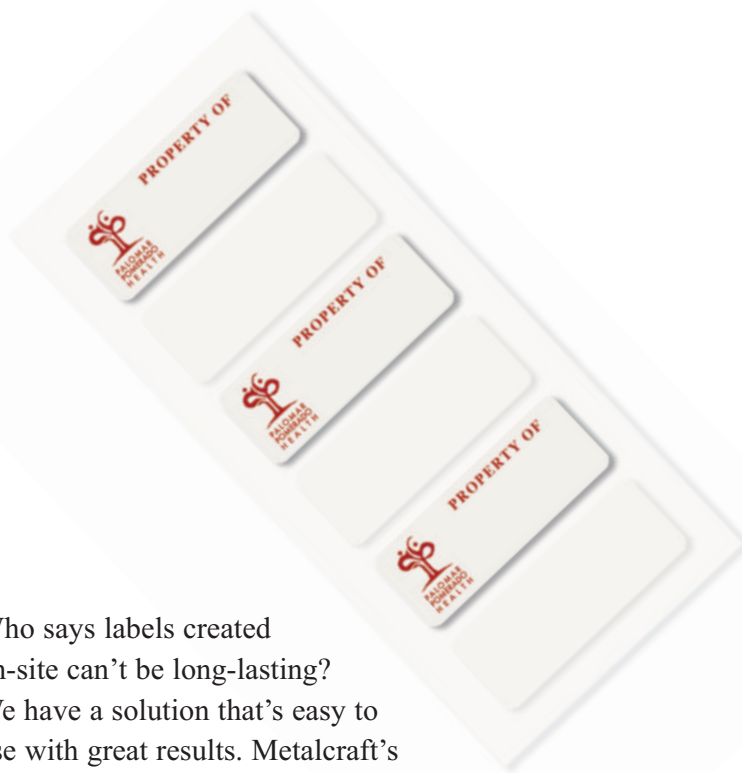


“E-Z PRINT” Label



Who says labels created on-site can't be long-lasting? We have a solution that's easy to use with great results. Metalcraft's "E-Z PRINT" Labels offer inline lamination as you print on a thermal transfer printer. Both the label and laminate alternate on the same roll for less hassle and more precision. Static information is digitally printed on the subsurface for clear, crisp logos and clean copy while the oversized laminate protects the bar code and human readable information you print on-site.

Both the label and laminate are made of polypropylene which is naturally receptive to thermal transfer printing and easily conforms to uneven and curved surfaces - making this product an ideal solution for on-site printing applications in a mild office setting.

Key Product Features

- Subsurface printing protects pre-printed copy against mild to moderate solvents, caustics, acids and mild abrasion
- Digital printing process ensures crisp, clean company logos
- Oversized laminate protects information printed on-site
- Polypropylene material naturally receptive to thermal transfer printing and easily conforms to uneven or radius surfaces

Not sure what product you need?

Call our trained Experts!

800-437-5283



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"E-Z PRINT" Label Specifications

Material: .002" thick clear polypropylene.

Label Copy: The label copy may include block type, stylized type, logos or other designs. All copy, block type, stylized type, logos, and designs are subsurface printed.

Colors: Standard colors include black, red, yellow, green and blue. Custom spot colors and four-color processing are also available for an additional charge.



Standard Size: 2 x 5/8" (label) 2-1/4 x 7/8" (laminated)

Adhesive: MC78 adhesive, a .002" thick low surface energy, pressure-sensitive adhesive. This adhesive provides excellent adhesion to plastic surfaces.

Packaging: Shipped on convenient rolls with scrap matrix removed for ease of removal. Cartons are clearly marked to indicate serial numbers of labels.

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

"E-Z PRINT" Standards:

1. Left edge of liner to edge of label: .1875" (3/16") +0/-.0625" (1/16"). The left edge is the guide edge for the thermal transfer printer.
2. Total web width is the label length/width +3/8" (.375"). As an example, for a 2" length label the total web width is 2 3/8".
3. Maximum OD: 7 1/2".
4. Label orientation or direction label comes off the roll: label comes off the roll bottom first, which is our standard orientation.
5. Core size:
 - a. Heavy-duty 3" cores will be used.
 - b. Core width - maximum width is the width of the label liner (tolerance is +0 - 1/8"). This will keep the roll from telescoping on the thermal transfer printer.
6. 1 3/4" step between labels.

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

Special Set-up Instructions for the EZ-Print Labels:

If you find the printer will not auto-calibrate to the white portion of the EZ-Print label, check your operator's manual for instructions for media calibration. Most printers will have a step-by-step approach for calibration of label stock. Make certain you have selected non-continuous when the label formats are set up in your label design software.

Also, since the label and associated laminate are considered one label by the printer, set up the label format for twice the label height + 0.125" (3.175mm) to account for the laminate and gap between the label and laminate. Using this setting will allow you to adjust the position of the image on the label to be printed.

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.

Heat Test: "EZ PRINT" Labels are able to withstand intermittent heat exposure to 300°F.

Printability Test: "E-Z PRINT" Labels print well with wax and wax/resin hybrid ribbons on our thermal transfer printer. The full resin ribbons did not print well on this material.

Label Adhesion Test: This rating measures label adhesion after being exposed to chemicals listed below for a 2 hour soak and a 72 hour soak.

Test Conditions	2-hour soak	72-hour soak
Water	No effect	No effect
Glass Cleaner	No effect	No effect
Bathroom Cleaner	No effect	No effect
Alcohol	No effect	Adhesive Softened
Acetone	Adhesive Softened	Adhesive Failed
Sodium Hydroxide	No effect	No effect
Nitric Acid	No effect	No effect
Hydrochloric Acid	No effect	No effect
Brake Fluid	No effect	No effect
Diesel Fuel	No effect	Adhesive Failed

"E-Z PRINT" LABEL PRICING

	PRICES PER 100								
	500	1,000	3,000	5,000	7,000	10,000	15,000	25,000	50,000
SIZE: 2 x 5/8" (label) 2 1/4 x 7/8" (laminated)									
One-Color Style	42.11	23.69	11.55	9.11	8.08	7.27	6.69	6.21	5.83
Two-color Style	45.78	25.64	12.35	9.70	8.56	7.68	7.03	6.50	6.10