



# Label Dispensing and Application Technology

*Michael Fairley*

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## **Label Dispensing and Application Technology** Michael Fairley

Without modern label dispensing and application technology there would not be a pressure sensitive label industry. They are what makes pressure sensitive labels so attractive to the food and beverage, healthcare and industrial sectors.

This books aims to answer the key questions around label dispensing and application technology. How is it possible to separate pressure-sensitive face material from the silicone backing? How can labels be placed around corners or into recesses? How are products moved into the correct position for labeling, held steady or rotated on the label application line?

Also included is a comprehensive troubleshooting guide for the applicator line. Often the fault will be related to the choice of substrate or to poor diecutting or rewinding. All of these factors are important for material suppliers, printers/converters and brand owners to understand.

### **Chapters include:**

- Understanding the basics of label application
- Manual and electric label dispensers and hand-held labelers
- Automating the labeling line – semi- and fully automatic machines
- Integrated and 'intelligent' product handling label application lines
- Overprinting, coding and marking on label applicators
- The use and application of linerless labels
- Label application troubleshooting tips and guidelines

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