

Tips for pressure-sensitive labels

MOHAWK

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Nothing completes a writing program like matching labels. Mohawk's writing papers, Strathmore Writing, Navajo and Superfine, offer matching pressure-sensitive labels that print with ease both on offset and digital equipment.

Offset Printing

Most often, a laser printer will be used to address pre-printed labels. For this reason, we recommend that you always use laser-compatible inks on label stock so that the offset printing can withstand the laser printer's extremely high temperature. But, please note that laser inks are not recommended for imprinting by duplicator presses with an integrated water dampening system.

As always, establishing the best water/ink balance will minimize the drying time and prevent curling. Aluminum or metal plates are preferred, as they require less water.

Check the edges of the label stock before loading the press. If the edges are tacky, a light dusting with powder will help keep the sheets separate and feeding well. Begin with a four inch stock feed height and adjust as needed to keep the labels feeding well. Running the label stock with minimal back cylinder pressure will ensure dimensional stability. Be sure to wrap or package the pre-printed labels in protective plastic bags.

Laser Printing

It's always a good idea to fan label stock, on all four sides, before loading the laser printer. Bend the sheets toward the backing to flatten any noticeable curl. Discard the top and bottom sheets which may have a static charge and load and print according to your laser printer's instructions. Use the manual-feed or by-pass tray and if available, set the printer for heavy paper or card stock. Loading stacks of 25 sheets or less will help ensure a smooth run, especially in high or low humidity. For moisture protection, return the unused labels to the original package or wrap with plastic.

Die cutting and Guillotining

Mohawk Navajo and Superfine label stock features 1 1/4 inch vertical release cuts on the backing. Plan your label layouts to include at least one of these vertical cuts for easy removal of the backing.

Before cutting, lightly powder the paper edges to eliminate sticking and cut face up (curl is down) with standard clamp pressure. Plan on cutting 300 sheets at a time. Reduce the clamp pressure to 800 lbs. or reduce the lift size if adhesive ooze becomes an issue.

continued

LABEL STOCK CAN BE USED IN SO MANY WAYS

- Customize binders
- Name tags
- Update information
- Gift tags
- Add new graphics to printed material
- Inventory tags
- Seals
- Personalize specialty items

Choosing the best cross-platform paper

- > identify your equipment, both offset and digital
- > contact your local paper merchant for cross-platform papers with the sizes and specifications that match your equipment
- > test a variety of sheets for runnability and image quality
- > look for papers with a complete range of weights and shades, for everything from letterhead and business cards to brochures and newsletters
- > prepare demonstrator samples for your customers
- > compare prices: sophisticated clients who demand quality understand, and are willing to pay for, better results
- > keep current: ask your merchant representative or paper store manager to make sure that you always receive up-to-date information on your preferred stocks

Marketing your new capabilities

Help your customers better understand your new capabilities both in the digital realm and in the offset world by showing them what you can do.

- > produce a collection of offset samples, including solids, halftones and screens on your cross-platform paper
- > likewise, assemble samples produced with your digital printer on the same stock
- > imprint an offset sample on your digital equipment to show your variable data capabilities

For more information, please call your local merchant or Mohawk at 1 800 the mill.
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