

Labelling Technologies

In the late eighties, we were exploring opportunities of significant growth through introduction of new technologies, which could utilise the base platform of our knowledge and experience in flexible packaging. We concluded that there was one area of packaging where a wide gap existed between international offerings and what was available in India and we quickly moved in to fill this gap.

This gave birth to PPL's Labelling Business Division in the early nineties. The basic philosophy for this new business group was to bridge the product gap between international and domestic offerings by introducing various types of premium labelling.

While a major opportunity had been identified, it was a bold foray into new products and new markets. At that time, the typical label prevalent amongst high end FMCG brands cost 10 to 15 paise whereas, our offerings were atleast 5 times that value. Despite this seemingly higher cost, our customers found significant value in upgrading to such newer forms of labelling.

PPL offers a range of labelling options to help customers create the right package that constantly advertises their product.

Shrink Sleeves

A Shrink Sleeve is made of a glossy full printed polymer film. The label is placed such that it encircles the container and when the combination is subjected to controlled heat, the label shrinks to become an integral part of the package. Shrink Sleeves are used with a wide variety of containers like glass, plastic, metal and composite cans. Shrink Sleeves blend themselves well to high quality printing and the biggest advantage that this labelling type offers is all around the container, 360-degree coverage of the design.



Heat Transfer Labels

Heat transfer labels are made by printing on a special paper using wax and lacquers. This printing is then transferred on to a container using controlled heat and pressure.

Heat transfer labels are used with a variety of polymer based containers. The heat transfer label can be applied to almost any container, with reference to shape and size, and the advantage of this labelling type is the high quality graphic content coupled with a "no label look" which enhances shelf impact.

Pressure Sensitive Labels

A pressure sensitive label is like a complex custom designed sticker. The top layer is either paper or film - film may be used when transparency is required - which is printed with multi colour graphics. Below the printed layer is an adhesive followed by a second layer of either paper or film. During usage, the printed layer is released from the other layer and applied on to the container with a controlled pressure application. The adhesive is activated by pressure and the label gets glued on to the container in a high speed label application equipment.



Metallised Paper Labels

In this case a metal coating is applied on to a speciality paper for excellent gloss and a true metallic look. The label is then stuck on to the container using external glue. It is a popular labelling option in applications like beer bottles where the pack requires to be refrigerated, in many cases the label requires to withstand cooling by contact with ice. On the other hand, it requires to get easily removed when the bottle needs to be recycled.

The eye-catching look of the label also makes it an effective marketing tool in the food industry where children are likely to influence the buying decision.



Wrap Around Labels

Wrap Around labels are made of a polymer material like oriented polypropylene, which is printed with attractive graphics.

Wrap Around labels are suitable for plastic bottles, glass containers, metal cans and composite containers. These labels are popular in the soft drinks industry where very high application speeds are required.

