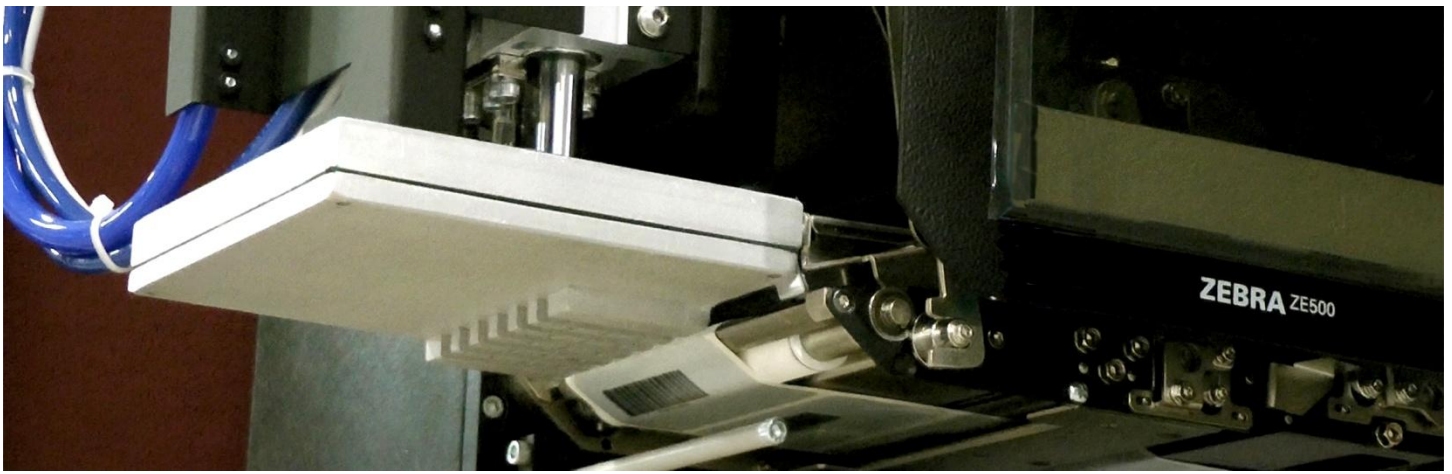




FOX IV Technologies, Inc.  
6011 Enterprise Drive  
Export, PA 15632  
www.foxiv.com

## The DIE STRIKES BACK...

### Why proper label conversion is key for automated labeling.



*"Why won't these labels peel in my automated label applicator?"*

The labels that you use in an automated labeling system are a critical part of the process. Proper conversion for automated labeling is a must. Just because you've used labels for years or in a table top label printer doesn't guarantee the peel performance in an automated labeling system. Peel performance can change between different label batches and between different equipment, such as label printers and automated labeling systems.

Why does it matter? Because **peeling a label and hand applying it is different to having a print and apply or label applicator peel and apply**. You have a greater ability to manipulate the label material when hand applying than with a machine.

### The Force is Great with this One

So, what is the reason that labels won't peel on an automated labeling systems?

One of the main culprits is **die strikes**. Most labels are converted from plain label stock to cut labels using a label press. The label press utilizes a cutting die which presses against the label stock to cut the labels and then removes any excess label stock. Die strikes occur when the force of the die against the label stock is too great and the die cuts through the stock into the label liner. This can be a result of the press operator setting the pressure too high or utilizing a label die that is not made for the type of label material that is being cut. The deeper the cut into the liner, the more problematic the label can be to peel automatically. Die strikes enable the label adhesive to attach to the liner since the liner is now cut through the adhesive release coating into the base liner stock, thereby, not allowing the label to peel.



FOX IV Technologies, Inc.  
6011 Enterprise Drive  
Export, PA 15632  
www.foxiv.com

When you look to the dark side, careful you must be...for the dark side looks back.



How can you tell if your labels have die strikes that could potentially cause issues? It's really very simple.

- 1.) Tear off a strip of labels
- 2.) Manually peel off 3-4 of those labels
- 3.) Observe the label backing liner where you just removed the labels. Do you see the outline of the labels that you just removed?
- 4.) Take a marker and rub it over any outlines that

you see on the label liner. The marker ink should lie on the surface of the label liner - Be Careful! It will be wet! The ink will seep and adhere into any outlines, which are really die strikes. The deeper the die strike, the more pronounced the label outline will become since the die strike will absorb more ink. Light die strikes will not be as pronounced as heavy die strikes.

- 5.) If you can easily tear the liner at the point where the labels were, you may have severe die strikes.

**Try Not. Do or Do Not. There is No Try.**

So, for best results with labels for your automated labeling system, follow these simple rules:

- 1.) Check for die strikes that could be a potential issue...especially if you are having difficulty with labels peeling. Do this before calling for a service technician to visit or sending your equipment in to be serviced.
- 2.) Always send a sample roll of labels to the equipment manufacturer when purchasing a new automated labeling system.
- 3.) Tell your label converter that the labels will be used on an automated labeling system. A good converter will know the importance of keeping die strikes to a minimal level.

**Watch our video on die strikes in automated labeling equipment!**

**FOR MORE INFORMATION ON LABELS FOR AUTOMATED LABELING SYSTEMS, CONTACT:**  
FOX IV Technologies, Inc., 724-387-3500, [sales@foxiv.com](mailto:sales@foxiv.com) [www.foxiv.com](http://www.foxiv.com)

\*\*\*\*