

Application Procedures for Pressure Sensitive Adhesive Backed Labels, Plates & Signs

Attn: Label Installation Department

Thank you for using Clarion! Considering the important role of your safety labels, these application instructions will help you achieve a proper bond to your product surface. Failure to follow these instructions, such as attempting to apply labels to an unprepared surface, could affect both long and short term label adhesion. If you have any questions, please do not hesitate to give us a call.

Please distribute these instructions to those who will attach the labels/plates to your products.

Introduction

The following are specific instructions for the application of pressure sensitive adhesive backed labels and plates to flat surfaces. This information has been gathered from bulletins produced by 3M Company for the preparation of substrates prior to the application of label stocks. It is important to note that it is your responsibility to determine the suitability of the materials and methods for your specific application. Painted surfaces should be spot tested prior to being cleaned with solvents.

Health and Safety

Refer to the Material Safety Data Sheets for health and safety information on the products referenced in this bulletin.

Storage

Our orders are usually shipped in zip-pak sealed 4 mil. polyethylene bags to maintain as long a shelf life as possible for your labels and plates. In order to achieve optimum performance from products containing our premium adhesives, store your labels at room temperature conditions (ideally 72 degrees and 50 percent relative humidity). We guarantee all labels for one year from date of purchase.

Materials Needed

1. The labels/plates.
2. A plastic squeegee with scratch protective sleeve.*
3. Tape. (For large labels it is helpful to use tape to position the label prior to adhering the label).
4. A clean lint-free dry rag or absorbent paper towel.
5. For relatively clean surfaces, isopropyl alcohol.
6. For contaminated surfaces (see Cleaning Procedures), a petroleum distillate based cleaner, detergent, scrub brush and warm water. If a petroleum distillate based cleaner is needed, any of the following solvents may be used: DuPont's Prep-Sol Brand Solvent Cleaner 3916S, Sherman Williams R7-K156 Sher-Will-Clean, Xylol, lacquer thinner, VM&P Naptha, or 3M Adhesive Cleaner and Wax Remover 8984. Call Clarion if you need information on where to purchase one of the above listed products. Important Note: Spot test these solvents prior to use since they may dull some painted surfaces.

* For additional squeegees and sleeves, call Clarion Safety Systems (Squeegee: \$2.50, Sleeve: \$1.00).

Cleaning Procedures

All surfaces should be considered unclean and **MUST** be cleaned prior to application of the label/plate.

For relatively clean surfaces, wipe the surface three times with isopropyl alcohol. Between each alcohol wipe, wipe the surface dry with clean lint-free rags or absorbent paper towels (commercial re-washed shop towels not recommended).

For contaminated surfaces (residue of oil, grease, wax, etc.) it is important to note that a petroleum distillate based cleaner must be used (adhere to the list of petroleum distillate based cleaners on page one). Isopropyl alcohol evaporates too rapidly and effective cleaning does not take place.

When cleaning contaminated surfaces, if visible dirt is present, wash the surface with detergent and water. Saturate a clean cloth with the petroleum distillate based cleaner and wipe the substrate's surface. Dry the surface with a lint-free cloth before the solvent evaporates from the surface. Repeat as needed.

Application Procedure

Prior to application of a pressure sensitive adhesive backed label or plate, the surface to be adhered to must be at least 50 °F. The labels/plates should be above 60 °F (the adhesive may become too firm to adhere readily below this temperature). Make sure the surface is clean and dry. Mark the correct position for the label/plate. Remove the label from its liner backing by peeling the label from the front. Position the label/plate on the application surface (be careful not to touch the adhesive with your fingers or to allow the adhesive to become contaminated with dust, dirt, etc.). To prevent marring the top surface of the label/plate with the squeegee, place the protective sleeve on the squeegee.* Using firm pressure, slide the squeegee across the label/plate starting at the center and working toward the outer edges. More is better in this situation. More "press down" provides higher immediate bond. Firm pressure allows the adhesive to "flow" into the tiny cracks and crevices between the adhesive and the surface. The adhesive bond will grow stronger with time, achieving final bond strength in approximately 72 hours.

Additional Information

For additional information on cleaning specific surfaces (i.e. various metals, plastics, painted surfaces, etc.), call Clarion at (800) 748-0241 and ask for a copy of 3M Instruction Bulletin 5.1.

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