complex labels made simple
some labels appear deceptively simple
like an onion, that “simple” label has many layers
the customer

- Research-intensive university
- Offers 65 programs to over 26,000 students
- Campus has a complex IT infrastructure
the challenge

• Label needed to wrap around a cable as identification
• Wrap specifically around ends sticking together
• Must not adhere to cable itself
the specifications

materials: jac thermaleux E326 KV40, 1.277 PMS blue tint
backslit cable identification label, 3” x 3/8”
the construction

thermal transfer text

label face stock

adhesive

liner

backslit
the finished label

- label
- adhesive
- non-stick backslit liner
the solution

- Adhesive structure is intricate, yet label exemplifies simplicity
- Developed a tailored solution to specific need
- Non-stick loop in centre (like a band-aid)
what can linc do for you?