

complex labels made **simple**

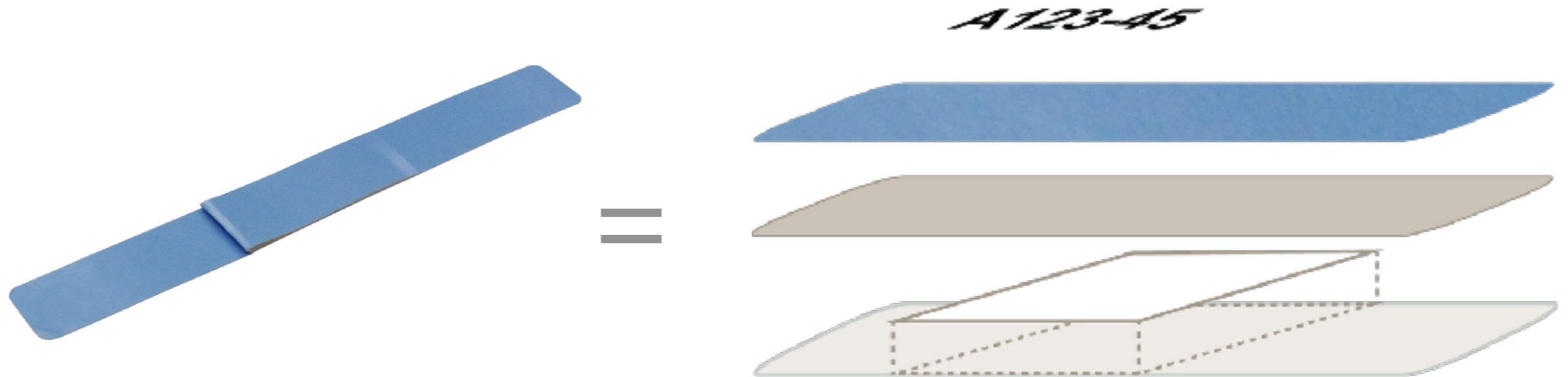


**LabelINNOVATION** inc.  
Partners in pursuit of perfection

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



**Carleton**  
UNIVERSITY  
UNIVERSITY

# the challenge



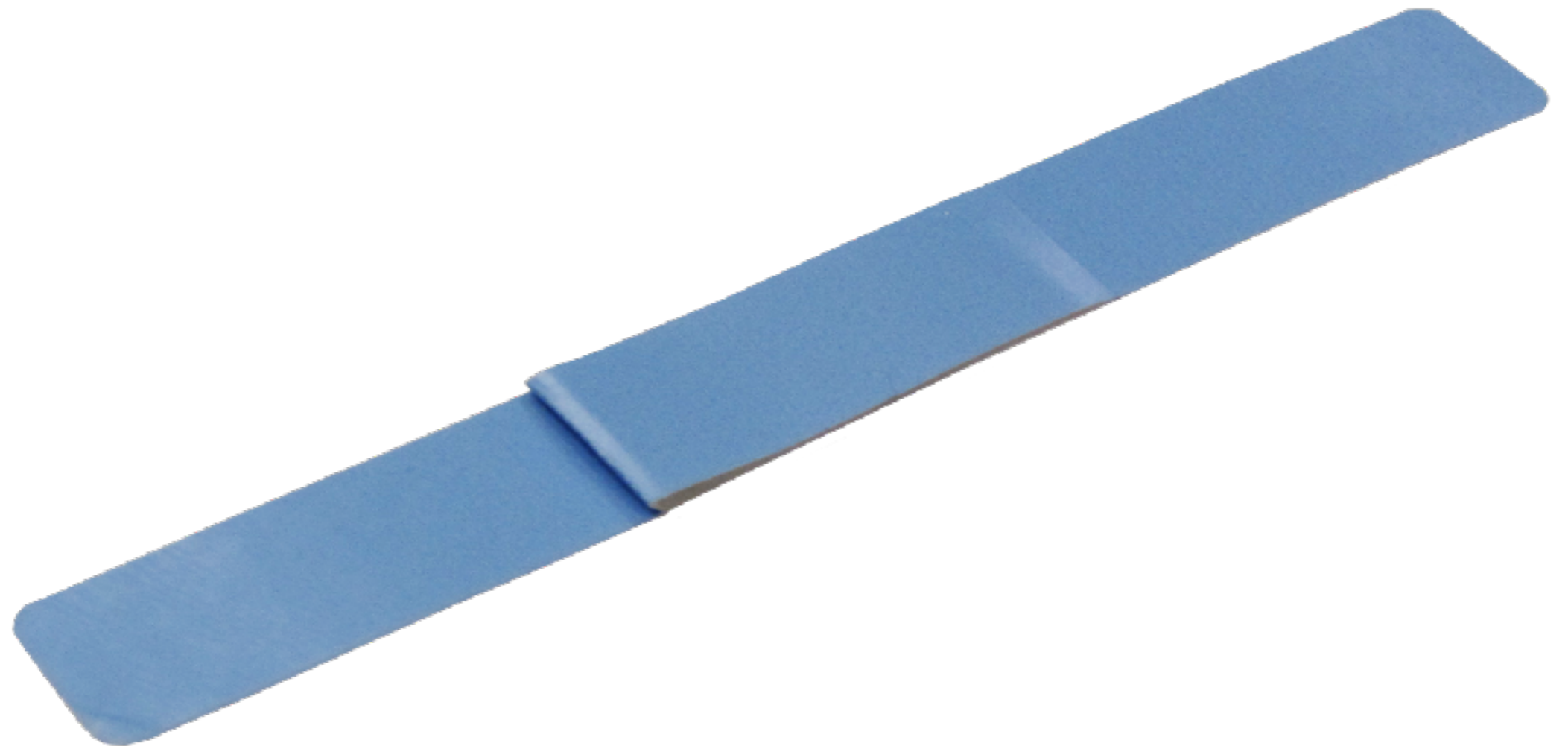
- Label needed to wrap around a cable as identification
- Wrap specifically around ends sticking together
- Must not adhere to cable itself



# the specifications



materials: no. 27 white polypropylene film with permanent adhesive PMS blue tint backlit cable identification label, 3" x 3/8"



# the construction



thermal transfer text ..... *A 123-45*

label face stock .....



adhesive .....



liner .....



backslit



# the finished label

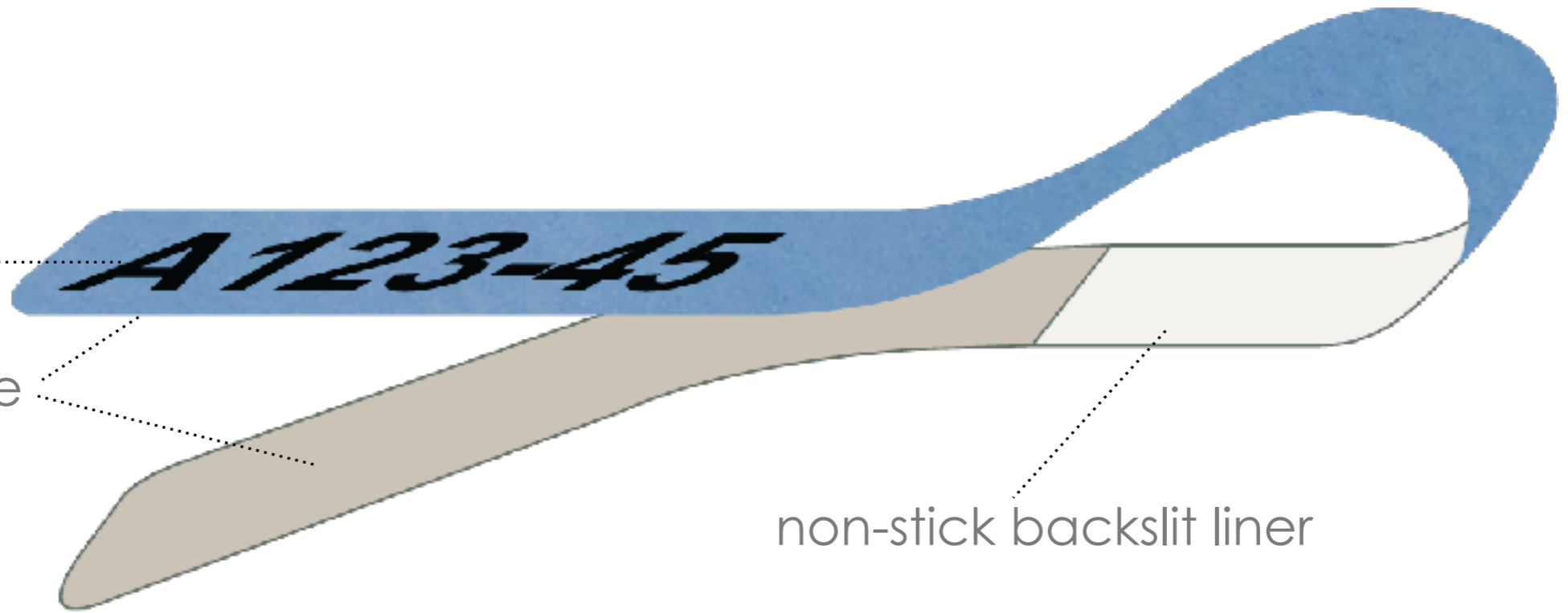


label

**A 123-45**

adhesive

non-stick backslit liner

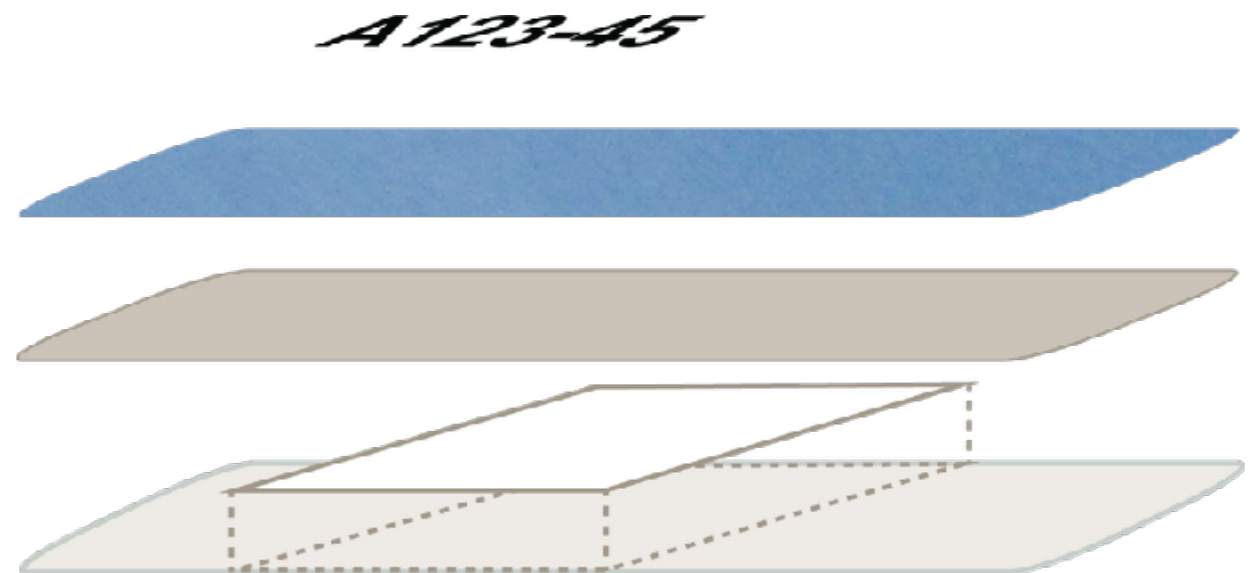
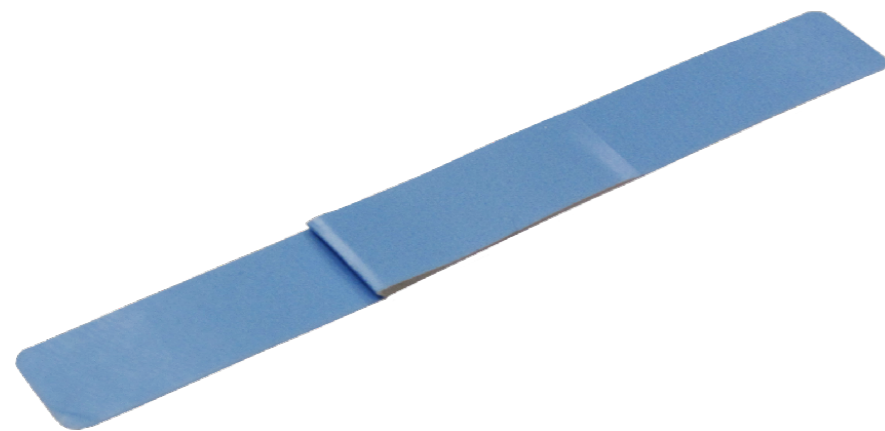




# the solution



- 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?

