



- DND is responsible for defending Canada's interests and values
- Maintaining international peace and security
- Could tell you more, but we'd have to kill you



National Défense Defence nationale





## **Must Protect Against:**

- Wear and tear from industrial equipment
- Harsh Canadian winter weather
- Direct sunlight
- Extreme heat
- Harsh chemical splashes





## THE SOLUTION

- Created a durable, customized butterfly label using a specialized coated substrate
- Label has a clear protective self-laminating cover (to protect against the elements)
- Inks resist the most extreme conditions
- Aggressive backing adhesive
- Mission accomplished!



