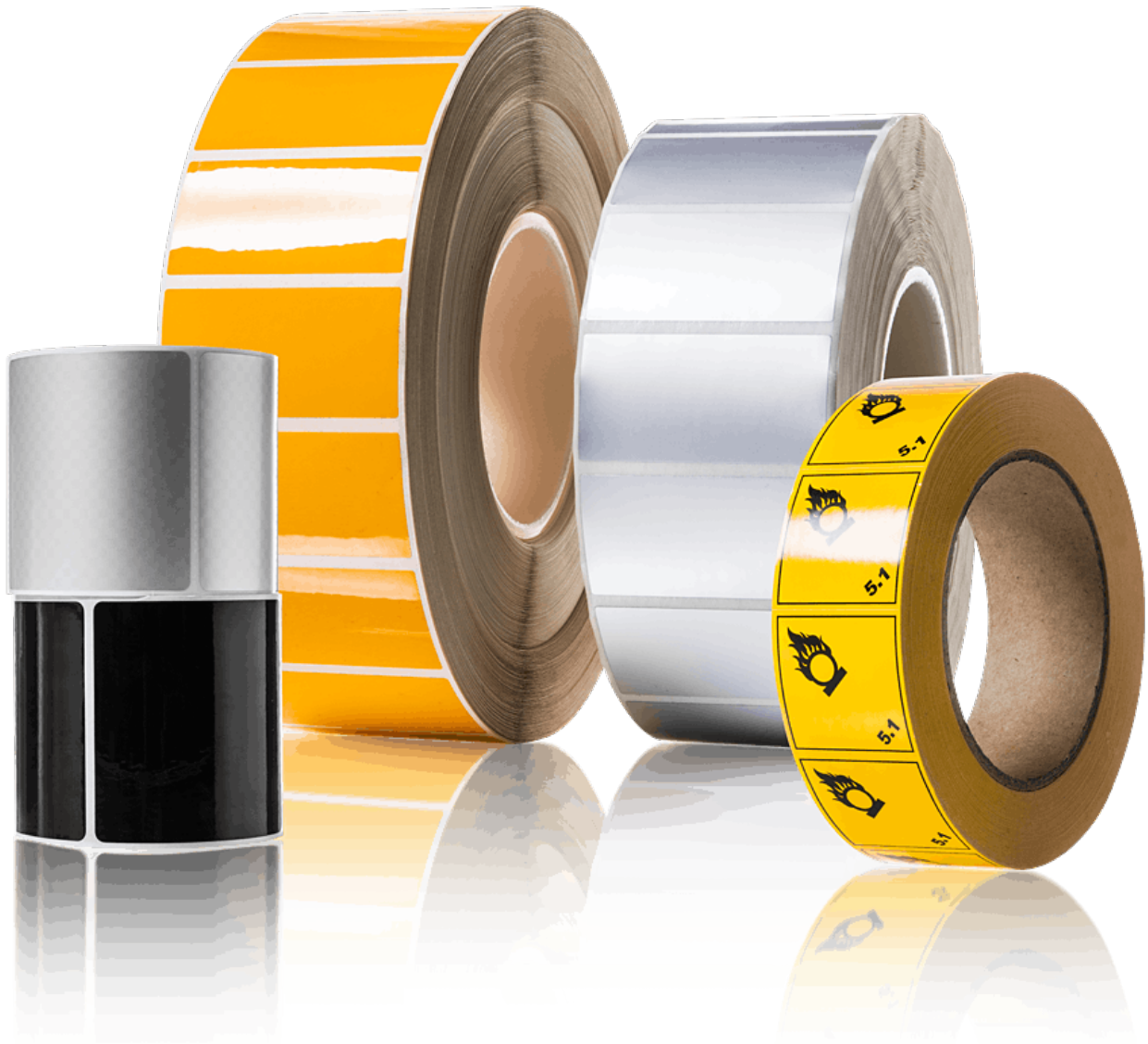


# How to choose the right label material

**Labels have their own science and there are no standard solutions that can cover all needs and applications. Sometimes, the solutions must be tailored from a combination of customer requirements versus the environment and material properties. Each material has its own unique characteristics and qualities to ensure the expectations and requirements.**



## **Cheap can be expensive**

It can sometimes be tempting to select a low-cost alternative, but all aspects need to be fully considered. A high-end solution where all quality aspects are considered is many times cheaper in the long term.

## **Multi-purpose material?**

There is no such thing as a multi-purpose material suitable for all applications. Many label materials have been developed for specific applications and environmental conditions.

## **Labeled product life-span**

In less complex short-term applications with a label on a cardboard box, a paper material with an expected life span of 2-3 days could be fine, but for demanding applications, especially in harsh conditions, one must secure the marking throughout the life span of the labeled product. – every day, year after year.

## **Tailored solutions for customer requirements**

When we tailor a solution to customer requirements, we often challenge our customers to think differently. If a solution has been planned before our initial contact, it is our job to inform the customer about the risks in the suggested solution. Some materials will be affected by external conditions such as weather conditions, exposure to solvents and chemicals, and mechanical wear and tear and will not last long term. Sometimes we need to ask the customer to review the storage conditions and application surface of the label or recommend other printers or print methods.

We could also support the customers by suggesting eco-friendly alternatives as sustainability plays an important part in our business, and more importantly our future. To support the customers in their decisions, we often supply sample runs with different materials and print methods. By doing this, we enable the customer to perform the needed evaluations of design, quality, and functionality. No surprises, and sometimes with the option of different materials and financial alternatives to choose from.



There are so many aspects, and all these things add up and need to be considered before you can estimate and eventually summarize the real and the true cost of the application from an ROI perspective.

says Mikael Brixhall, Chief Procurement Officer, and label specialist at Grafokett.

**With more than 30 years of experience, we know the industry requirements and how to ask the right questions.**

See all of our products [here](#)

We also have a short guide - read more and download it [here](#)

Read more:

- <https://www.grafokett.se/en/product/labels-with-security/>
- <https://www.grafokett.se/en/product/demanding-applications/>