

PS vs SS LABELING

PRESSURE SENSITIVE (PS)

SHRINK SLEEVE (SS)

PS works well with flat panel shaped packaging.



PACK FORMATS

SS works well for more complex shapes, allowing full body labeling

Has a small footprint for easy integration.



INTEGRATION EASE

SS labeling calls for a larger footprint that requires a linear/straight production line.

High level graphics like embossing, 3D, and high resolution printing can be done on PS labels.



SHELF APPEAL

Allows for greater shelf appeal as it uses full-body decoration - 360 graphics.

CAPEX is lower compared to SS.



CAPITAL EXPENSES
(CAPEX)

CAPEX is higher compared to PS.

PS would require 2 labels. One for decoration and one for tamper evident.



TAMPER EVIDENT

One full body label enables Tamper Evident protection as well as product decoration all in one label.

Has the flexibility to stop mid-line or apply labels on intermittent production lines.



OPERATIONAL REQUIREMENTS

Once in the shrink tunnel, the line cannot stop. Product accumulation handling is required for intermittent lines.

PS machines can label at lower temperatures



TEMPERATURE SENSITIVITY

An environment where condensation occurs may require additional equipment to dry the container prior to labeling.

PS machines can accommodate all preformed materials (PP, PET, glass, cardboard, etc).



SUSTAINABILITY

SS labels are easily removable to enable recycling of the container.