

Test Procedure Guidelines

Test Method: **LABEL CURL**

PURPOSE OF PROCEDURE:

To establish a standard technique for measuring label curl.

DEFINITION OF TERMS:

Face Curl: Curl toward the face or printed side of the label.

Back Curl: Curl toward the back or adhesive side of the label.

EQUIPMENT/MATERIALS NEEDED:

Measuring devices:

6" (15cm) steel ruler. Ruler should be calibrated into increments of not less than 1/64 inch (0.4mm)

TEST PROCEDURE:

See Figure 1.

1. If the label is curled up TOWARD THE PRINT SIDE, lay the label adhesive or back side down on a flat surface. With a straight edge ruler, measuring perpendicular to the level surface, measure the highest point of the label. Record this data as curl toward the print side, or face curl.
2. If the label is curled down TOWARD THE ADHESIVE OR BACK SIDE, lay the label print side down on a flat surface. Repeat the above measuring techniques. Record the data as curl away from the print side, or back curl.

Note: For reverse printed stock, print side is the right reading side.

DOCUMENTATION:

The amount of allowable face curl and back curl, should be agreed upon by the customer and printer, and incorporated into any specification.

It is important to note that label curl may be affected by environmental conditions such as temperature and humidity. Therefore the customer and printer should select and incorporate into their label curl specification mutually agreeable testing environments, with several varied control points established: e.g. 50% Relative Humidity @ 72°F (22°C), and 90% Relative Humidity @ 95°F (35°C).

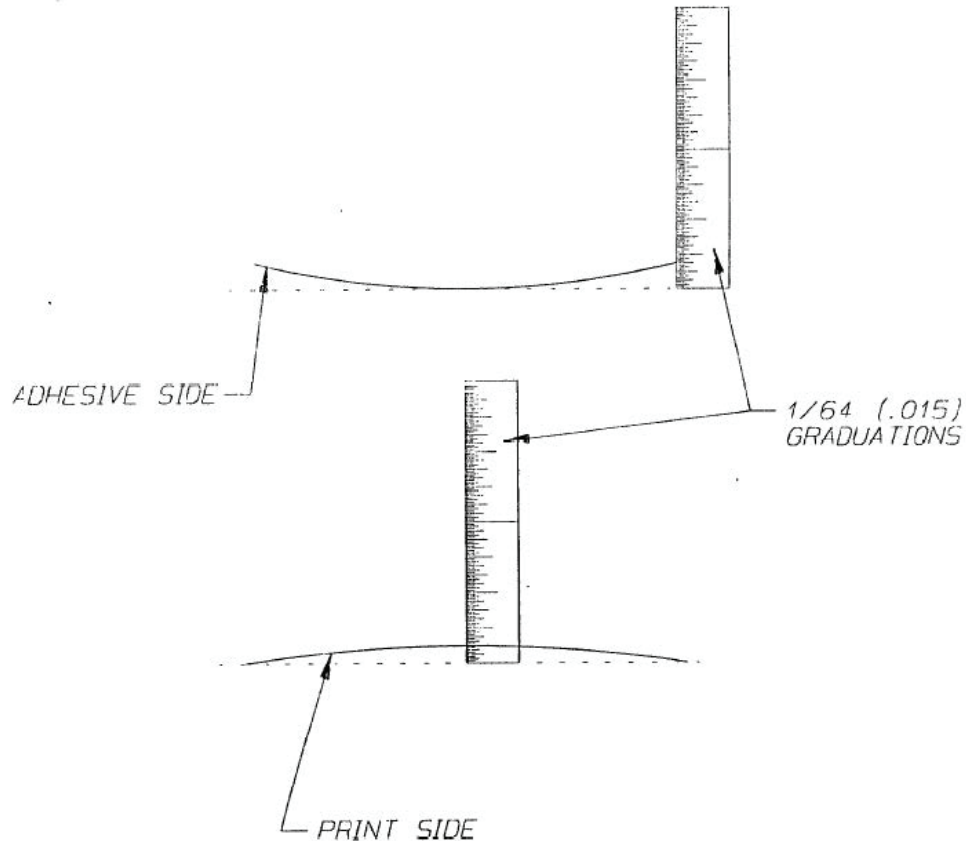
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LABEL CURL MEASUREMENT

Figure 1



REFERENCES: