

NatureWorks® PLA Cut-and-Stack Film Labels

Decorative labels play a pivotal role in the success of beverage and food product brands. Now with NatureWorks® PLA, brands have a new option in cut-and-stack labels that offers some unique attributes to help upgrade the look of a product.

Performance Characteristics

In cold-glue labeling applications, cut-and-stack labels of NatureWorks PLA deliver distinct performance benefits—better graphics, full water resistance and durability—with the point-of-sale advantage of being derived from a natural source.

Aesthetics. Excellent gloss and clarity creates an eye-catching, “no label” look. Natural surface energy readily accepts many ink formulations for bright, sharp graphics.

Adhesion. Adheres strongly and uniformly to bottles and containers. High water transmission rate (WVTR) helps standard cold glues dry quickly and thoroughly—usually in less than 12 hours.

Water resistance. Water passes through the film rather than being absorbed, for improved durability in moisture-intense situations. In a 96-hour ice chest test, cut-and-stack labels of NatureWorks PLA showed good adhesion, with the labels staying affixed and maintaining their appearance — even after handling.

Water Vapor Transmission Rate (WVTR) for 2.0 mil Printed Film Labels		
NatureWorks PLA	3.5g/100i	
OPP film	0.165g/100i	delta 21
cOPP film	0.175g/100i	delta 20
mcOPP film	0.10g/100i	delta 35

96-Hour Ice Chest Test Label Performance	Adhesion	Adhesive Appearance
NatureWorks PLA (10-7300)	Good	Milky
Comco Label (10-7006)	Good	Clear
Comco Label (WB-5050)	Good	Clear
Comco Label (WB-5000)	Fair	Clear

Labels adhered to glass bottles and placed in a 48 qt. cooler holding 20 lbs. of ice cubes and 1.25 gal. of water.

Strength. Good abrasion resistance and dimensional stability over a wide temperature range.

Processing. Equipment trials show NatureWorks PLA is an easy “drop-in,” and actually runs faster than pressure-sensitive labels.

Disposal. Studies have shown NatureWorks PLA can be recycled and is fully compostable in industrial facilities.*

Brand Advantage

Made from 100 percent field corn, NatureWorks PLA is a nature-based alternative to traditional plastic derived from fossil fuels. Because of its sustainable source, NatureWorks PLA has a natural appeal that resonates with today’s consumers, creating an opportunity to use packaging as a value-added feature of a product brand.

For more information, please visit www.natureworkspla.com



* Visit www.natureworkspla.com for composting information.