

NatureWorks® PLA: Pressure Sensitive Labels

Pressure sensitive labels are a staple in food and beverage product marketing for commanding shelf presence and building brand awareness. Now, with NatureWorks® PLA, there is an innovative new choice for pressure sensitive labels that deliver great looks and performance — and can generate new excitement around a brand.

Performance Characteristics

Both as a film face stock and release liner, NatureWorks PLA delivers distinct benefits for pressure sensitive labels—better graphics, adhesion and durability—with the point-of-sale advantage of being derived from a natural source.

Aesthetics. Excellent gloss and clarity for producing high-end clear labels with a “no-label-look” graphics. Opacity of the film makes images and colors pop.

Printability. Natural surface energy readily accepts many ink formulations. Provides good registration and definition of graphics.

Adhesive Options. Compatible with a wide variety of pressure sensitive adhesives, including water-based, solvent-based and UV-cured adhesives.

Stiffness. Labels made of NatureWorks PLA offer stiffness for high-speed application.

Durability. Stands up well to water and moisture—even in challenging environments.

Processing. Equipment trials show NatureWorks PLA runs on a broad range of existing labeling equipment with good throughput and line speed.

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.

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