

TEST PROCEDURE GUIDELINES

TEST METHODS: LABEL CURL SPECIFICATION

PURPOSE OF PROCEDURE:

To establish a standard technique for measuring label curl.

DEFINITION OF TERMS:

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 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 from the adhesive side, or *Upcurl*.
2. If the label is curled down TOWARD THE ADHESIVE SIDE, lay the label *print side down* on a flat surface. Repeat the above measuring techniques. Record the data as curl from the print side, or *Downcurl*.

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

DOCUMENTATION:

The amount of allowable *Upcurl* and *Downcurl*, should be agreed upon by the customer and printer, and incorporated into any specification.

It is important to note that label curl may be effected by environmental concerns 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)*.

LABEL CURL SPECIFICATION (cont'd)

LABEL CURL MEASUREMENT

Figure 1

