



Plate mounting tapes for high quality “no label look” printing

tesa® Softprint plate mounting tapes for label printing

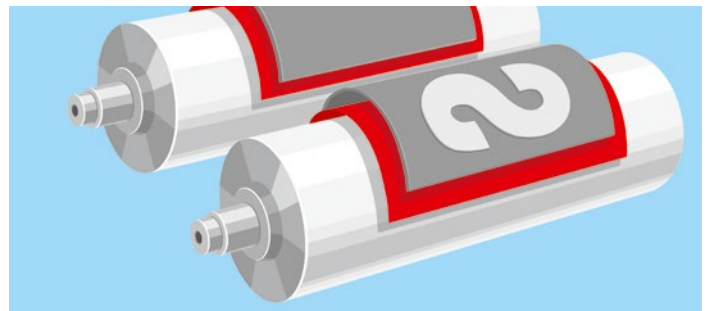
Both global and local brands strive to place their products in a way that optimally conveys their desired message. A self-adhesive label must provide information to the end user, but perhaps even more importantly, it must support good first impressions of the product's quality and corresponding brand image.

There is currently a trend towards “no-label-look” packaging concepts, meaning that the printed information looks as if it was directly printed on the packaging instead of on a label. This trend can be found in many industries – for example, labels on transparent beverage bottles or opaque cosmetic containers.

Superior
print quality
for transparent
label material

The effect of a label-free appearance is achieved by printing on “clear-on-clear” label stock, consisting of a thin high clarity face material, combined with an optically clear adhesive on a smooth film liner.

The area of the printed image normally has a white background, which is printed during the first step. The actual design then follows on top of the white background. This procedure ensures high opacity of the final print and a smooth laydown of the different inks.



The specific foam hardness category of the plate mounting tape in use has an essential influence on the print quality. We have developed the ideal solution for printing “no-label-look” self-adhesive labels.

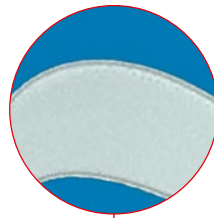
tesa® Softprint green “hard” foam hardness

Proof of quality

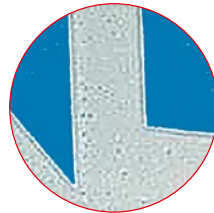
During the introduction of our green foam hardness, extensive testing was conducted at various printing plants. The target was to achieve reproducible and high-quality print designs with our plate mounting tapes especially developed for white background solids. All trials were successfully completed and resulted in smooth ink surfaces without any pinholes – the perfect basis for “no-label-look” print designs.

To cater for all different customer requirements and individual process needs, three different adhesive lines are available for each of our foam hardness categories.

For further information on our comprehensive tesa® Softprint assortment fulfilling all requirements of flexographic label printing, please contact your tesa sales representative today.



- Perfect ink laydown with tesa® Softprint “Hard”



- Market standard showing a typical “pinholing” print defect

Product line	Product design	Hard	Product color code
			Print motif
tesa® Softprint STM	Classic	tesa® 52014	High tack adhesive for plate mounting in unclean and cold conditions. Secure bonding with excellent resistance to edge lifting.
tesa® Softprint TP	Classic	tesa® 52114	Medium tack adhesive for reliable plate mounting under most conditions. Secure bonding with excellent resistance to edge lifting.
tesa® Softprint SEC	Classic	tesa® 52814	Low tack adhesive for easy and fast plate mounting in clean and standardized conditions. Secure bonding with excellent resistance to edge lifting.
tesa® Softprint FE	Classic	tesa® 53414	Compensating product design for demanding sleeve/cylinder surfaces. Very low tack adhesive for easy and fast plate mounting in clean and standardized conditions. Secure bonding with excellent resistance to edge lifting.

tesa® products prove their impressive quality day in, day out in demanding conditions and are regularly subjected to strict controls. All technical information and data above mentioned are provided to the best of our knowledge on the basis of our practical experience. They shall be considered as average values and are not appropriate for a specification. Therefore tesa SE can make no warranties, express or implied, including, but not limited to any implied warranty of merchantability or fitness for a particular purpose. The user is responsible for determining whether the tesa® product is fit for a particular purpose and suitable for the user's method of application. If you are in any doubt, our technical support staff will be glad to support you.

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