

Apparel & Fabric Labeling Solutions

Label Constructions Tailored for a Perfect Fit



Brand identification is critical in retail apparel, and labeling needs to deliver on quality brand image, as well as a positive consumer experience. Brand owners seek labels that elevate shelf appeal, while consumers expect clean removal without sticky residue or fabric damage.

Whether it's a variable print size strip, barcode label, or prime label for brand visibility, Mactac offers apparel labeling solutions designed for consistent adhesion across a wide range of textiles. Engineered with apparel-safe adhesives, Mactac labelstocks provide reliable performance through handling, shipping, and retail display, while delivering clean removability and excellent print quality.

Because apparel labeling can be challenging across different fabrics and applications, Mactac's technical experts are ready to help identify the right construction for your needs.

Apparel & Fabric Labeling Solutions

Labels Tailored to Fit



Mactac offers facestocks for both prime and variable apparel labeling—both film and paper facestocks can provide excellent results when paired with the right adhesive. Film facestocks are a popular choice for size strips and promotional labels because they conform easily to garment surfaces, resist tearing, and remove in one piece for a clean appearance. Thermal Transfer paper facestocks offer outstanding printability and are commonly used for pricing, inventory, and temporary identification labels.

Combined with BP-52 adhesive technology, these constructions deliver the balance apparel brands need: dependable adhesion during handling and retail display, crisp print quality for branding and barcodes, and clean removability without leaving adhesive residue behind. The result is an apparel-safe labeling solution that helps protect both the garment and the brand experience.

BP-52 combines reliable adhesion, excellent die-cutting performance, and clean removability for apparel labeling applications. Its apparel-safe adhesive technology leaves garments residue-free while providing consistent performance across a wide range of substrates, as well as small and cylindrical surfaces.

BP-52 adhesive has undergone extensive testing to ensure reliable performance on select fabric types. While no single adhesive is ideal for every textile, BP-52 is an excellent option for many standard fabric applications, including denim, dyed cotton and other standard fabrics. BP-52 is not suitable for use on satin, silk, suede, leather, felt, or any other sensitive fabrics.

Applications include:

- Size strips and dots
- Fabric content labels
- Country of origin labels
- Sock bands
- Prime label branding
- Care instructions
- Hem & sleeve labels

	Product Number	Facestock	Adhesive	Liner
PRIME FILM	41918	2.0 mil TC Clear BOPP	BP-52	40#
	41919	2.3 mil TC White BOPP	BP-52	40#
THERMAL TRANSFER	48277	3.0 mil White Matte Polypropylene	BP-52	40#
	41680	55# CTT	BP-52	40#

Stronger Together

