



Landscape Labeling

When you think about garden center labeling opportunities, there are many more applications than just plant pots and containers. Whether you are talking garden tools, pavers, patio furniture, shelf marking ... the list goes on and on. The typical environment at a garden center can make it tricky to find the right labelstock. Many labels won't stick to the rough, porous, or wet surfaces in the changing outdoor conditions that lawn and garden products face every day. Let us help!

Outdoor labels need a facestock that can stand up to short term UV exposure, heat, and moisture from rain and plant watering. Composite decking, garden tools, fencing, and other materials are textured and this often contributes to label failure because the textured areas create air gaps that the adhesive can't stick to. Brick, block, burlap, and other landscaping materials are not only textured but are also porous, so water may attack the label from the adhesive side. What to do? Get the right product for the job.

The Facestock

Spinnaker offers a variety of film facestocks with an outdoor life rating of 12-24 months for flexo, inkjet, UV inkjet, and other platforms. The facestocks will not only hold up to the elements, but are flexible enough not to wing up over time with the right adhesive match. **PrimeScan®** is great for everything from bar code labels to prime four color graphics, and has 12-18 month outdoor life!

The Adhesive

SureLock™ adhesive will get the job done on these tough, textured surfaces, and holds up well to moderate water levels once applied. It is available with a variety of facestocks to meet your needs, whether variable print retail bar codes, instructions, or prime label graphics.

BC-20™ is a great choice, sticking through water, light debris, and also to many slick coated surfaces.

Some applications to grow your landscaping business:

- pavers
- patio furniture
- fencing
- composite decking
- bagged soil
- bagged mulch
- PVC accessories
- water hoses
- timbers
- garden tools
- plant pots & bags
- shelving

We offer a variety of facestocks for landscaping applications. Contact your Account Manager or Technical Consulting Representative for help with your specific project.

