



Don't Forget Fido!

We all treat our pets like family, down to buying all the best products for food, toys, grooming supplies, and medications. Picking the best labels for these products can be just as important as the product themselves. Whether you have a slick, greasy bag of pet food or veterinarian supplies that involve tight mandrel, you should be assured that your label will not fall off and your customers will always know what they are looking at.

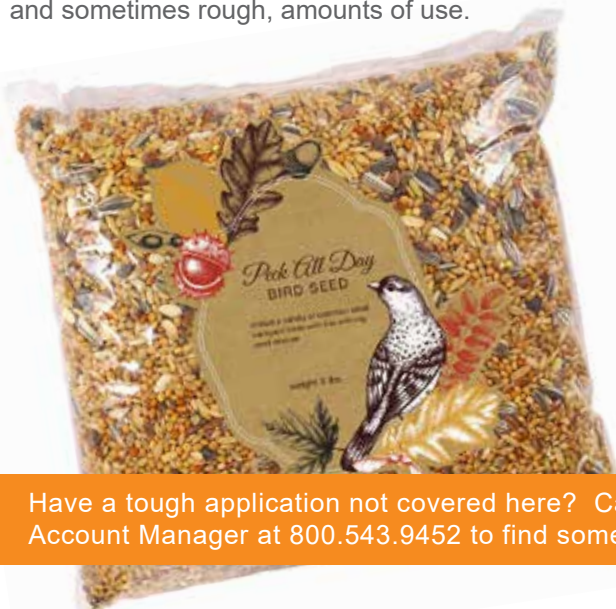
Not sure which label products to look for? Here's the scoop:



The Adhesive

Many pet products such as food bags, treats, and shampoos, can have a slight buildup of grease that can cause a label to be difficult to adhere. **BC-20™** is a great adhesive for such applications, as it will cut through the grease to adhere firmly to the substrate. As a cold temp adhesive, this is also a great adhesive for those refrigerated pet food items, such as for amphibians and reptiles.

BP-164 is a great option for items such as a groomer's brush that needs to hold up to repeated, and sometimes rough, amounts of use.



The Facestock

As for the best facestocks to use, films will hold up best to grease and repeated use, and will print nice graphics, bar codes, and prices. **PrimeScan®** would be the best option for many applications; it is waterproof, tear-resistant, and performs well across temperature fluctuations. It is also approved for a wide range of print methods, including flexo, thermal transfer, and even many digital presses.

Items such as heart worm and flea and tick medications, as well as other veterinarian prescribed medicines, have labels that include date reminder stickers. These require that the label is easily written on, doesn't smear, and remains readable over time. For these applications, **3 mil Matte White Polypropylene** is the best solution.

For paper facestocks, **Semi Gloss** will be your best bet. Although, **65# Natural Kraft** is also a great option for boutique pet stores that carry food and treats usually put in brown or white paper bags.

Some applications to grow your pet products business:

- retail items
- shampoo
- boutique biscuits
- coupons
- food bags
- medication
- calendar reminder stickers

Have a tough application not covered here? Call our Technical Consulting Hotline at 877.210.5104 or your Account Manager at 800.543.9452 to find something that works for you.