



# SureLock™ Adhesive:

## For a variety of textured surfaces

Are you wondering what kind of label is going to stick to that really textured surface? It's not enough to have just an overly aggressive permanent adhesive. To have success, the adhesive needs to grab quickly to the substrate, but then flow into the nooks, crannies, cracks, holes, bumps, grit, and other non-smooth surface attributes. The adhesive must hold onto the texture, surround it, fill it, and not just sit on top, as may be the case with a typical permanent adhesive.

Minimum application temperature: 25°F | Service range: -50°F to 140°F

### Things to keep in mind when labeling textured surfaces:

#### Surface area

Textured surfaces are difficult because the adhesive is only touching a portion of the full area—reducing the overall adhesion. If you think about the points where a label meets a textured surface, it only comes in contact with the highest parts—the adhesive may only be touching 50-75% of the surface.

#### Surface condition

It can be difficult to adhere labels to substrates with dirt, debris, and other contaminants. These can make an otherwise smooth surface “textured”.

#### Label format

With a textured surface, using simple label shapes, like rectangles with rounded corners, works best. Stars and sunbursts are not ideal because the small points would have a difficult time adhering within the dead space (valleys), which could cause the label to lift.

### Applications/ Substrates:

- composite containers
- dimpled cores
- dog bones
- foam
- liquor bottle seal
- carpet
- canvas, burlap, wovens
- surgical drape
- concrete, brick, decking
- raw lumber
- oily parts
- seed bags
- dusty surfaces
- grout bags
- produce crates/bins

**We offer a variety of facestocks with SureLock adhesive for various applications. Call our Technical Consulting Hotline at 877.210.5104 or your Account Manager at 800.543.9452 for help.**