**About Heat Transfer Decorating:**

Heat Transfer Decorating is a form of product decorating that uses a combination of heat, pressure and dwell to apply pre-printed graphics permanently to a part.

Heat Transfer Labels are environmentally friendly reverse printed labels which are transferred off a special wax release carrier onto a container through heat and pressure. The results give the impression of a "no-label" look where the decoration appears to be part of the container.

The Label construction consists of adhesive lacquer, ink layer, protective lacquer and release paper.

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**Benefits of Heat Transfer Labels:**

Heat Transfer Labels deliver many benefits including:

- **Brilliant, Multi-Colored Graphics:**
  - Gravure Printed Quality
  - Photographic Resolution
  - Metallic Like Colors
  - Vignettes & Tones

- **Permanent, Safe Decoration:**
  - Moisture & Chemical Resistant
  - Durable
  - Dry Process (No Wet Inks/Screens)
  - Comply with CONEG (Coalition of Northeastern Governors) Regulations 16CFR1303 Lead Ban
  - Oral Toxicity Test Approved
• **Sustainability:**
  – Labels can Remain on Plastic Containers during Recycling & Regrind
  – Only Applies Ink & Lacquer on Containers (no heavy metals used)
  – Wax Release Liner is Biodegradable

### Benefits of Heat Transfer Label Equipment:

• **High Speed Application:**
  – Matches speed of fillers (application dependent)
  – Multiple molders can feed one decorator

• **Minimal Set-up Time:**
  – Labels in roll format
  – Simple label changeovers
  – Roll-to-roll label splicing

• **Electronically Controlled Motion:**
  – Precise, Programmable label position
  – Long lifecycle

• **Decorating Flexibility:**
  – Various container sizes/shapes can be run
  – On-demand decorating
    • Multiple SKU’s on same bottle style

• **Both Pre and/or Post Flame Treat Available:**
  – Pre-treat: used to change dyne level of container surface to improve adhesion of label
  – Post-treat: used to "gloss-up" label graphics; delivers outstanding image quality

• **Stretch Graphics:**
  – Allows label to be "fit" to a container
  – Label can be stretched to accommodate inconsistent container dimensions or changes

• **Small Machine Footprint:**
  – To maximize your plant floor space