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Pressure-Sensitive Labeling Manufacturers Adapting to Changing Times

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Manufacturers of pressure-sensitive (PS) labeling equipment play a vital role in the packaging industry by providing dependable and innovative equipment for labeling various products. However, as consumer packaging companies' requirements are rapidly evolving due to shifting consumer preferences, regulatory standards, and technological advancements, PS labeling machinery manufacturers face new challenges.

One of the biggest challenges that PS labeling equipment manufacturers must contend with is the need for greater flexibility. As consumer packaging companies strive to introduce new and innovative packaging designs, labeling machinery manufacturers must be able to adapt their equipment to accommodate these changes quickly. This requires a significant investment in research and development to create more modular and versatile machines that can handle a variety of label sizes and materials.



Moreover, manufacturers must address the need for faster production speeds while maintaining accuracy and reliability. As consumer packaging companies strive to reduce manufacturing costs, labeling machinery manufacturers must increase production speeds with more efficient machines capable of applying labels accurately and quickly, with minimal downtime.

Additionally, consumer packaging companies are increasingly concerned with sustainability and reducing their environmental impact. PS labeling equipment manufacturers must be able to adapt to these needs by developing equipment that reduces waste, minimizes energy consumption, and uses environmentally friendly materials.





To address these challenges, PS labeling machinery manufacturers are adopting new technologies and procedures for flexibility, speed, and sustainability. For instance, they are incorporating advanced digital printing technologies such as UV inkjet and laser printing for greater precision and wider label material compatibility. This results in faster and more precise printing, reduced waste, and increased production speeds.

Furthermore, manufacturers are integrating automation into their machines, minimizing manual labor and boosting production speeds while ensuring consistent label placement and reducing errors. Automation plays a vital role in ensuring product safety and traceability.





Manufacturers are also exploring more sustainable materials such as biodegradable and compostable films to reduce waste and carbon footprint. By offering sustainable labeling solutions, manufacturers help clients meet their environmental objectives while improving their own sustainability performance.

PS labeling machinery manufacturers must remain agile and proactive in responding to the evolving needs of consumer packaging companies. By adapting their technology and processes to provide greater flexibility, speed, and sustainability, manufacturers can continue to offer innovative solutions to their clients. As consumer preferences and regulatory requirements continue to change, PS labeling machinery manufacturers must remain vigilant to remain competitive.

Label-Aire: Leading Labeling Systems And Labeling Equipment

Over 50 years ago, Label-Aire, manufacturer of labeling systems introduced a revolutionary new method for applying pressure-sensitive labels using labeling systems technology. The patented "air-blow" labeling systems concept provided the packaging industry with a preferred labeling equipment method of label application which eliminates the need for additional product handling via labeling systems & labeling equipment. This pioneering technique has gained complete acceptance and contributed to the widespread growth of pressure-sensitive labeling systems & labeling equipment in existing and new markets, worldwide.



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CONTACT US

HEADQUARTERS - NORTH AMERICA & LATIN AMERICA

Label-Aire, Inc.
550 Burning Tree Road
Fullerton, CA 92833 USA
Phone: 714.449.5155
Fax: 714.526.0300
E-mail: info@label-aire.com

EUROPE, AFRICA, & MIDDLE EAST

Label-Aire SRL
Via Bacchini 3/b
40026 Imola (BO), Italy
Phone: +39 0542 1903925
Fax: +39 0542 1903895
E-mail: info@label-aire.com

ASIA & PACIFIC

Label-Aire Asia
27 Yucheng Road
Taiping, Taichung
41155 Taiwan
Phone: +886.987.968.513
Fax: +886.4.2395.8007
E-mail: info@label-aire.com