



BSI Standards Publication

# **Packaging — Label material — Required information for ordering and specifying self- adhesive labels**

**National foreword**

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A list of organizations represented on this committee can be obtained on request to its secretary.

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**Packaging — Label material —  
Required information for ordering  
and specifying self-adhesive labels**

*Emballage — Matériau d'étiquetage — Informations exigées pour la  
commande et la spécification des étiquettes autocollantes*





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## Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see [www.iso.org/patents](http://www.iso.org/patents)).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see the following URL: [www.iso.org/iso/foreword.html](http://www.iso.org/iso/foreword.html).

The committee responsible for this document is ISO/TC 122, *Packaging*.

## Introduction

Using and ordering label material of different kinds is not an easy task as what to use and how to use it depends on so many things, e.g. type of marking, surface, environment, treatment, information, printing technologies, etc.

Each label application is therefore unique and requires its own combination of ink, top coating, facestock and adhesive to serve its purpose. The label is to be seen as a vital and important part (component) of the product and there could be multiple labels on one product to serve different needs.

As there does not exist any standards in how to specify label materials, a guide was developed in order to provide useful information for those that are in need of a label material and those that are to supply the relevant label material.

This document can be used by both suppliers and users.

It provides guidance on what a supplier and user need to discuss and agree upon when specifying requirements of a label for a given application possibly to use as a request for a quote.

It also provides a harmonized template for specifying the parameters and characteristics of the label to enable information to be evaluated on common ground, possibly to use as a product specification.





# Packaging — Label material — Required information for ordering and specifying self-adhesive labels

## 1 Scope

This document provides guidelines for users and suppliers providing the required information for requesting and specifying self-adhesive labels. This document provides what to consider when defining and specifying label materials to be used for a given application.

It will ensure that the relevant information is provided so that the right material for the intended application can be requested or recommended, as well as ensure that label parameters and characteristics are specified in a similar format to permit label materials to be requested, specified and compared in a consistent manner.

This document applies to labels with adhesive (also named as self-adhesive or pressure-sensitive).

How to work and specify with other types of labels and marking are not addressed in this document, but may be the topic of subsequent documents. Also excluded is the information related to regulatory compliance.

## 2 Normative references

There are no normative references in this document.

## 3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 21067-1 and ISO/IEC 19762-1:2016 and the following apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- IEC Electropedia: available at <http://www.electropedia.org/>
- ISO Online browsing platform: available at <http://www.iso.org/obp>

### 3.1

#### **adhesive**

substance capable of holding materials together by surface attachment

[SOURCE: ISO 19952:2005, 3]

### 3.2

#### **adhesive strength**

sum total of the forces of attachment between a dry film and a substrate

### 3.3

#### **facestock**

paper that is used for making self-adhesive labels

Note 1 to entry: It is called “facestock” because it is the top or “face” of the laminate from which these labels are produced.

Note 2 to entry: Specialized companies laminate the facestock paper to a release liner after the latter has been coated first with an ultra-thin layer of silicon and then with an adhesive.