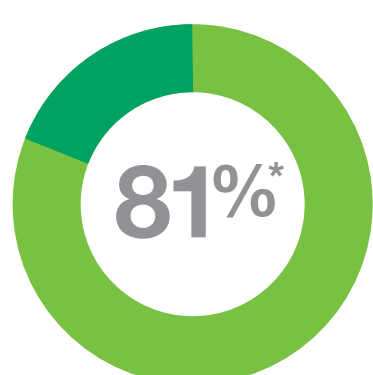


No adhesive left behind

Misguided adhesive choices frustrate consumers and put brands in a sticky situation ... but there is a better way.

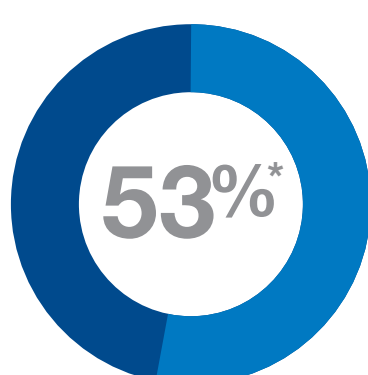
When choosing specs for a label application, converters have an opportunity to counsel their customers to use the right adhesive for the job.

Fact is, it pays to think about performance. This is especially true for removable labels.



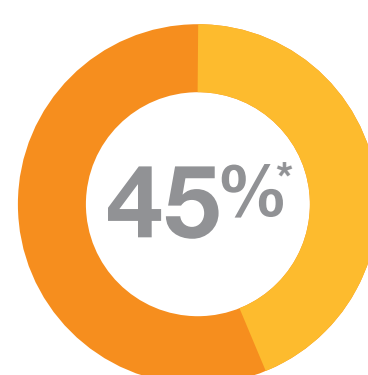
Removing Labels

81% of consumers said they have had a hard time removing a label.



Sticky Residue

53% of consumers said that “the label came off, but the sticky residue was still on the product.”

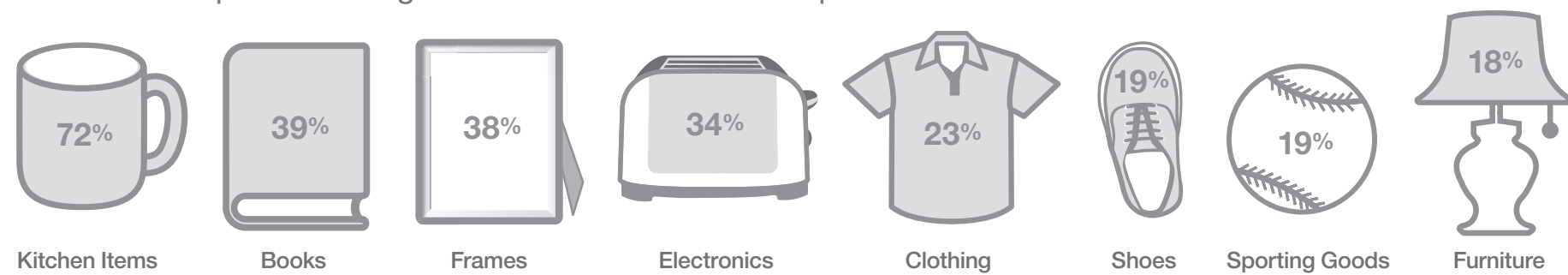


Fully Frustrated

45% of consumers said they felt annoyed or very frustrated when removing labels.

THE NOT-SO GREAT 8

These are the product categories in which consumers experienced the most frustration.



SOUNDING OFF

Respondants' comments hinted at how the wrong adhesive can sour perception of the product and brand.



“I cannot understand what type of company continues putting these types of labels on items. Many other companies use better quality labels that don't leave residue or part of the label stuck to the ... I won't buy from them again.”



“Very frustrating, especially when the sticker is put on the front, glass part of a picture frame. There is really no way to use the product if you can't remove the sticker or residue.”



“I bought a pair of shoes and the sticker left residue that still sticks to my sock when I wear them. It's very frustrating.”



“It makes me soooo angry. The tag ripped in half, and the half that was left didn't come off. It was a gift for a family member.”



“I wondered why they had to make label removal so difficult.”



THERE IS A BETTER WAY

Delivering the performance that keeps consumers happy may be a lot easier—and more economical—than you think.

The Avery Dennison Select Solutions™ Removables Portfolio offers a selection of removable adhesives and label constructions for a variety of applications. Products are available with low MOQs, fast lead times and rapid pricing.

Visit label.sapssa.averydennison.com for more information.