

Neck Label Portfolio and Technical Guide



Neck Labels

In response to the growing demand for premium neck labels, Avery Dennison has developed a portfolio of materials purpose built for neck labeling. With the constant growth in the wine market, brands are turning to neck labels as it is the only element of a bottle that is visible when immersed in a bucket and becomes the brand ambassador when not on the table. We're proud to address this opportunity for branding and design differentiation with this new range. Our new collection offers brands in this industry a premium look and feel, a consistent product image, and, most importantly, a high-end brand aesthetic with no risk of neck label detachments.

Neck labels for wine and spirits bottles can be a problem if material, environment, label design, inks, varnishes, application and bottle surface are not ideal. Below you will find our tips to avoid label lifting and recommended products.

Neck Label Lifting

Neck labels that have applied well and displayed no sign of lifting at the packaging stage have later shown variable degrees of lifting. This is also referred to as ‘flagging’.

Primary Cause

Where conditions are not ideal, the ‘memory’ of the facestock is strong enough to cause a label to lift and return to its original (flat) state. This can be a very slow process and may not be evident until 24 hours after application. For those who are looking to use a paper facestock, see below for three recommended options.

Factors Influencing Neck Label Lifting

There are several factors that can cause labels to lift:

1. Incorrect material used (facestock and/or adhesive)

A permanent adhesive should be used, and the thinnest possible facestock. Material at, or above, 55 lbs. should be avoided all together. A good choice would be an Avery Dennison film facestock, because its low-memory properties make it less susceptible to lifting.

2. Environment

In cold conditions (around 40 °F) the adhesive can harden and therefore not form a good bond with the substrate. In high temperatures, above 104°F, the adhesive will become soft and therefore lose its internal cohesive strength. A high degree of moisture and dust in the bottling line will also reduce the adhesive bond area by preventing the adhesive from flowing across the bottle’s surface (‘wetting out’). In some cases, it may be necessary to use film material to hide the variation in thickness of the folded cap. It is important to select a film stock with low stiffness (MDO Films such as High Performance Primax and Fasclear). Label dispensing also needs to be taken into consideration when selecting the facestock for neck label applications.

3. Label design

Heavy embellishment or heavily embossed papers regardless of lower basis weights and thinner calipers, are not recommended as the adhesive contact to the glass substrate is diminished due to the heavy textures.. Similarly, foil stamping can stiffen the label, adding to its memory. A good balance between the surface of the label in contact with the glass and with the cap must be achieved (50% on the glass, 50% on the cap). A large enough overlap of the label surface is also recommended: anything above .75 inches will ensure a good bond.

4. Inks and varnishes:

Experience has shown that pressure-sensitive adhesives generally display reduced adhesion on printed and varnished surfaces. In many cases, inks and varnishes contain small amounts of silicone to provide good scuff resistance for the label’s surface on the bottling line and during transportation. However, silicone is used as a release coating in the pressure-sensitive label application process, so where a label overlap is recommended, reduced adhesion is to be expected. An overlap is recommended on a neck label. A non-varnished overlap section provides a minimum .5 inch unprinted and unvarnished area in the label design. This is critical for optimal adhesion.

5. Application:

Proper wipe-down of the label is critical. Foam or brush wipers are not recommended. The preferred option is a rubber squeegee wiper backed with spring steel.



Spec#	Product Description
B9874	47# Estate 8 WS FSC®/Z2010/1.2M PET
B9875	48# Uncoated Litho /Z2010/1.2M PET
B9833	54# Semi-gloss WS FSC®/Z2010/1.2M PET
B5798	56# MaxFlex Bright Silver/Z2010/1.2M PET

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