



## Automated Roll Video/DVD Label Specifications

Labels are die cut, waste removed.

**Corner Radius:** Standard 1/8" (Other sized available)

**Maximum Roll Diameter:** 12"

**Core Diameter:** 3"

**Web Width:** To exceed label width by 1/8" or 1/16" each side ( $\pm 1/32$ ")

**Centering of Labels on Backing Web:** In order to be assured of optimum label placement accuracy, all labels shall be consistently centered on a backing web of uniform width. Label to be held to center of web width to  $\pm 1/32$ " and the backing width to be held to a width of  $\pm 1/32$ ". All sides of label roll should be slit cleanly and be smooth and free of sitting dust.

**Spacing of Label:** 1/8"

**Tightness of Label Rolls:** All rolls should be evenly wound, being careful not to use undue tension so as to prevent any excess pressure within the roll that could cause the adhesive to bleed out around the label edges.

**Adhesive:** Permanent, temporarily repositionable adhesive is preferred unless otherwise specified.

**Label Construction Guidelines for Automatic Application:**

Label Material: Minimum thickness (including adhesive)

Paper: 3.5 mil

Film: 3.5 mil

**Release Liner:** A release liner of not less than 40 pounds shall be used on all roll labels. Liner target release values are 20-70 grams.

**Label-Aire Label Size Specifications:**

**2111** Maximum: 4" wide x 5 1/2" long

Minimum: 3/4" x 3/4"

**2114** Maximum: 4" x 5 1/2" long (Machines can be modified for wider labels.)

Minimum: 1/2" x 1/2" long

**2115** Maximum: 6" wide (Length dependent on application)

Minimum: None

**Drying Powder:** No drying powders shall be used on roll labels.





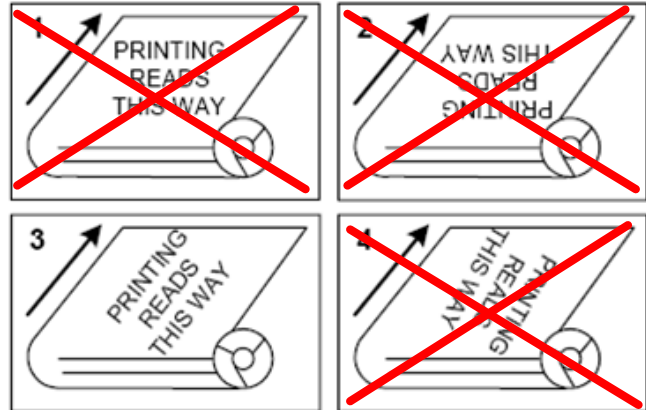
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### Automated Roll Video/DVD Label Specifications

**Label Wind:**

Labels are to be wound on the outside of each roll according to unwind position as indicated below.

Only Unwind Position 3 is Accepted.



**Other Considerations:**

**Special Shape Labels or Unusual Label Constructions:**

Please call your Technicolor Customer Service Representative for assistance.

**Pull Out Coupon Label:** Coupon must be centered within clear label substrate and adhere to the same standard specifications for centering of labels on backing web.

**Clear Label with Natural Kraft Backing:** For applications utilizing a brown natural Kraft liner, a black bar on the back side of the liner is required for the automated labeling application equipment. The black bar must be positioned between die cut cavities and be 1/8" wide. See diagram below.

