

Glossary of Terms



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Abrasion Resistance	The degree to which a label surface, including printing and protective coatings, is able to resist rubbing or wearing away by friction.
ABS	An acronym for acrylonitrile-butadiene-styrene copolymers
Accelerated Aging	Test procedures for subjecting PS label stock to special environmental conditions in order to predict the course of natural aging but in a far shorter period of time.
Acceptable Quality Level (AQL)	The maximum number of defects per one hundred units that can be considered to be satisfactory as a process average.
Acetate	1) A plastic synthesized from acetic acid that exhibits rigidity, dimensional stability, and ink receptivity; made from cellulose acetate or its derivatives such as the clear plastic covering placed over artwork; (2) A family of solvents, also known as esters.
Acrylic Adhesive	PS adhesives base on acrylic polymers. Can be coated as a solvent or emulsion system. Noted for excellent stability in outdoor exposure.
Adhere	To bond; to cause two surfaces to be held together by adhesion.
Adhesion	A measurement of the force required to remove a label from a substrate. Several test methods normally characterize this force at various time intervals after application to various substrates.
Adhesion Build-Up	An increase in the peel adhesion value of a pressure-sensitive adhesive tape, after it has been allowed to dwell on the applied surface. Result of the adhesive "wetting out" on the substrates.
Adhesive	A substance capable of holding materials together by surface attachment.
Adhesive Failure	A partial or total lifting of the label from the substrate
Adhesive Residue	The adhesive remaining behind on a substrate when a PS label is removed.
Adhesive Transfer	The transfer of adhesive from its normal position to the surface from which it was unwound. Transfer tapes demonstrate this phenomenon because of the differential release on the release liner.
Adhesive, Cold Temperature	An adhesive that will enable a PS label to adhere when applied to refrigerated frozen substrates, generally +35 degrees F or colder.
Adhesive, High Temperature	An adhesive that will enable a PS label to withstand sustained elevated temperature (+200 degrees F or higher).
Adhesive, Permanent	A PS adhesive characterized by having relatively high ultimate adhesion. The label either cannot be removed intact or requires a great deal of force to be removed.
Adhesive, Removable	A PS adhesive characterized by low ultimate adhesion. The label can be removed from most substrates without damaging the surface or leaving a residue or stain.
AMD	A cross M achine D irection – used to indicate transverse direction – TD.
Anchorage	The degree of adhesion to a surface. Insufficient anchorage results in the adhesive transferring to another surface when the tape is removed. This is distinct from splitting where only a layer of adhesive is transferred.
ANSI	American National Standards Institute.
Anti-offset Powder	Fine powder lightly sprayed over litho (offset) printed substrates as they leave the press. The powder prevents the fresh ink from transferring to the sheet above. Also called dust, offset powder, powder, and spray powder.
Application Temperature	Temperature of a substrate or label material at the time the label will be applied. All Fasson adhesives have a minimum application temperature rating. Testing is recommended when approaching minimum application temperature.
Arlon	Trade name for PEEK molded resin products. See PEEK.
Armorguard	Hard coated PET with antiglare, UV protection, and an optically clear adhesive. Available 60" wide in 5 and 10 mil.
Artisyn	Polyolefin based synthetic paper similar to Yupo and Teslin. Distributed by Protectall.
Art work	The original copy intended for reproduction, also refer to rough art and camera ready art.
ASTM	American Society for Testing and Materials. Writes test procedures for evaluating material properties.
ASTM E84	Steiner Tunnel Test to determine smoke generation of burning materials.
Autoclave (Steam)	Most commonly used sterilization process which utilizes steam heat to destroy micro-organisms. Actual sterilization takes place in a sealed chamber where a vacuum is drawn, the internal temperature is elevated and pressurized steam is injected.
Autoflex EB™	Embossable hard coated PET from Autotype.
Autoflex XH™	Extra hard coated PET film from Autotype.
Autotex™	Hard coated PET film from Autotype.
Autotex Soft Touch™	Stabilized PET with a soft textured coating on the 1 st surface.
Autotex UV™	Hard coated PET film with UV yellowing protection from Autotype.

Back Splits	Linear slits through the liner put in during coating or converting to meet specialized end-use requirements.
Backing	An inexact term used in the pressure-sensitive adhesive industry. When referencing double-coated tapes and single coated products, it is the release liner. When referencing self-wound tapes, it is the material to which the adhesive is bonded.
Biaxially Oriented Films	A film which is extended and stretched in both the machine and cross direction. This stretching improves physical properties over non-oriented polypropylene.
Bleed	1)The spreading or migration of an ink component or dye into an area where it is not wanted; (2) The spreading or running of a pigment color by action of a solvent; (3) Color printed to or beyond the finished outer edges of a substrate; (4) The part of the page that is trimmed off, referred to as selvage.
Blocking	Condition where the labels stick to the back side of the liner above them. Usually due to adhesive flow, incomplete die cutting of the adhesive, improper drying of inks or improper drying or curing of coatings.
Bond	The adhesion of a pressure-sensitive adhesive tape to the surface to which it has been applied.
BOPP	Biaxially oriented polypropylene.
Bowing	To bend or bring to a curved form such as the sides of a frame bending toward the center when under tension.
Bond Strength	The amount of force required to separate the joined surfaces.
Buckling	A deformation of a layout of tape which appears laterally across the roll causing an opening between layers.
Butt Cut Labels	Labels separated by a single cross-direction cut to the liner. No matrix area exists between labels. Butt cut labels are not suitable for automatic dispensing.
Butt Splice	A splice made by joining tape end to end without overlapping. The splice is assembled by a thin single coated tape centered on both sides.
CAB	Cellulose Acetate Butyrate.
Caliper	See THICKNESS
Capran™	Nylon 6 film by Allied Signal now Honeywell.
CARC	Chemical Agent Resistant Coating – military paint.
Carrier	When referring to double-coated tapes, it is the thin medium to which the adhesive is anchored to on both sides.
Celcon™	Celanese trade name for Acetyl copolymer.
Chemical Resistance	The resistance of a PS label to the deteriorating effects of exposure to various chemicals under specified conditions.
Certificate of compliance (C of C)	A certificate generated by a quality control department confirming that a product or material meets a certain standard or requirement.
Clear Coat	A varnish. A coating that protects the printing and the surface of a pressure-sensitive label from abrasion, sunlight, chemicals, moisture, or a combination of these.
Coater	A machine composed of an unwind stand, coating devices, rollers, ovens and wind-up stand used to apply adhesive to backing and or carriers to produce a pressure-sensitive tape.
Coating	A material, usually liquid, used to form a covering film over a surface. Its function is to decorate and or protect the surface from destructive agents or environment.
Coating Weight	The amount or weight of coating (normally adhesive) per unit area. This can be expressed as grams per square meter or pounds per ream.
Cold Flow	The flow of a PS adhesive under pressure or stress.
Color Separation	In photography, the process of separating color originals into the primary printing color components in negative or positive form. In lithographic platemaking, the manual separation of colors by handwork performed directly on the printing surface. An artist can pre-separate by using separate overlays for each color.
Conformability	The ability of a PS material to yield to the contours of a curved or rough surface
Consecutive numbering	The identification of screen printed items by applying number in correct counting order
Core	A honeycomb or variegated structure used in sandwich panel construction. The innermost portion of a multi-layer adherent surface.
Core Plugs	Metal wood or compressed paper pulps which are driven into the paper core of the finished roll to prevent crushing or the damaging of the core
Corona Treating	A method of enhancing ink/coating receptivity of a film by electronically disrupting the molecules on the surface. Equipment made by Intercon.
CPVC	Chlorinated Polyvinyl Chloride is similar to PVC (see below) except that it can be used in hot water applications up to 210° F.
Crazing	The network of small cracks that can appear in a varnish coat or plastic facstock. Usually caused by a combination of expansion and contraction during weathering or excessive solvents in an ink system.

Creep	The small slow movement of the adhesive caused by continuing stress due to low cohesive strength.
crop marks	Sometimes referred to as tick marks, small marks placed in the margin, denoting the live area or areas of an image to be reproduced.
Cross-Linked	A three-dimensional chemical bridge formed between molecular chains which are activated normally by heat. An improvement in shear resistance, high temperature resistance and oil or solvent resistance will normally result.
Cross Direction	In paper, the direction across the grain. Paper is weaker and more sensitive to change in relative humidity in the cross direction than the grain direction
CSA	Acronym for the Canadian Standards Association
Cure	To change the properties of an adhesive by chemical reaction or heat alone or in combination with or without pressure.
Dartek	Nylon 66 film by DuPont.
Dead front	Cosmetic feature of a graphic overlay where the display is visible only when backlit.
Deboss	Condition in which the image is depressed below the normal surface of the label stock. Positive printing generally has a debossed effect
Degradation	The deterioration of a film over time, which is evidenced by cracking, chalking, blistering, color fading, etc.
Delamination	The separation of a material into layers, in a direction approximately parallel to the surface. For instance, a facestock separating from the liner during processing.
Delrin™	Acetal resin made by DuPont.
Deterioration	Undesired change in properties of an adhesive caused by aging, weathering, etc.
Die	Any of a variety of tools or devices used for cutting material to a desired shape
Die Cut	The line of severance between a pressure-sensitive label and its matrix or adjoining label made by the cutting edge of a die.
Die Cut Label	Pressure-sensitive labels mounted on a release liner from which the matrix has been removed.
Diffusion or dye sublimation printing	A printing or decorating process that transfers the colorant (dye) of an ink from one media – usually paper – to another media (usually polyester) under heat (~300F) and pressure. Usually reserved for hard to print surfaces like coated ceramic cups and plates.
Dimensional Stability	The property of a material which relates to the degree of its growth or shrinkage under various environmental conditions.
DIN	Deutsches Institut fur Normung (German standards).
Direct Thermal	A specialized printing technology using rapidly heated pins that selectively activate a heat sensitive coating applied to the facestock thus forming the desired image.
DoD	Department of Defense.
Dot	The individual element of a halftone
Double-Sided	A double coated tape incorporated with two release liners.
Double Coated	A pressure-sensitive product consisting of a carrier material with similar or dissimilar adhesives applied to the two surfaces
Edge Curl	The peeling back of lifting of the outer edge of a tape which has been applied in a curve.
Edge Lift	The tendency of the edge of a label to rise off the surface of the substrate. This condition occurs most frequently on small diameter curved surfaces. Resistance to edge life is dependent on the bond strength of the adhesive and the flexibility of the facestock
Edge Ooze	Uneven adhesive residue around label perimeter
EEC	European Economic Community.
EIA	Electronic Industries Association.
EKTAR	Kodak photographic film sometimes confused with SPECTAR PETG resin from Eastman Kodak.
Elongation	The increase in length of a material produced by extending it to the point of rupture.
Embossed Finish	Paper with a raised or depressed surface resembling wood, cloth, leather or other pattern
Embossing	Impressing an image in relief to achieve a raised surface; either overprinting or on blank paper (called blind embossing).
Emulsion Adhesive	A dispersion of the fine particles or globules in another liquid. Many PS adhesives are emulsion systems
ESD	Electrostatic discharge.
Estralon™	Trade name for PET rods, sheets, tubes, and film made by POLYMER CORP.

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EVA	Ethyl Vinyl Acetate.
Expanded PVC	PVC foam usually for sign applications. Trade names: Sintra, Trovicel, Gatorcel, Komapor, and Komatex.
Exposure Temperature	The temperature that a labeled product is exposed to
Face Material	Any material, including paper, film, fabric, laminated or solid foil, suitable for converting into PS label stock.
Facestock	Any material, including paper, film, fabric, laminated or solid foil, suitable for converting into PS label stock.
Fade resistance	The property of a color or ink film that inhibits deterioration from environmental influences
Fan Fold	Zigzag fold. The put-up of pressure-sensitive labels on a continuous backing in such a way as to form a flat pack as different from roll form.
FDA	Acronym for Food and Drug Administration (US).
Feeder	In printing presses, the section that separates the sheets and feeds them in position for printing
Films	Acetate, polyester, polyethylene vinyls and other polymeric. Face material manufacturing from synthetic high molecular weight polymers.
Finish	The surface property of a film determined by its texture and gloss. A gloss finish, for example, can be shiny and highly reflective, while a matte finish is generally dull and reflects little light.
Fish Eye	Round or oval deformation in an adhesive, coating, or ink
Flagging	A lifting or peeling away of the end of a tape wound on a spiral-wrap application
Flame Resistant	The ability of a tape to withstand exposure to a flame. Flame resistant (fire-retardant self extinguishing) materials will burn when exposed to flame, but will not continue to burn after the flame is removed. Burning rate, smoke density, toxicity of fumes and melt drippings are important factors in assessing flame resistance.
Flame Retardant	A material that resists burning when exposed to a flame.
Flexibility	Property of facestock material that indicates how readily it conforms to curved surfaces.
Flexographic Printing	A method of rotary letterpress printing.
Flood coat	Even coating of ink, which covers the image area of the screen, but is not forced through the image area.
Flow Out	The ability of an adhesive to level after application
FMVSS-302	Federal Motor vehicle Safety Standard for flammability of passenger compartment materials – can apply to component or assembly.
F.O.B.	Free on board. Indicates that a quoted price includes loading on a railroad car or truck at the designated point, but no further transportation cost are included.
Formex	FR PP by ITW used for electrical insulation/shielding – forms like cardboard.
FPA	Flexible Packaging Association.
GATF	Graphic Arts Technical Foundation.
GLASSINE	Cellulosic product used in envelope windows and as postage stamp packaging/storage. Low acid, archival safe.
Gloss	A shiny finish on a smooth surface such as vinyl or paint.
Gradation	Gradual change of tones from one shade to another
Grain	The machine direction of paper as opposed to the cross direction. Also, a measurement of pressure-sensitive adhesive on a given area.
Gravure Printing	A printing process that employs minute engraved wells. Deeply etched wells carry more ink than a raised surface, hence print darker value shallow wells are used to print values. A doctor blade wipes excess ink from the cylindrical printing surface.
Haze	A degree of cloudiness in a plastic material.
HDPE	Acronym for high-density polyethylene
Heat Activated	To soften a dried thermo-plastic adhesive film to a sticky stage by application of heat. After bringing the adhesive to its melting point, the process of bonding can then take place.
Heat Aging	A controlled environment to provide an indication of any deterioration of an end use or finished product.
Heat Resistance	Property of a material which inhibits the occurrence of physical or chemical changes caused by exposure to high temperatures.
High Temperature Adhesive	An adhesive that will enable a pressure-sensitive label to adhere or stick well when applied to a hot substrate and has a high degree of resistance to aging or deterioration at elevated temperatures
HIPS	High impact Polystyrene.

HMW-HDPE	High Molecular Weight-High Density Polyethylene. Widely used by KBI for ball valve seals because of its excellent abrasion resistance, lubricity, and chemical resistance.
Hot Melt	A pressure-sensitive adhesive applied to the liner or backing in a hot molten form which cools to form a conventional pressure-sensitive adhesive.
Hot Stamping	A decorating process in which the desired image is transferred to a substrate by a heated, positive copy die. Images are normally limited to one color positive copy line.
IEEE	Institute of Electrical and Electronics Engineers.
Impact Printing	Any printing system where a micro processor controlled drives a ribbon into contact with the print surface (dot matrix) or the print surface into contact with the ribbon drum printer).
Impregnated Paper	A general term for soft porous papers which are to be or impregnated with solutions or compounds of various types. Wet tensile strength and degree or rate of are important qualities.
Impression Cylinder	In printing, the cylinder on a printing press against which paper picks up the impression from the inked plate in direct printing, or the blanket in offset printing.
Initial Tack	Adhesives usually have two adhesive stages: 1) Initial tack at which time it is sticky enough to hold parts together; 2) Set at which point the adhesives has firmly bonded them.
Ink adhesion	The bond between ink and substrate.
Ink adhesion test	Any of several controlled tests to determine long/short-term adhesion properties of an ink to a substrate.
Ink Fountain	In printing presses, the device which stores and supplies ink the inking rollers.
Ink Jet	A method of printing using liquid ink projected a drop at a time against a substrate
ISO	International Organization for Standardization.
ISO 9000-2000	A series of international quality management and quality assurance standards that are not specific to any industry, product, or service, administered by the International Organization for Standardization (ISO).
ISO 14000	International environmental management system standard administered by International Organization for Standardization (ISO).
ITO	Indium tin oxide – a clear, conductive coating that can be applied.
JIS	Japanese Industrial Standards.
K-Resin	Styrene-Butadiene Copolymer (SBC). Used to make clear film for packaging applications. By Phillips Plastics.
Kapton	DuPont trademark for PI film.
Kemafoil	Computer printable top coated polyester film made by Coveme (Italy). Film sold in reels for the printing of variable information on laser, dot matrix, impact, ink-jet, thermal transfer, and digital printing systems, as well as photocopiers. Available surface aspects: white, opaque, clear, translucent silver, and bright silver, with key coating on one side or two sides and pre-treatment to promote adhesive bonding. Film sold in reels for label stock and fixed information printing with conventional systems such as offset, flexo, and silkscreen. Available surface aspects: clear, translucent silver, and bright silver, on request with key coating on back side to promote adhesive bonding.
Kimdura™	PP based synthetic paper made by Kimberly Clark, Neenah Paper.
Kiss-Cut	Kiss-cutting refers to a die cutting method where the die cuts through the laminated material and adhesive and stops before rupturing the liner. In this process the waste matrix is often removed.
Kraft	A sulphate wood pulp paper.
Kraton	A line of elastomeric (rubber-like) plastic resins sometimes used for keypads (buttons) on membrane switches.
Kynar	Polyvinylidene fluoride (PVDF) – Atofina. Film is similar to PVF (Tedlar) and is sometimes blended with acrylic and used as an outdoor paint film.
Label	The functional portion of a pressure-sensitive construction comprising the face sheet and adhesive, die cut into various shapes.
Laminate	A web material formed by bonding two or more materials together.
Lap Splice	A splice made by overlapping the ends.
Laser	The acronym for light amplification by stimulated emission radiation. The laser is an intense light beam with very narrow band width that can produce images by electronic. It makes possible imaging by remote control from computers or facsimile transmission.
Laser Printing	A non-impact electro photographic process utilizing a laser beam to scan the surface of the drum creating a latent image which attracts toner. The toner is then transfer fused into the print surface.
Latex Paper	Impregnated Paper / Saturated Paper. Paper manufactured by two major processes: 1) the latex is incorporated with the fibers in the beater to formation of the sheet; 2) a performed web of absorbent fiber is saturated with properly latex. The papers are characterized by strength, folding endurance, resistance to penetration by water, flexibility durability and resistance to abrasion.

Lay Flat	An adhesive material with good non-curling and non-characteristics.
Legging	Legging can be exhibited when unwinding a roll, or in the end-use application. When peeling back adhesive backed products, one can witness the adhesive bonding to both the end use, and laminated materials. When this occurs, the adhesive strings between both materials upon removal. In an end-use application, legging can be the result of Plasticizer migration. In a roll of tape, legging can be the result of an inadequate release system.
Letterpress Printing	Printing process in which ink is applied to a surface from portions of rigid printing plates or type.
Lenticular Film	A clear film with closely spaced grooves or ridges in the first surface that produces special optical effects like 3-D and apparent motion of 2 nd surface graphics.
Lexan®	Registered trademark of General Electric (GE) for polycarbonate film.
Lifting	Refers to the condition when a tape, on its own accord comes away from the surface to which it was applied.
Liner Side	In roll form it is referred to that side of the roll protected by the release liner.
Lumirror	Trade name for Toray polyester films.
Machine Direction	The direction of paper parallel to its forward movement on paper machine
Magenta	One of the four primary colors for printing. One of the subtractive primaries the hue of which is used for one of the four color process inks. It reflects blue and red light and absorbs light.
Make ready (set up)	The procedures necessary to properly adjust production equipment to perform a print or finishing operation; the act of making ready or setting up to print.
Match Print™ proof	(1) A four color print that estimates how the final print will appear; (2) A direct digital color proofing process that allows the printer to see the colors desired in the final print; (3) A 3M registered trademark.
Matrix	Ladder, skeleton, waste. The face and adhesive layers of a sensitive construction surrounding a die-cut label which have been removed after die-cutting.
Matte Finish	A dull finish. A deglossed surface.
Memory	The property of a material that attempts to return to its original dimensions after being distorted.
Mesh count	The number of openings in a screen mesh in centimeters or inches
Metallized Film	A plastic or resinous film that has been coated on one side with a very thin layer of metal.
Metamerism	Phenomenon that causes the same ink or paint to appear to be of a different color when viewed under different sources of illumination.
MIL	Military Specifications and Standards.
Mils	Used in describing adhesive coat weights, thickness. The term means thousandths of an inch.
Minimum Application Temperature	The lowest temperature at which an adhesive will function
Moisture Content	Percent moisture. The moisture present in a material, as determined by specified methods.
Mottle	Non-uniform coloring, coating or printing of a face material.
MSMA	Membrane Switch Manufacturers Association.
Mylar®	Trademark of the DuPont Corporation for polyethylene terephthalate (polyester) film.
NBS	National Bureau of Standards.
NEMA	National Electrical Manufacturers Association. Writes standards for electrical enclosures.
NFPA	National Fire Protection Association.
Non-Impact Printing	This encompasses various print processes including Thermal (direct and indirect), Ink Jet and Toner
Non-Oriented Film	Film which has not been subject to stress to align the polymer chains and improve properties
NPIRI of NAPIM	National Printing Ink Research Institute, National Association of Printing Ink Mfgs.
Offset Printing	A process of indirect printing in which an impression of type or a design on a flat plate is printed on a rubber blanketed cylinder from which it is impressed
Olefins	A group of unsaturated hydrocarbons of the general formula C _n H _{2n} and named after the corresponding paraffins by the addition of "ene" or "ylene" to the stem. Examples are ethylene and propylene
Oozing	A "squeezing out" of the adhesive from under the backing, occurring when the tape is in roll form, the edges of the roll become tacky.
Opacity	That property of a paper or film which prevents "show through" of dark printing on or in contact with the backside of the sheet. This is opposite of transparency.
Opaque Ink	An ink that conceals all color beneath it.

Orange Peel	A pebbled appearance of a surface. Small, rounded hills and valleys caused by uneven liquid flow in coating or printing.
Orientation	The alignment of the crystalline structure in polymeric materials so as to produce a highly uniform structure. Can be accomplished by cold drawing or stretching during fabrication
Oriented polystyrene (OPS)	A transparent glass-like polymerized styrene material, not modified for impact, heat resistance, solvent and chemical resistance.
Outgas	Vaporization of a solid or liquid under heat. Out gassing can occur in some plastics and insufficiently dried plants, resulting in adhesive failure of films applied over them.
Out-of-register	Refer to misregistration
Over laminating	Application of clear film to a graphic for the purpose of protection or to enhance the graphic quality.
PA	Polyamides. Nylons.
Paper	A homogeneous formation of primarily cellulose fibers which are formed in water suspension on the machine wire and bound together by weaving of the fibers and by bonding agents.
PBT	Polybutylene terephthalate – polyester. See Pocan®, Valox®.
PC	Polycarbonate. PC films made by Bayer (Makrofol®) and GE (Lexan®).
PE	Polyethylene.
PEEK	Polyetheretherketone, high temperature polymer sometimes made into film. Competitive offset PI (Kapton).
Peel Adhesion	Adhesion strength. Peel adhesion is the force required to move a pressure-sensitive label from a standard test panel at a specified angle and speed after the label has been applied to the test panel under specified conditions.
PEI	Polyetherimide. Ultem from GE.
PEN	Polyethylene naphthalene.
Perforation	Series of small cuts made in labels and/or their release liner to facilitate tearing along a predetermined line.
PES	Polyethersulfone, RADEL by Amoco.
PET	Acronym for polyethylene terephthalate.
PETG	Acronym for polyethylene terephthalate glycol.
PFA	Perfluoroalkoxy. Teflon type film made by DuPont.
PPF	Prepared for Printing. Tipped or tipping. Attaching paper to back of film to help it go through the printing (offset) processes easier.
Photochromic	A material that changes color when exposed to light. Education Innovations.
PI	Polyimide. PI film made by DuPont (Kapton).
Pick	That quality of paper as it relates to the tendency of fibers or particles to be pulled away from the sheet surface when removed from tacky surfaces such as printing plates.
Picking	The lifting of the paper surface during printing. It occurs when pulling force (tack) of ink is greater than surface strength of paper.
Pigment	In printing inks, the fine solid particles used to give color, body or opacity.
PLA	Polylactic acid polymer made by Cargill Dow- used for biodegradable packaging.
Plastic	One of many high-polymeric substances, including both natural and synthetic products, but excluding the rubbers. Plastic is capable of flowing and pressure or tensile stress, if necessary, into the desired final shape.
Plasticizer	Softener. A substance added to materials to impart flexibility, workability and elongation.
Plasticizer Migration	Loss of plasticizer from an elastomeric compound that is absorbed into the adhesive. The result is a softening of the adhesive to the point of adhesion failure.
Plate Cylinder	The cylinder of a press on which the plate is mounted.
PMMA	Polymethylmethacrylate – Acrylic.
PMP	Polymethylpentene (olefinic) film.
Pocan®	PBT resin made by Bayer.
Polyart	HDPE clay coated synthetic paper by Arjobex.
Polyester	A strong film having good resistance to moisture, solvents, oils and many other chemicals. It is usually transparent.
Polyethylene	An extruded, tough stretchy film having limited temperature resistance but good moisture barrier properties.
Polypropylene	A polyolefin plastic similar in properties to polyethylene but with higher temperature capability and greater strength.

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Polystyrene	A water-white thermoplastic produced by the polymerization of styrene. The electrical insulation properties of polystyrene are outstandingly good and the material is relatively unaffected by moisture.
Polythene	Trade name for polyethylene available in films or as custom molded articles.
Porosity	The density of the adherent surface, the property of adhesive absorption by the adherent surface.
Post Cure	The phenomenon peculiar to radiation curing. Whereas, exposure to ultraviolet radiation will continue to react chemically for a period of minutes to hours after exposure.
PP	Polypropylene.
PPAP	Production Part Approval Process – A quality system showing that a supplier can meet customer’s part requirements consistently.
Premask	(Application tape, transfer tape) Pressure-sensitive tape used to transfer a cut graphic from its liner to the substrate.
Pressure-Sensitive	A term used to designate a distinct category of adhesive which, in dry (solvent free) form, is aggressive and permanent or removable at room temperature and adheres to a variety of surfaces without the need of more than finger or hand pressure. Requires no activation by water, solvent or heat and has sufficient cohesive strength so it can be handled with the fingers.
PS	Polystyrene.
PTFCE	Polytrifluorochloroethylene.
PTFE	Polytetrafluoroethylene. See Teflon.
PTT	Polytrimethylene Terephthalate – TP polyester with performance between PET & PBT.
PV, pV	Photovoltaic – device that converts light directly to electricity.
PVA	Polyvinyl alcohol or Polyvinyl acetate (PVAc).
PVC	Polyvinyl chloride homopolymer.
PVDF	Polyvinylidene fluoride. See Kynar.
Release	The force required to remove the release liner from the facestock at a specified speed and angle.
Release Liner	Backing. Liner lining. The portion of the label that receives the release coating. Prior to application, it protects the adhesive and provides support for the facestock during the die cutting operation and allows the label to be transported to a label applicator or through a computer printer.
Release (Mold)	A substance applied to pressure-sensitive labels so as to prevent sticking when the molded object is removed from the press or mold.
Removable Adhesive	A pressure-sensitive adhesive characterized by low ultimate adhesion to a wide variety of surfaces, and can be removed without damage to either the label or the substrate.
Repositioning	The relamination of labels to a different location on the backing paper following die cutting.
Residue	Adhesive left on a substrate when a label is removed.
Rewind Slit	A slitting process where a roll of tape is unwound and run through a set of shear or score knives to be slit and then wound up into individual rolls.
Rewinder	A machine which takes rolls from the winder, slits or rewinds into smaller rolls.
Rewinding	The operation of winding the paper from the reel on to a core to produce rolls of the desired width, diameter and tension.
RIP	Raster image processing.
RoHS	European R eduction of H azardous S ubstances directive to minimize certain toxic material content of electrical/electronic devices sent to Europe.
Rotary Press	A printing press using plates formed to fit rolls and using paper in continuous rolls. Newspapers use rotary presses.
Rubber Base Adhesive	A pressure-sensitive adhesive based on natural or synthetic rubbers.
SAE	Society of Automotive Engineers.
Sahara	High temp PETG.
SAN	Styrene Acrylo-nitrile.
SBC	Styrene-butadiene copolymer. See K-Resin.
Screen Printing	A method of printing in which the ink is forced through the image area of a properly stretched fabric, by the use of a squeegee, or in some cases air pressure directly on to the substrate to be printed
Self Extinguishing	A somewhat loosely used term describing the ability of a material to cease burning once the source of flame has been removed.

Service Temperature	The temperature range that a PS label will withstand after a 24 hour residence time on the substrate. The range is expressed in degrees Fahrenheit.
Set	The interval of time required for adhesive bonding; relative bonding speed of an adhesive material.
Shear Strength	Internal or cohesive strength of the adhesive.
Sheeting	Process whereby rolls of PS base stock are converted into sheets of finished labels by cutting them to the desired length in the sheeting stations on a rotary press.
Shelf-Life	Storage life. The period of time during which a product can be stored under specified conditions and still remain suitable for use.
Shrink Wrapping	A technique of packaging in which the strains in a plastic film are released by raising the temperature of the film thus causing it to shrink over the package.
Shrinkage	Reduction in any dimension of a tape.
Silicone	A unique polymer system which can be a very effective release coating, or pressure-sensitive adhesive capable of functioning effectively at extreme temperatures.
Silicone Adhesive	Adhesive compounds of this base have remarkable stability through a wide temperature range. Chief limitations in use are their high temperature cure, sensitivity to al and aromatic fuels and relatively high cost.
Silverblade	Paper for Indigo & Xeikon made by Modo Paper – Sweden.
Single-Faced	The adhesive is applied to one side of the backing only. Most pressure sensitives are this type.
Sintra	Expanded PVC foam made by Alcon Composites.
Slitter	A sharp disk which cuts paper into pre-determined widths.
SPI	Society of the Plastics Industry.
SPTF	Screenprint Technical Fountain.
Tack	Quick adhesion. The property of a pressure-sensitive label which causes it to adhere to a surface instantly with a minimum of pressure and contact time as measured by TLM Tester or equivalent equipment.
Tamper Proof Label	Destructive label. A pressure-sensitive construction made with a face material having a low strength so that attempted removal of a label made from this stock will usually result in destruction of the label.
TAPPI	Technical Association of the Paper and Pulp Industry.
Tedlar™	Polyvinyl Fluoride by DuPont.
Teflon™	This fluorocarbon (Polytetrafluoroethylene-PTFE) is almost totally insoluble and chemically inert and exhibits a natural lubricity. Also included are FEP-Fluorinated ethylene propylene, PFA-Perfluoroalkoxy Teflon is DuPont's trademark.
Tefzel™	Ethylene-tetrafluoroethylene. DuPont.
Telescoping	A sideways sliding of the tape layers, one over the other, such that the roll looks like a funnel or telescope.
Tempet	Velvet/Matte, PC/PET film extruded by Pacur.
Tensile Strength	The force parallel to the plane of the specimen required to break a given width and length of paper under specified conditions.
Teslin™	Synthetic paper made by PPG Teslin Group.
Thermal Transfer	A thermal printing process utilizing a temperature sensitive ribbon that through heat and pressure is selectively transferred to a printable surface thus creating the desired image. The ink is transferred from the ribbon to the print surface thus the term "thermal transfer."
Thermochromic	A material that changes color when exposed to heat. Education Innovations.
Thickness	Caliper. Distance from one surface of either a tape backing, or adhesive, to the other, usually expressed in mils or thousands of an inch. This is usually measured under slight pressure with a special gauge.
TLMI	Tag and Label Manufacturers Institute.
TP	Short for thermoplastic (as opposed to thermoset plastics).
Transfer	Normally refers to "adhesive transfer." Any tape component which moves from its proper place to some other position during unwind or removal.
Transfer Tape	A pressure-sensitive adhesive unsupported applied to a two-sided release coated liner.
Translucency	Ability to transmit light without being transparent.
Transparency	That property of a material which transmits light rays so that objects can be distinctly seen through the specimen.
Transparent Label	A pressure-sensitive label whose face material, adhesive and protective coatings, transmit light so that objects can be seen through
Trovicel	Expanded PVC foam.

Glossary of Terms



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Tunneling	A condition occurring in completely bonded laminates, characterized by release of longitudinal portions of the substrates and deformation of these portions to form tunnel-like structures.
TYVEK™	A spunbonded polyolefin product made by DuPont used for banners, clothing, and house wrap.
UL	Underwriters Laboratories. Writes standards for safety.
UL 746	UL Standard covering Polymeric (plastic) Materials.
UL 94	UL Standard covering Small Scale Flammability of Plastics.
UL 969	UL Standard covering Labels and Marking Systems.
Ultem	High temperature film made from Polyetherimide resin of the same name.
Ultratag™	Cross-laminated film for outdoor tag apps. Weber Marking Systems.
Ultra-Violet Resistance (UV)	The ability of a material to withstand extended exposure to sunlight (ultra-violet) without degradation, hardening or excessive discoloration.
Ultros™	Lenticular PETG film made by Lustro Plastics Co. 18 mil, 75 lines/inch.
UV	Ultra Violet light. UV is an important factor to consider when choosing an adhesive. UV can degrade some adhesives with extended exposure.
UV Stabilizer	Any chemical compound which, when admixed with a thermoplastic resin, selectively absorbs UV rays.
Valox®	PBT resin made by GE Plastics.
Varnish	Over-lacquer. A solution or suspension of one or more materials forming a protective or decorative film by oxidation, polymerization, or evaporation.
Victrex®	PEEK. High temperature resin. Also name of company that makes it. Film made from Victrex made by Westlake Plastics.
Vinyl or PVC	Plasticized Poly-Vinyl Chloride. A tough durable plastic film having excellent resistance to oils, chemicals and many solvents. It has excellent abrasion-resistance.
Vivak	PETG sheet by Sheffield Plastics (Bayer).
Weatherability	The capability of a pressure-sensitive label to withstand the effects of weather.
Weaving	A poorly wound roll of tape in which the individual layers of tape are not in alignment with the other layers.
Web	A continuous sheet of pliable manufactured material.
Web Tension	The amount of pull or tension applied in the direction of travel of a web of paper by the action of a web-fed press.
WEEE	European Waste Electrical and Electronic Equipment directive for the collection, reuse and safe disposal of electrical/electronic devices.
Yellow Card, UL	Cards that contain the rating information of a product's UL listing. The most up-to-date listing is on the web.
Yellowing	Defect manifested by a gradual color change in the original appearance of a pressure-sensitive label characterized by the development of yellowish and brownish hues.