

# Why does labeling suck?



## Because labeling doesn't stay on plastic.

There are countless durable plastic products today that require labels, providing brand identity, liability protection, and asset tracking. The problem is that labels for plastic suck (even the so-called "permanent" ones). The inks and adhesives used for traditional "permanent" labels are incompatible with plastic, contributing to product loss, liability issues, and sustainability concerns.

## Because labeling isn't sustainable.

Durable plastic products are designed to be sustainable. With lifespans as high as 10 years, and the ability to be recycled up to 10 times, one plastic product could have as much as 100 years of use. However, they live up to that potential, and are often lost or stolen, due to lost tracking labels that become litter. Additionally, any label that remains intact must be removed before the product is recycled, creating more waste.



## Because labeling is a safety hazard.

Many lives have been lost and injuries sustained due to a "failure to warn", meaning that a specific product didn't have proper safety information and/or warnings at the time of injury. On plastic products, this is often due to label failure, and is hard to avoid given the fact that labels don't stay on plastic. Additionally, in food and healthcare industries, the inks & adhesives used in labeling can harbor bacteria, posing serious health concerns.

## Because labeling isn't reliable for tracking.

With millions of durable plastic products like crates and pallets being moved all around the world, it's crucial that they are tracked along the way to eliminate loss or theft. Since labels don't last on plastic, RFID's and barcodes are notoriously unreliable, and many companies have to simply factor in large amounts of product loss every year, costing millions in replacements.



## There's a better way.

We've spent 40 years helping companies find better labeling solutions for durable plastics.

book a labeling consultation today.

[www.labeling.sucks](http://www.labeling.sucks)