



4943 MCCONNELL AVE SUITE T  
LOS ANGELES CA 90066

# LABEL MATERIALS & FINISHES

## CLEAR COAT

Protective coating such as varnish or lacquer on a pressure sensitive label that protects the print from abrasion, chemicals, moisture, and/or sunlight.

## COATED PAPER

Paper with a smooth finish varying from eggshell to glossy depending on the coating used.

## FACE STOCK/FACE MATERIAL

The material that is converted into a label once it is bonded to an adhesive and placed onto a liner. This can be made of paper, film, fabric, foil or plastic.

## FILM

Kimdura, Polyester, Vinyl, etc, face material made from high molecular weight polymers.

## FLUORESCENT PAPER

Paper coated with a reflective pigment that catches the light to have a glowing effect.

## GLOSS

Coating that has a mirror like or high shine effect.

## FOIL/FOIL PAPER LAMINATE

Metal foil laminated to the face material.



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## **KRAFT**



An unbleached wood pulp paper that is brown in color.

## **KROME-KOTE**



Face stock with a high shine finish.

## **LACQUER**



A clear coating that is applied for protection or appearance, and has a gloss finish.

## **LAMINATION**



Plastic film covering a printed sheet for protection or appearance bonded by heat and pressure.

## **MACHINE COATED**



Paper coated by a machine on one or two sides.

## **MATTE FINISH**



Dull finish with no gloss or luster.

## **OVERLAMINATE**



A clear material bonded over the label face for protection from the environment.



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### **PRESSURE-SENSITIVE PAPER**

Material with a removable backing covering the adhesive layer.

### **VARNISH**

A clear coating for protection or appearance.

### **VELLUM**

Paper made with a toothy finish for fast ink absorption.