

# Label•Release®

From price channels to scanning hooks,  
Label•Release® will change the way you  
look at labels!



**siffron**®  
always on

# Label•Release

## Understanding Label•Release

Label•Release is a silicone coated strip that applies to a shelf price channel, peghook or display which allows for the easy removal and replacement of price/description labels.



## How Label•Release Works

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Label•Release works on the basis of changing the surface where a label is being applied. The removability of labels is based upon three simple properties:

### The strength of the adhesive on the labels.

They call adhesives permanent or removable, however all adhesives become permanent over time. The only true removable adhesive is Post-It™.

### The strength of the face stock

A strong face stock (such as vinyl) can overcome any strength of adhesive. Weak paper leaves residue because the face stock rips apart.

### The surface which the label is being applied.

Label•Release is the only product in the display industry that addresses this option.

# Label•Release

## Label•Release Forms and their Applications

### Paper Pressure Sensitive

Paper adhesive label material printed then coated with Label•Release

**Use:** Temporary displays or any location where Label•Release will not be removed.

With this paper base, Label•Release is very difficult to remove due to the weakness of the label stock, therefore considered only for temporary displays that are disposable.

**Advantages:** Low cost pressure sensitive material.

### Vinyl Pressure Sensitive

Vinyl adhesive label material printed then coated with Label•Release

**Use:** This structure allows the best pressure sensitive material for use with flat price channels or any structure with a flat surface. Best solution for flat price channels.

**Note:** Can also be used with “C” price channels when release liner is not removed.

With the vinyl PS base, this form can be used safely on almost any flat surface. The strength of the face stock allows for the Label•Release to stay firmly, but when you need to take it off, it will come off with a little effort.

**Advantages:** Works safely with almost any surface. Supple structure makes it easy to apply. Long life with synthetic base.

### Clear Pressure Sensitive

Clear Label•Release Pressure sensitive coating - looks similar to packing tape.

**Use:** Designed for displays or shelves where color base is not needed.

**Warning:** siffron will NOT warranty this product for any application. This form has one serious problem, when removed from display, all adhesive on the Label•Release will be left behind! Sale of this product requires written acknowledgment of customer that product may permanently damage shelving or display.

**Advantages:** Used only under the consideration that customer needs for special application.

### Paper Tag

Paper Tag material printed and then coated with Label•Release material.

**Use:** Specifically designed for “C” Price Channels

**Advantages:** Extreme low cost for use with stores exclusive with “C” channel shelves.

### AVAILABLE COLORS

Any color that can be printed including 1, 2, 3, 4 spot or 4 color process.



### AVAILABLE SIZES

#### Cut Sheets up to 9” x 48”

Rolls up to 9” width with or without perfs.

#### Die cut sheets

Perforated rolls with max repeat perf at 24”.

# Label•Release

## How Label•Release is Applied



## Price Channels

Snap into price “C” price channels or applied with pressure sensitive adhesive to flat price channels. For “C” channels, simply snap in a Label•Release Strip over all existing labels and start labeling your shelf. For pressure sensitive Label•Release, it may be best to remove all existing labels to ensure a flat surface.

## Peghooks

Simply place a Label•Release label directly onto the label holder with or without removing any labels currently on the label holder.



# Label•Release

## Quality Control and Product Advantages

### Testing & Quality Control Specifications Label•Release Production

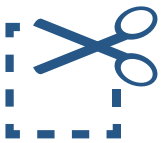
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Label•Release has gone through two years of testing and production studies. After these years, siffron has devised several methods to ensure a quality product. All Label•Release products go through rigorous tests to qualify the silicone coating for long life. Many components help with the Quality Control (QC) of Label•Release:



#### 1) The “Rub Test”

This consists of sample testing 50% of all rolls produced for silicone adhesion. A series of “rubs” with different solutions including water, windex and alcohol.



#### 2) Die Cut Rolls

All rolls are cut to size by precisely manufactured dies in order to ensure exact widths & lengths.



#### 3) 50,000 Applications

One specific test allows for siffron to apply and reapply 50,000 labels on a single Label•Release strip. All coatings must pass this test with a maximum of 5% tolerance.



#### 4) Individually packed rolls

All Label•Release is quoted as packed in single rolls. This ensures long shelf life and ease of installation without damaging or accidentally unwinding rolls. Custom quotes can be provided in bulk without boxes to reduce costs to large orders, however this is not recommended.

### The Great Advantages

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1. Reduce Labor with less effort to remove or move any type of pressure sensitive label!
2. Incredible Label Savings  
Paper Laser Labels up to 40% less than Vinyl Laser Labels. Paper Laser Labels up to 30% less than latex coated labels.
3. Re-face price channels in any color!  
Hide all those dings, scratches and patches of label adhesive.
4. Long life  
The only way to damage Label•Release is to damage the shelf.
5. Color Code any department in a variety of colors.
6. Inexpensive
7. Once installed, works exactly the same as current labeling system. Works as-is with your current PS label form.
8. Custom sizes without expensive dies.
9. Low custom runs for colors or special sizes.
10. Aesthetically pleasing.  
Unlike plastic rails, Label•Release is unobtrusive.
11. Reduces printer wear

# Label•Release

## Common Label•Release Questions

### Q & A

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**Q) Will Label•Release work only with siffron labels?**

A) No! Label•Release is not a proprietary system. Any brand, make or model of label will work with Label•Release. For best results, we do recommend using permanent pressure sensitive labels.

**Q) Does Label•Release work with removable labels?**

A) Yes! Many removable labels have a high tack (grabs quickly) and will work well with Label•Release. However, removable labels may only work with one or two re-applications. For best results, all labels should be tested before installing Label•Release.

**Q) Will my labels fall off over time?**

A) No! To understand how Label•Release works, imagine the liner where the labels originated. Have you ever seen labels fall off a die cut sheet. No - this is why Label•Release works so well. The same coating applied to your label liner is used in the production of Label•Release.

**Q) If it so easy to remove, won't my customers start to move labels.**

A) Not if you don't tell them about Label•Release. Any standard customer will have no idea that this is a special material. if a customer wants to move a label so desperately, they will do it with or without Label•Release.

**Q) What is my expected labor savings with Label•Release?**

A) Based upon a major retailer's study, an average of 10¢ per square foot can be realized.

**Q) What system has more labor savings, plastic rails with tags or Label•Release with pressure sensitive labels?**

A) Label•Release! To measure the true savings; 1) take a adhesive label off a label sheet and place it on the price channel, 2) tear apart 1 tag off a non-adhesive sheet and place it in the price channel. What takes longer?

**Q) What about custom logos or designs for Label•Release?**

A) Essentially, any picture, design or color can be produced. Currently, we are working on brush chrome, woodgrain and photo logos.



# Label•Release

## Label•Release vs. Plastic Rails

	Label•Release	Plastic Rails
<b>Cost</b>	20¢ to 60¢ per 4 foot strip	80¢ to \$2.00 per 4 foot strip
<b>Life</b>	2 -3 Years	2 - 3 Years
<b>ROI</b>		
<b>Labels Savings Only</b>	8 Months	2 - 3 Years
<b>Labels &amp; Labor Savings</b>	2 - 3 Months	10 - 12 Months
<b>Ship Weight</b>	2 Pounds per 50 4-foot shelves	12 Pounds per 50 4-foot shelves
<b>Pack Size</b>	1.5" x 10" x 10" per 50 4-foot shelves	3" x 5" x 54" per 50 4-foot shelves
<b>Shipping Cost</b> (UPS)	\$8.31 per 500 4-foot shelves (UPS)	\$48.36 per 500 4-foot shelves
<b>Single type works with "C" &amp; Flat Channels</b>	Yes. Vinyl PS Models	No
<b>Works with existing Labels</b>	Yes	No
<b>Works with existing shelf talkers</b>	Yes	No - Needs special gadget
<b>Works with existing shelf sign holders</b>	Yes	No
<b>Works with Peghooks</b>	Yes (.5¢ to 1¢)	Yes (6¢ to 3¢)
<b>Labels will slide</b>	No	Yes
<b>Color Capabilities</b>	ANY including 4-color process	Limited
<b>Custom Capabilities</b>	Low Minimums Inexpensive or no tooling costs Lead time = 1 - 2 weeks	High Minimums Expensive tooling costs 4 - 6 weeks
<b>Custom Lead-Times</b>	1,000,000 4-foot strips = 4 weeks	1,000,000 4-foot strips = 16 weeks
<b>Easily Damaged</b>	No	Yes
<b>Works well on Bottom Shelf</b>	Yes	No - High Damage Area
<b>Reduces Printer Wear</b>	Yes Paper Laser labels 2/3 as thick as card stock	No Thick rigid card stock jams and prints poorly



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## Label•Release®

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### Ecological

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Product Facing Solution.

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### Ordering is easy!

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