

SHELF MARKING

guidebook



wausaucoated



FAMILY OWNED AND OPERATED SINCE 1981

You can't escape a label! Wausau Coated Products has long been the preferred source of specialty and custom products in the label industry. We do the different, we do the funky, we do the special, we do the things our customers can't find anywhere else! We are often challenged to create something, solve a problem, or make a product that has never existed before. That's how we built the business and that's been our success. We are the Experts in "What if..."

Wausau Coated Products is a trusted, independent family-owned and operated leading manufacturer of adhesive-based label products, and has been for more than 45 years. We offer a comprehensive range of stocked label products to fulfill your labeling requirements for a wide array of applications.

Wausau Coated Products is your one-stop resource for premium quality stocked products and custom-engineered constructions. We are the reliable, speedy source for all of your label needs!

Ben Reif
President & CEO



Bill Reif
Founder

SHELF MARKING SOLUTIONS FROM WAUSAU COATED PRODUCTS

Your Premier Shelf Marking Material Provider



Within the brick and mortar of your retail environment, shelf tags are a key communication tool and influencer that helps you “talk” directly to your consumers. Shelf tags provide essential information and will ultimately contribute to a sales transaction.

A great shelf tag system goes beyond good communication to your customers; it has to provide benefit to your business as well. Whether it is through the ease of implementation to providing streamlined efficiencies, the right shelf tag saves time and money for your operation.

At Wausau Coated Products we understand the everyday challenges of retail shelf marking.

Contact Customer Solutions at **800-345-8039** for more info.

THE CUSTOMER EXPERIENCE

Ultimately, success in the retail environment comes down to you providing your customers with the best possible shopping experience. As your customers walk through the aisles, their experience will be influenced by your store environment right down to the tags on the shelf. Shelf tags allow you to communicate with your customers in a bold and colorful way with various materials and finishes to give your store’s brand the look and feel you desire.

Wausau Coated offers a large variety of facestock and adhesive constructions to align with your printing requirements and environmental applications. Our market experience includes a variety of store types including:

- ✓ *Grocery Stores and Supermarkets*
- ✓ *Big Box and Super Stores*
- ✓ *Wine and Liquor Stores*
- ✓ *Specialty Food Stores*
- ✓ *DIY, Hardware and Home Improvement Stores*
- ✓ *Convenience Stores*
- ✓ *Electronics and Auto Parts Stores*

OUR VALUE PROMISE TO YOU

We will work with and guide you to make your procurement more effective, save your stores money, increase employee satisfaction and confidence in a durable, shelf tag presentation. You control our involvement in your supply chain and manage your price and variable info data.

Wausau Coated Products, Inc.

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WHY PRESSURE-SENSITIVE SHELF TAGS?

Wausau Coated understands the extreme and unique demands of shelf marking applications. Most important are the ease of removability and durability of the tag on the shelf. That means the tag must stay adhered to the shelf, demonstrate lay-flat properties in all store conditions, and perform in coolers, in freezers, and so much more. Thanks to our quality and technical experts, we have assembled the following best practices to ensure optimal performance across all retail environments. Whether you're managing a grocery store, warehouse, or retail space, proper handling and application of shelf marking materials is critical to maintaining professional appearance and operational efficiency. These guidelines cover everything from storage conditions to printer maintenance, helping you maximize the lifespan and effectiveness of your shelf marking solutions.



In a fast-moving, competitive landscape, having the right operational tools can make all the difference. A pressure-sensitive shelf tag system is a practical, cost-effective solution that keeps your business moving forward. Employees no longer need to wrestle with traditional clip systems or other cumbersome methods that demand extra time and effort. Pressure-sensitive tags are quick to apply, stay securely in place, and remove cleanly without leaving adhesive residue behind, making them a reliable choice for busy retail environments.

Why Not Digital?

While digital shelf tags offer certain advantages, there are some important considerations to keep in mind before making the switch. Environmental impact is a growing concern, with battery life, replacement, and disposal all adding layers of complexity to day-to-day operations. High start-up costs can also make digital systems a significant investment, and their fixed sizes, shapes, and limited graphics capabilities may restrict your ability to create flexible, eye-catching displays. It's also worth noting that many retailers using digital tags find themselves supplementing with printed tags to better highlight promotions and featured items, a sign that printed solutions continue to play a valuable role even in digital environments.

VERSAPLY® VS. VINYL

Wausau Coated Products offers a range of shelf marking options, including VersaPly® choices and Vinyl. Below are the features and benefits of VersaPly® in comparison to Vinyl shelf marking options. While Vinyl is a traditional shelf marking product, VersaPly® has been a competitive choice for shelf edge space for over 15 years. The major difference between the two options is that VersaPly® has a reinforced paper base, whereas vinyl relies on a plastic polymer base.

If you are specifically looking for a clear top shelf marker, we recommend considering Voided VersaPly® instead of clear vinyl. By using Voided VersaPly®, you can achieve full visibility of the original marker/original price beneath it, while also benefiting from easy printing and clean removal.



VersaPly® vs. Vinyl Comparison

	VersaPly®	Vinyl
Lower carbon footprint and PVC free	✓	
Reduced shipping costs	✓	
Manufactured with 75% renewable resources	✓	
Ease of printability without top-coating	✓	
Strong and durable	✓	✓
Performs in moist and cold environments	✓	✓
Premium shelf marking adhesive solution available	✓	
FSC® Certified	✓	

VersaPly® is a trademark of Wausau Coated Products, Inc.

Look for FSC® Certified Products.
FSC® certification ensures responsible use of forest resources.



FIVE CONSIDERATIONS

For Shelf Tag Solutions

Determining the correct shelf tag solutions for your store requires an understanding of certain prerequisite factors. Let's look at five key considerations when choosing a shelf tag solution.

1

ENVIRONMENTAL CONDITIONS

Shelf tag performance is influenced significantly by the environmental conditions. Wausau Coated has engineered various shelf marking products to perform on different shelf types and environments. We work with you to help recommend suitable material for unique retail conditions.



Dry



**Misting/
Wet**



Freezer



Humidity



**Lack of
Humidity**

ALSO CONSIDER

Selecting shelf tag material with consideration of the specific environmental conditions is important to prevent adverse performance such as:

- ✓ *Vinyl can shrink in freezers*
- ✓ *Paper tags need wet strength in moist environments to prevent paper from prematurely deteriorating*
- ✓ *Lack of humidity and high humidity can impact adhesive performance and label performance (curl)*
- ✓ *Moisture and/or frost present on the shelving can lead to challenging adhesive applications*

FIVE CONSIDERATIONS

For Shelf Tag Solutions

2

SHELF TYPE

Today's retail environment is rapidly evolving, creating both challenges and opportunities. As shelf designs and surface characteristics change, shelf-tag adhesive performance can be affected. Common shelf structures and materials include, but are not limited to:



Metal



Plastic



Smooth



Flat



Channel & Clips



Channels



C Channel



V Channel



Grooved



Glass

FIVE CONSIDERATIONS

For Shelf Tag Solutions

3 PRINTING

Wausau Coated supports a wide range of printing and converting methods for your shelf tags—whether produced as rolls, sheets, preprinted, or imprinted on various in-store printers. We partner with you to ensure each tag construction aligns with your equipment and performance requirements.

Printing & Printer Maintenance

We work closely with major printer OEMs to ensure our shelf tag materials deliver consistent, reliable print performance. Materials can be finished with Indigo, Inkjet, or Laser top coatings to match your specific printing process.

Imprinting our materials on small-format printers functions much like other stocks. For best results, regular printer cleaning and proper print-setting adjustments are essential to match the material being used.



4 APPLICATION & REMOVAL

Similar to printing, learn the mechanics of how the shelf labels are applied and removed. Who does it? How often? Under what environmental conditions? What resources are required?

Proper application techniques of pressure sensitive materials have a great impact on the success of the shelf tag's performance. Always apply even, moderate pressure across the entire label surface with the thumb or finger. Removal of pressure sensitive shelf tags is quick and easy, requiring a gentle pull of the tag.



FIVE CONSIDERATIONS

For Shelf Tag Solutions

5

MAINTENANCE, CLEANING & STORING

Related strongly to environmental conditions is the regular cleaning practices of a retail facility. As stated, adhesive performance can be affected by dirt, dust, old adhesive and also cleaner residue.



ALSO CONSIDER

Cleaning

It is recommended a commercial strength cleaner be used to clean metal and plastic shelving. Test cleaners first, some may leave a thin residue and impede the adhesive from adhering well to the surface.

Storing

Store shelf tag sheets at 72° F / 50% RH (recommended) in shrink-wrapped packages. Storing in other environmental conditions may lead to the performance issues.

The key components of your shelf tags, primarily facestocks and adhesives, can be custom mixed and matched to meet your general or very specific shelf tag needs.

SHELF TAG OFFERINGS

FACESTOCKS

The facestock is the customer facing part of your shelf tag. Wausau Coated offers a variety of facestock options designed to meet your retail store needs.

VersaPly®

Our proprietary construction provides a cost-effective alternative to vinyl with wet-strength properties, smooth surface, good opacity, exceptional print qualities, excellent toner/ink anchorage, suitable for high-speed and desktop laser printing and can be top coated for Indigo printing. VersaPly® can be manufactured with any of the shelf tag adhesive choices.

Facestock options include:

- ✓ **MTX VersaPly®** - a strong, durable white matte facestock with a smooth surface. It has good opacity and brightness.
- ✓ **MVP VersaPly®** - a fully customizable, clear-top tag option. Stocked with a strong, durable white facestock with a satin and smooth surface, with good opacity and brightness. Clear top allows for show-through of existing price and product details.
- ✓ **Gloss VersaPly®** - a strong, durable white facestock with medium gloss and a smooth surface. It has good opacity and brightness.
- ✓ **Voided VersaPly®** - a clear window sits atop a strong, durable facestock. Available in gloss or matte (MTX) finish. This product is the perfect tag for retailers that want full sale transparency.
- ✓ **inkjet VersaPly®** - Topcoated for Aqueous Inkjet printing, this custom product offers a bright white, durable tag with an uncoated paper finish.

Synthetic Films

- ✓ **Vinyl** - White or Clear - a legacy shelf marking product, this is a strong synthetic with a matte finish, offering excellent conformability and layflat properties.
- ✓ **Polyester** - White or Clear - a durable film with excellent solvent resistance and a high gloss finish.



SHELF TAG OFFERINGS

ADHESIVES

Selecting the right adhesive for your specific retail environment is critical to the overall performance of a shelf tag. Our options include:

Premium Shelf Tag Removable Adhesive

Advanced adhesive technology, delivering:

- ✓ **High initial tack** *in the most challenging conditions means the tag will stay adhered to the shelf in conditions ranging from room temperature to refrigerator to freezer conditions.*
- ✓ **Long term adhesion and durability** *you won't find your tags on the floor.*
- ✓ **Removes cleanly** *when pulled from shelf – change out with ease and no residue.*
- ✓ **Clean removability** *when pulled from shelf, easy to change out tags with no annoying residue.*

General Purpose Shelf Tag Removable Adhesive

This economical choice adhesive offers:

- ✓ **Strong initial tack** *and adhesion to the shelf edge – your tags will stay where placed.*
- ✓ **Adheres to rigid plastics, films, glass, and painted metals** *whatever your current shelf materials are made - no need to modify shelf edges.*
- ✓ **Proven runnability** *converts like a dream.*
- ✓ **Universal suitable for use with paper or film facestocks.**

LINERS

When selecting a liner for shelf marker applications, there are several options to consider depending on your application needs.

- ✓ *The 80# (5 mil) liner is a heavy-weight choice with dimensional stability that provides an economical option.*
- ✓ *For more versatility, the 6 mil Layflat BKS also offers excellent dimensional stability and provides exceptional laser feeding with both vinyl and film facestocks in all environments to included refrigerator and freezer conditions.*
- ✓ *For wet or moist environments, choose one of our VersaPly® (FSC® certified) options, which stand out with wet strength properties and a smooth surface.*

Adhesives Checklist

Whether a retailer using shelf tags, or a printer or merchant specifying a product, you need to consider shelf tag adhesives that will:

- ✓ *Adhere in challenging conditions: from room temperatures to refrigerator to freezer conditions*
- ✓ *Adhere to rigid plastics, films, glass and painted metals*
- ✓ *Run well through a press*
- ✓ *Deliver good printing and trimming characteristics*
- ✓ *Remove cleanly from shelving*

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