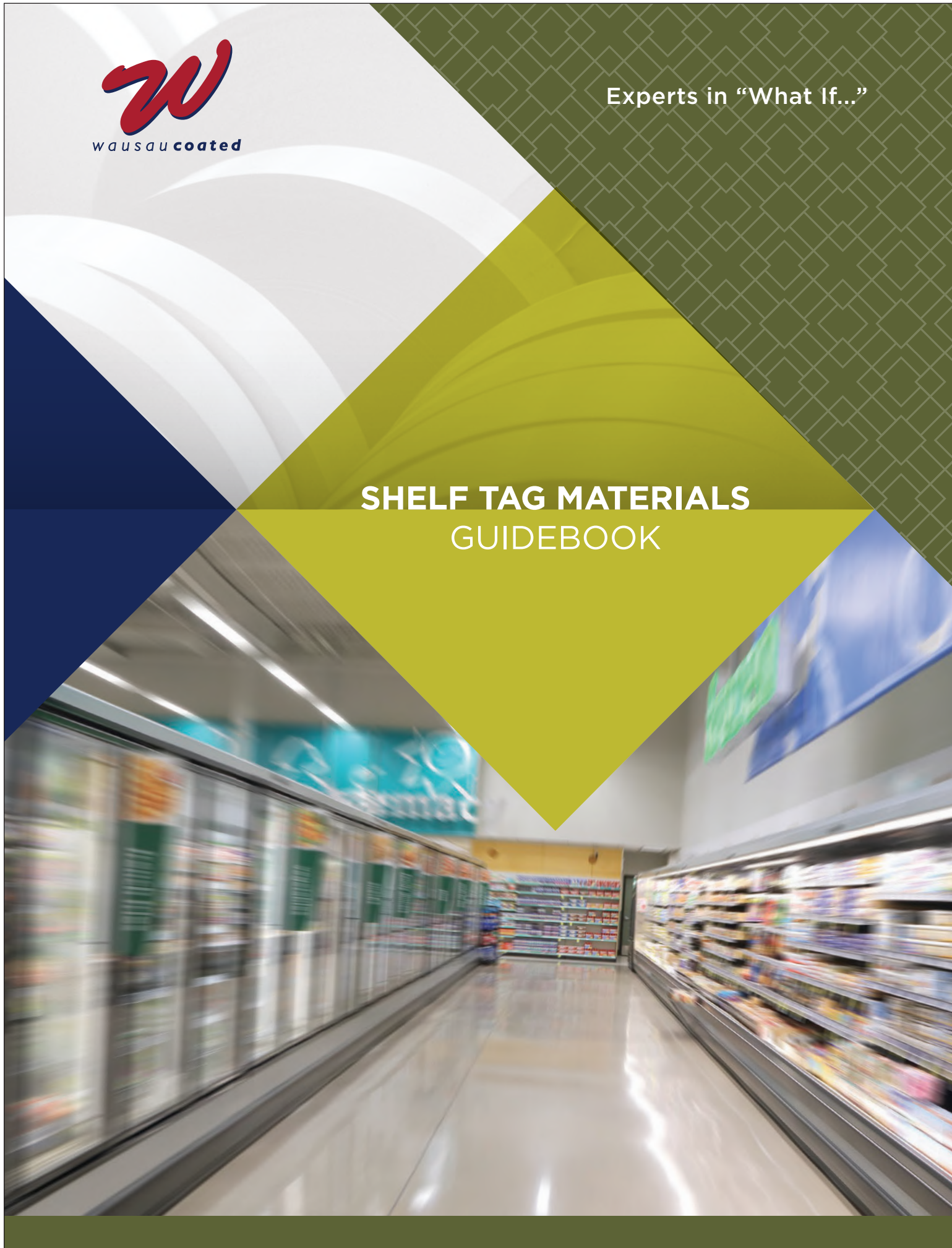




Experts in “What If...”

# **SHELF TAG MATERIALS GUIDEBOOK**



# UNDERSTANDING SHELF TAGS AS A SALES INFLUENCER AND A SAVINGS IN OPERATIONAL COSTS

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.

*A pressure-sensitive based shelf tag system is a great solution in today's retail environment as it can create huge time and money saving efficiencies particularly in the allocation of employee resources.*

## 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.

## WHY A PRESSURE-SENSITIVE BASED SHELF TAG?

With a fast-moving, competitive landscape, your business needs the operational edge to succeed. A pressure-sensitive based shelf tag system is the ideal time and cost saving application to keep you moving forward. Employees no longer need to use the traditional clip system or other cumbersome systems, which requires time and effort to insert tags. Pressure-sensitive tags are quicker to apply, do not fall off, and offer easy removal without leaving excess adhesive behind to clean.

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



## WHAT ARE YOUR RETAIL SHELF TAG CHALLENGES?

*What if...*

...I need to reduce my labor costs?

...I need a shelf tag that is Indigo printable?

...I need an environmentally friendly alternative to vinyl?

...I need a shelf tag that will adhere on frosty shelves?

...I have many different shelf types (metal shelves and plastic shelf strips)?

...I want a unique look for my organic food section?

...I need a shelf tag that is inkjet printable?

...I need a tag that removes cleanly without leaving adhesive residue?

...I need a shelf tag that feeds and prints well on a high-speed laser printer?

...I need a cost-effective alternative to White and/or Clear Vinyl tags?

...I'm mandated to use only environmentally friendly adhesives?

...I need a single shelf tag that will work in many different climate conditions: humid, moist, arid, hot, cold...?

### 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.*

# FIVE CONSIDERATIONS FOR SHELF TAG SOLUTIONS

# 5



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 under different shelf types and environments – we work with you to help recommend a suitable material for unique retail conditions. Environmental conditions retailers may experience:

- Dry
- Misting/Wet
- Freezer
- Humidity
- Lack of Humidity
- Frost
- Moisture
- Open Coolers
- Walk-in Coolers

### 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



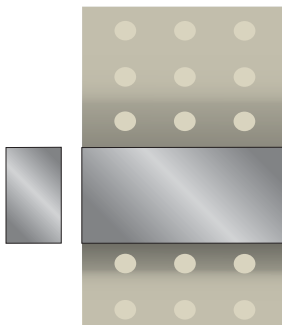
# FIVE CONSIDERATIONS FOR SHELF TAG SOLUTIONS

# 5

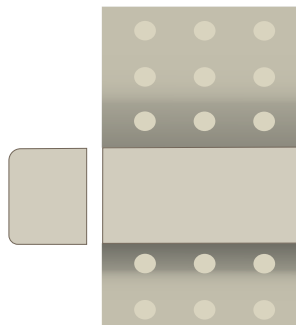
## 2

### SHELF TYPE

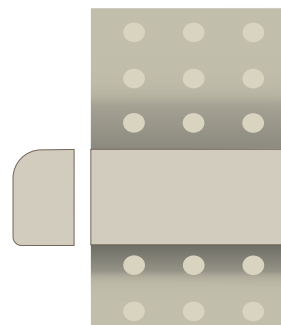
Today's retail environment is constantly transforming. This presents you with both challenges and opportunities. Changing shelf types and surface characteristics will affect your shelf tag adhesive performance. Different shelf structures and materials include (but are not limited to):



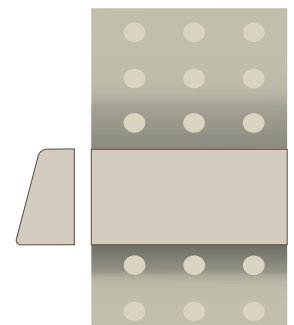
Metal



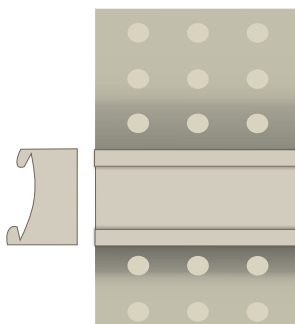
Plastic



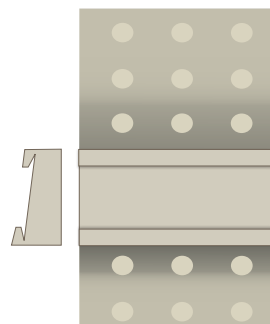
Smooth Surface



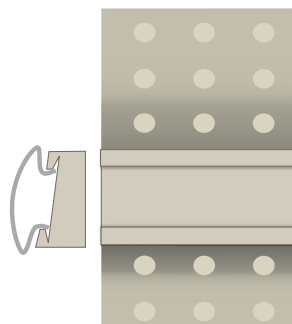
Flat Surface



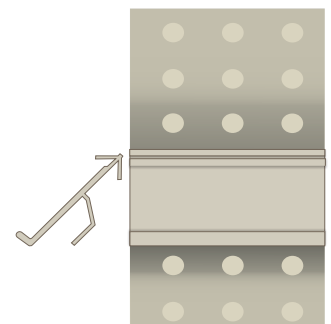
Concave ("C" channels)



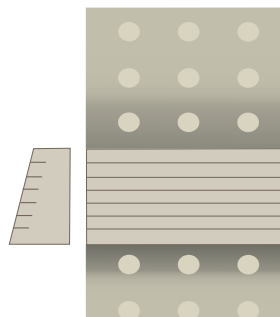
Channels



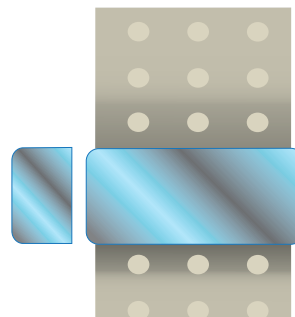
Channel & Clips



V Channel



Grooved Surfaces



Glass

# FIVE CONSIDERATIONS FOR SHELF TAG SOLUTIONS



3

## PRINTING

Wausau Coated understands that there are various options on how your shelf tags will be printed and converted whether as rolls, sheets, preprinted or imprinted using different type of printers at the individual stores. We work with you to get the best tag constructions aligned to your capabilities and specifications.

### Printing and Printer Maintenance

Wausau Coated works with all the major printer OEMs (Original Equipment Manufacturers) to ensure that our shelf tag materials will consistently perform to your expectations. Our products are available to be finished with an Indigo, Inkjet, Flexo or Laser top coat for optimal printing performance in your specific printing process.

Imprinting our shelf tag materials on smaller printers is no different than running other stocks and requires the same need for regular cleaning for best performance. Also, print settings should be managed and adjusted to match the material being printed.



### PRINTABILITY & CONVERTABILITY (Material vs. Print Method)

| Shelf Edge Options    | Laser Office Copier | iGen Xerography | HP Indigo | Aqueous Inkjet | UV Inkjet |
|-----------------------|---------------------|-----------------|-----------|----------------|-----------|
| Vinyl PS              | Yes                 | Yes             | Yes       | No             | Yes       |
| Paper PS              | Yes                 | Yes             | Yes       | Yes            | Yes       |
| Laminate PS VersaPly™ | Yes                 | Yes             | Yes       | Yes            | Yes       |
| Film PS               | Melt, Static        | Yes             | Yes       | Expensive      | Yes       |

# FIVE CONSIDERATIONS FOR SHELF TAG SOLUTIONS

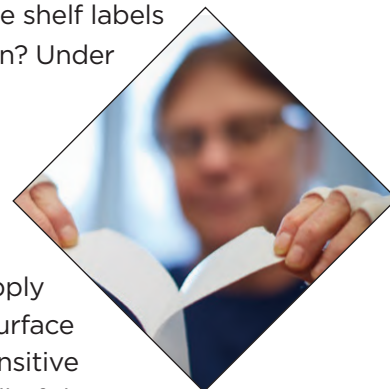


## 4

### 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.



## 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.

## WAUSAU COATED SHELF TAG OFFERINGS

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.

3.4 mil White Flexible Vinyl  
Shelf Marking Removable Adhesive  
6 mil BKS Liner



Regular Price  
2 oz. \$3.99

**WEEKLY  
HOT DEAL**

**\$3.49**

SAVE  
\$0.50

AD ITEM  
EXPIRES: 10/22/18

\$2.4



3 mil MTX VersaPly™  
Shelf Marking Removable Adhesive  
5 mil Liner



SAVE MORE  
**BOGO**  
\$13.99

## SHELF TAG FACESTOCK 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:

- **Gloss VersaPly™** – a strong, durable white facestock with medium gloss and a smooth surface. It has good opacity and brightness.
- **MTX VersaPly™** – a strong, durable white matte facestock with a smooth surface. It has good opacity and brightness.
- **Voided VersaPly™** – a strong, durable facestock with medium gloss and a smooth surface. It has a clear window at the top of the tag for label over label show through.
- **Black VersaPly™** – a strong, durable uncoated vellum black facestock for unique tag applications
- **Natural VersaPly™** – a strong, durable uncoated natural kraft facestock that provides a rustic and “earthy” look.

#### Synthetic Films:

**Vinyl** – White or Clear – a strong plastic that is flexible

**Polyester** – White or Clear – a durable type of plastic



Select from unique facestocks like Natural Kraft and Black VersaPly—suitable for high speed and desktop laser printing and can be top coated for Indigo printing to create a distinctive unified retail theme.

### CUSTOM SOLUTIONS

Wausau Coated provides shelf tag materials that are:

- *Designed and modified for specific end-use applications*
- *Efficient, durable and reliable for retail employees to handle and change*
- *Engineered to handle diverse temperatures and moisture*
- *Able to deliver visually impactful printing/imaging*
- *Diverse material offerings including VersaPly™, Vinyl, other films and selected tag stocks*
- *8 pt. and 10 pt. tag options – suitable for high-speed and desktop laser printing; can be top coated for Indigo printing*
- *Eco-friendly options available*
- *Optimized for today's OEM printing equipment including HP Indigo digital presses, desktop or high-speed laser printers or inkjet printers*

## SHELF TAG ADHESIVE OFFERINGS



### ADHESIVE OPTIONS

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

#### Premium Shelf Tag Removable Adhesive

Advances adhesive technology by delivering you:

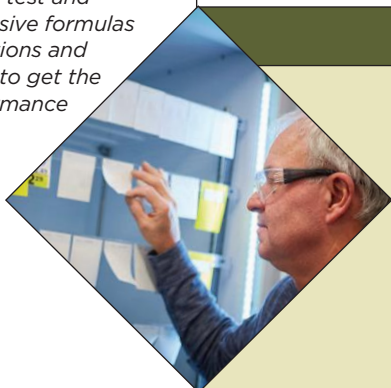
- **High initial tack** in the most challenging conditions means the tag will stay adhered to the shelf from room temperature or refrigerator or freezer conditions.
- **Long term adhesion;** you won't find your tags on the floor
- **Removes cleanly** when pulled from shelf – easy to change out tags when needed

#### General Purpose Shelf Tag Removable Adhesive

This economical choice adhesive offers:

- **Strong initial tack** and adhesion to papers – 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,** easy for your printer to run and convert

We constantly test and craft our adhesive formulas for all applications and environments to get the custom performance you require.



### YOUR ADHESIVES CHECKLIST

As a retailer, you need to have shelf tag adhesives that will:

- **Adhere in challenging conditions:** from room temperatures to refrigerator or frosty 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**

## SHELF TAG CUSTOMER COMMENTS

Below are some comments and summaries from retailers who have partnered with Wausau Coated.

“We are a national retailer with over 900 stores and were looking at a refresh for our store signage – moving away from paper sheet shelf tags wedged into plastic clips along shelf edge channels. A system that was cumbersome and time consuming for our employees to manage – also visually clunky.

We wanted to try a pressure-sensitive approach that would work with our existing supply chain and printer fleet and our internal data management. Wausau Coated’s technical team evaluated our system and proposed a curl-free PSA design with laser top-coated paper face and hybrid construction that improved our stores’ appearance and saved millions of dollars in reduced labor across the chain.

Particularly rewarding, was the positive response from employees who sent messages saying how much their work lives had changed for the better each week.”

We  
realize it  
is impossible  
to anticipate every  
condition or challenge  
you will encounter in your retail  
environment. That’s why beyond this  
guide we’re here to partner with you  
to help you with your “What if”  
challenges.

Let us show you what  
we can do.

A routine store walk-through by the executive team revealed poor execution of the retailer’s shelf marking system. As a national retailer with over 1,000 stores, who prides itself on clean, superior appearance this was quite a blow. A fast solution was needed to improve their shelf marking look.

Wausau Coated and a distribution partner proposed new materials and worked for months with custom equipment manufacturers to change both the pressure-sensitive construction as well as the equipment settings to achieve high throughput, consistent print and converting, and flawless application in-store. Employee feedback was critical throughout the process.

The new formulas reduced “tags on the floor” from ~3% to zero, provided quicker delivery, faster take-down and put-up in stores and a much happier executive team.

## Experts in “What If...”

To some “What If” is an anxiety-producing endeavor because of endless possibilities, while others are excited with the challenge.

At Wausau Coated we have a passion for “What If”. We work to give you choices and options, where you did not believe they existed.

Together we can develop your own specialized solution.



Wausau Coated Products is a leading manufacturer of pressure sensitive roll and sheet labelstock for shelf marking applications. Committed to providing excellent service and high-quality products, Wausau Coated understands that in today's business environment superior quality, quick delivery times and cost efficiencies are critical to success.

Our assortment of products fulfills these requirements by providing users with a broad selection of paper and film substrates. We continue to expand our offerings and work closely with the OEMs (Original Equipment Manufacturers) to ensure that our products will consistently perform to your expectations.

### **Stocked Products**

Wausau Coated features a line of stocked pressure sensitive product solutions. All of our stocked items are available for immediate shipment with a low-minimum order quantity.

### **Custom Products**

In addition to our stocked items, we can mix and match many of our facestocks with various adhesive technologies and liner options. Our knowledgeable sales team and technical staff rise to any challenge related to adhesive-based label materials to quickly turn a concept into a product, delivering a solution that will give you the competitive advantage.

Share your “What If” challenge with us and see how we can help you.



**Wausau Coated Products, Inc.**

7801 Stewart Avenue | Wausau, WI 54401

Phone: 800-345-8039 | Email: [info@wausaucoated.com](mailto:info@wausaucoated.com)

[www.wausaucoated.com](http://www.wausaucoated.com)