

# Get Charged with Battery Labeling Opportunities

Labeling Solutions for Durable Goods

Market research shows that one out of every three automobiles will require a replacement battery. An increase in new car production, heavy-duty industrial applications, network systems, as well as emerging technologies like fuel cells, has created a growing demand for portable energy sources.

Typical label usage per battery can range from 15-70 square inches. To meet this demand, we've leveraged our adhesive coating capabilities to engineer cost effective, high performance pressure-sensitive products that meet end-use performance criteria. These constructions provide low levels of adhesive ooze and build-up, while creating high efficiencies on press.

Ask about durable products designed for automotive, OEM and battery manufacturer specifications. These products exceed testing against battery acid and adhesion to polypropylene battery casings, along with offering excellent chemical resistance, holding strength at high temperatures, and harsh under-the-hood environmental requirements.



## Films

Select **2.3 Mil White BOPP TC** for its high strength and opacity. With a non-cavitated core, this facestock is engineered to be less prone to splitting and resists spider webbing when removed or repositioned. Offers excellent moisture resistance with superior die cutting and dispensing characteristics, and is fully recyclable with battery casings. The facestocks bright white, high-gloss finish provides superior printability by flexographic, gravure, silkscreen, offset and letterpress processes.

**2.6 Mil White BOPP TC** with a cavitated core is available upon request offering slightly higher opacity and where the added strength of a non-cavitated core is not required. This facestock is recyclable with the battery casing.

## Adhesives

### S6600

This high performing emulsion acrylic adhesive is specifically engineered for polypropylene battery casings. S6600 delivers our highest initial tack, while offering very high shear, low flow and an affinity to polypropylene and other polyolefins. Exceeds individual automotive and battery manufacturer OEM specifications for adhesion, while recognized for H2SO4, hot battery acid and temperature resistance. Also demonstrates superior chemical resistance to other automotive fluids like gasoline, lubricants, water, and solvents. S6600 provides a cost-effective solution for the optimal blend of adhesion performance, chemical resistance, on-press and machine application processing characteristics.

## Products Recommended for Battery Labeling

Spec#	Facestock	Adhesive	Liner	Service
77536*	2.3 Mil White BOPP TC	S6600	50#SCK	Stock
77849*	2.6 Mil White BOPP TC	S6600	50#SCK	Stock
53624*	2.6 Mil White BOPP NTC	S6600	40#SCK	Stock

\*Our battery labels comply with FORD WSS MPP41-A33 testing requirements (Humidity, FMVSS302 Flammability, Abrasion and Steam Resistance.)

Proper inks should be chosen and labels should be overlaminated to insure durability of graphics. Specially formulated acid-resistant inks may be required to pass end-user specifications. Consult your ink manufacturer for recommendations.