

CASE STUDY

Durable Tag: Lower Cost Alternative

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| Challenge | A steel manufacturer sought a lower-cost solution for product tracking. The manufacturer needed a tag durable enough to withstand high heat and the wear and tear from routine steel mill operations. Additionally, this tag had to stay intact during product shipment via flatbed truck covered with only a tarp. |
| Solution | McCourt Label produced a polyethylene tag with a polyester strip for reinforcement. This tag not only passed end-use testing, but saved the manufacturer money because previous tags were of a more expensive film construction. |
| Benefit | There are many applications in a variety of settings that require durable labels or tags that hold up after a unique process(es). McCourt Label Company has over 110 years of expertise in designing and manufacturing custom products for every conceivable labeling need. |
| Specifications* | Overlamine: 1 mil clear polyester Ink: Alcohol-based Tag Stock: 7.5 mil high-density polyethylene |

*These specifications are to be used only as a guide. Furnishing such information shall in no event constitute a warranty of any kind by McCourt Label Company. All purchasers of McCourt Label products shall determine the suitability of each label or tag for the purpose for which it is purchased. It is suggested that all products be tested under specific end-user conditions prior to use.

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