

# CLEANLABEL<sup>®</sup>

THE CLEAN SOLUTION



The Right Solution at the Right Time!

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## THE CLEAN SOLUTION

The CleanLabel<sup>®</sup> concept is *the* solution for keeping reusable containers, crates and cages free from old label- and adhesive residues. Due to this these containers will be more durable.

### FLEXIBLE CONCEPT

CleanLabel<sup>®</sup> is no standard label! It is a flexible concept with many opportunities and custom made lay-outs. CleanLabel<sup>®</sup> is available in white and transparent filmic materials. It can be preprinted or plain-and-die-cut in any size or shape.



### PROBLEM

Very often containers used within warehouses or between delivery sites are labelled with an address or contents inventory. When the container returns to its destination the old labels are removed and a new label put in its place. Unfortunately the removal of the old label is time consuming and often the label tears and adhesive residues remain on the surface. This can lead to issues with untidy containers and problems applying a new readable label on an uneven surface. Quite often the containers have to be cleaned by hand and/or in a washing process which can result in extra costs.

### CLEAN

CleanLabel<sup>®</sup> addresses this issue. CleanLabel<sup>®</sup> is applied once to the container and acts as a primary label, remaining on the surface for the lifetime of the container. Any logistic or address label can then be stuck onto the CleanLabel<sup>®</sup> including labels with the most aggressive permanent adhesive. These secondary labels can be removed very easily with no tearing, no adhesive residues and importantly no extra cleaning in a washing process. CleanLabel<sup>®</sup> can be over-labelled, time after time without losing its properties.



### ADDITIONAL BENEFIT

Even with the use of removable adhesive labels it is often difficult to cleanly remove all traces of old labels. The costs of these labels are also higher than their permanent adhesive counterparts. The CleanLabel<sup>®</sup> allows the use of more cost effective permanent labels with the benefit of complete removability. The cost advantage of this change, over the lifetime of a container, can be enormous.



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