

# INJECTION In-mold Labels



## Expanding your options. Without leaving home.

At Hammer Packaging, we'd rather lead than follow. That's why we keep our eye on emerging technologies and growing trends. And one of the fastest growing offerings is In-Mold Labels, or IML. Fortunately, Hammer is in a great position to overcome a number of challenges facing injection IML customers today.

- **10 DAY DELIVERY.** Since we're located in the USA, we can provide outstanding responsiveness to your delivery needs. Handling those last minute design changes or a time-sensitive product launch is no longer a concern. Our customer service department is ready and willing to make your life easier by absorbing your responsibilities whenever possible.
- **MORE FILMS TO CHOOSE FROM.** Hammer has innovated its presses to accept roll-fed substrates, rather than just sheet-fed. We use Corona-treatment to improve the quality and consistent performance of the material. This allows us to offer you a wider range of high-performing films. And that's a big deal when you have a challenging end-user requirement to meet.
- **MORE INKS TO CHOOSE FROM.** Our new Drent-Goebel web offset press uses UV and EB (electron beam) inks & coatings. Consequently, we can offer high gloss and scuff resistance options you won't find anywhere else.
- **OUR "GLOVE" TEST.** Getting your IML label to meet critical performance specs requires a team of experts. With Hammer you get one of the best teams in the business. We will customize a solution of substrates, inks, coatings and print techniques to create an IML label that works specifically for you. Then we test for scratching, heat, weather and dish washer effects, so your IML label fits your needs... like a glove.

Having an experienced IML partner on American shores can help communicate your image more dependably.



# What exactly is In-Mold Labeling?

In-mold labeling (IML) is a pre-decorating technique for blow molded, injection molded or thermoformed packaging. It has become a very popular method of product enhancement.

In the in-mold labeling or decorating process, a label is placed in the open mold and held in the desired position by vacuum ports, electrostatic attraction and other appropriate means. The mold closes and plastic resin is extruded or injected into the mold where it conforms to the shape of the object. The labels are printed on one side of a plastic material (either clear or white polyethylene). They may be finished with a clear gloss or protective coating.

## **IML is used in a wide variety of food and non-food product packaging, including:**

- **dairy products (ice cream, butter, cream cheese)**
- **salads**
- **popcorn tubs**
- **stadium cups**
- **gardening items**
- **laundry items**
- **personal care products**
- **household cleaning products**

## **Unique Challenges of In-Mold Labeling:**

Hammer performs in-house testing for many different in-mold label applications. These could include: weather testing, scratch resistance and heat resistance. Hammer also designs inks and coatings specific to each application.

Hammer also performs friction and static electricity tests. These tests ensure that our customer's equipment can efficiently handle and position the IML label. We have developed a proprietary coating that allows us to outperform our competition in this area.



## In-mold Labels: Great looking, long lasting, and more...

There are plenty of reasons why the In-Mold Label process is booming. But what stands out most of all is the unique and unmistakable look and feel of an IML.

Our customers can now take advantage of a label that's not simply stuck on the outside of a package. The In-Mold Label, including photos, illustrations and even 3D images if desired, is integrated right into the packaging.

In other words, In-Mold Labeling gives you a "no-label" look plus a graphic quality that can't be matched with many post-decorating methods. The process is a single-step approach that creates a fully-labeled part right from the tool. And the label is structural as well as decorative. That means a strong yet lightweight package.



### In-mold labeling is:

- **High-quality.** Injection mold labels offer superior color and consistency that clearly demonstrate the uniqueness of your brand.
- **Durable.** IMLs are resistant to heat, scratches, and the corrosive effects of many liquids. Because an in-mold label or decoration is embedded in the wall of the product, it is nearly impossible to remove.
- **Recyclable.** Because the labels are a recyclable polyethylene material, the entire container may be recycled without removing the label.



Hammer is a member of the In-Mold Decorating Association (IMDA) [www.imdassociation.com](http://www.imdassociation.com). Please refer to the IMDA website for more technical information.



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