ID Advantage

Whether it's unlimited color options, a thin profile, digital printing, or others, ID Advantage labels are ideal for high volume applications in a mild-to-moderate environment. The optional .001" thick clear polyester over laminate provides additional protection to the bar code and/or copy. In addition, with hundreds of die options available chances are we will have the size you need.

Available with or without bar code, labels are produced using our digital printing process, which –when combined with unlimited color choices shows off even the most detailed logos, type, and artwork.

Features	Polyester over laminate option ensures long-lasting performance .001 thick pressure-sensitive adhesive bonds well to a wide variety of surfaces Roll format standard Digital printing process ensures bar code readability as well as crisp, clean company logos.
Product Print Options	Barcode . Data Matrix . QR Code . RFID . Serial Number . Text
Product Functionality	Abrasion Resistance . Chemical Resistance
Popular Applications	Churches . Hospitals . IT Assets . Schools
Category	Plastic Asset Tags

Material	.002" thick white polyester; available with .001" thick clear polyester over laminate
Serialization	Bar code and human-readable equivalent is digitally printed – providing excellent clarity and easy scanning. Code 39 is the standard symbology with a range of 2.7 to 9.4 CPI (characters per inch). Optional linear and 2D symbologies available. Although this product is primarily marketed as a bar code product, we can produce it with human-readable numbers only or unserialized.
Label Copy	The label copy may include block type, stylized type, logos or other designs
Colors	Standard colors include black, red, yellow, green, dark blue, orange, purple or blue. Custom spot colors are also available at no additional charge. Due to contrast needed for the bar code scanner, all bar codes are black.
Standard Adhesive	High performance adhesive
Sizes	1.25" x .5"; 1.5" x .75"; 1.75" x .5"; 2" x .75"; 2" x 1"; 2" x .625"
Packaging	Shipped on convenient rolls with scrap matrix removed for ease of removal. Cleaning solution is provided to assist in applying to a clean surface. Cartons are clearly marked to indicate serial numbers of labels.
Shipment	6 business days

2019 Metalcraft, Inc.
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Chemical Testing

Labels were applied to a clean glass substrate and submerged in the following chemicals for three hours. A 180 degree peel test was performed on each label to measure peel strength and a percentage peel strength loss was calculated based on a sample left in standard room temperature dry conditions.
Chemical Test Data
Chemical resistance of adhesive

	Water	Glass cleaner	Bathroom cleaner	Isopropyl alcohol 99%	Acetone	NaOH pH 12.0	HCl	Brake fluid	diesel fluid
Peel strength change	+6%	+21%	+11%	-5%	-22%	+16%	+22%	+16%	+3%
Actual Peel strength (lb/in)	3.4	3.9	3.6	3.1	2.5	3.7	3.9	3.7	3.3

Destructive Testing

Labels were tested with a Taber abrader set at 500g with Calibrase CS-10 wheels. Labels survived 6,000 revolutions while remaining readable with a bar code reader.

Temperature Testing

Labels were applied to a clean glass substrate and heated to the temperature listed below for one hour. Peel tests were performed to compare change in adhesive strength and bar codes were graded before and after testing to measure image degredation severity.
Temperature Test Data
Adhesive strength loss after heat exposure

	40°- C for 1 hour	100° C for 1 hour	150° C for 1 hour	200° C for 1 hour
Peel strength change	+13%	-3%	+26%	+70%
Actual Peel strength (lb/in)	3.6	3.1	4.0	5.5

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Barcode Readability Testing

Bar code was unreadable after 200°C/392°F test.
Barcode Readability Test Data
Bar code grade loss after heat exposure

	40° C for 1 hour	100° C for 1 hour	150° C for 1 hour	200° C for 1 hour
Peel Strength Change	+13%	-3%	+26%	+70%
Actual Peel Strength (lb/in)	3.6	3.1	4.0	5.5

				Bar code grade loss after chemical exposure					
Water	Glass cleaner	Bathroom cleaner	Isopropyl alcohol 99%	Acetone	NaOH pH 12.0	HNo3 pH 1.0	HCl pH 1.0	Brake Fluid	Diesel Fluid
1	1	0	0	1	0	1	1	1	0

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