



www.luminer.com

## Quote Request Form Glossary

1925 Swarthmore Avenue  
Lakewood, NJ 07724  
P: 732.886.6557  
F: 732.886.6692

### Application:

**Prime Label** – The primary product identification label

**Direct Mail** – Product is used in a Direct Mail application

**Promotional** – Custom labels or products used to promote a product through mailings, on pack, point of purchase and give away's.

**Laser** – Labels where data will be imprinted using a laser printer.

**Thermal Transfer** – Labels where data will be printed using a Thermal Transfer Printer.

**Direct Thermal** – Labels where data will be printed using a Direct Thermal Printer.

**Other** – Labels used in other applications such as Pharmaceutical, Automotive, Food, Health, etc.

**Printer Model** – Type of printer & model being used, not required but useful in determining roll OD, core size and unwind position. Also needed to provide ribbon pricing.

**Applied to** – What surface the label is being applied to such as cardboard box, plastic bottle, etc. Important to determine the correct adhesive.

**Application Temp** – The temperature at which the label will be applied to the product.

**Service temperature** – The temperature range the label will be subjected to during the product use.

**Size: Across** – size in inches of the width of the label across the web.

**Around** – size in inches of the length of the label repeat in the web direction

**Die Cut** – Label shape is cutout and the waste removed leaving release liner exposed around the die cut shape

**Butt Cut** – Label is “butted” to the next with square corners and the facestock is cut to the liner with no liner exposed

**Perf.** – Label is perforated. Horizontal Perf's and/or Vertical Perf's every certain inches or a perforation in the liner between labels

**Material: Facestock** – Type of material required, paper, film, or foil.

**Liner** – Type of material used as the label carrier, standard 40 or 50# Kraft, or film (typically used for high speed auto applications)

**Overlaminat**e – Type of material used to apply over face stock. (Typically used for scuff resistance, UV protection, gloss finish)

**Adhesives: Permanent** – Non removable once applied. Some acrylics can be removed and repositioned within 10–15 minutes of application

**Standard Removable** – Can be removed once applied, becomes more permanent over time.

**Low Tack Removable** – Can be removed from all surfaces and repositioned indefinitely

**Freezer Grade** – For labeling applications where the label is to be applied in conditions less than 35F

**Custom Coat** – Block-Out (Opaque) adhesives or specific applications

**Patterned Coat** – Selectively applying adhesives in infinite and different patterns.

**Print: Number of Colors Face** – Number of colors to be printed on the face of the label.

**Number of Colors Back** – Number of colors to be printed on the back of the label.

**Number of Copies:** Will the printed copy be the same on each label or if different, note the # of copies.

**Coating (Over the label Face):** UV–A high gloss protective varnish with excellent rub resistance

Aqueous – Water base protective varnish with good rub resistance. Not as durable as UV.

Film – Overlamine (poly film coating)

Coverage: Overall – Protective coating over entire face of label.

Pattern – Protective coating in certain face areas of the label.

**Finishing:** How the labels are to be furnished:

**Rolls** – Labels furnished on rolls, specify number per roll, Max OD of rolls and Core ID Size.

**Applied:** – How are labels applied to the product, by hand or by machine. If they are automatically applied with an applicator we must have an unwind direction.

**Unwind Roll Direction:** What is the copy direction of the labels when they come off the roll?

**Sheeted** – Labels are furnished individually on sheets.

**Fanfolded** – Labels are folded over at different number of labels per fold.

**Quantities:** Number of labels needed per thousand.