

## Sticky Notes, facts and specifications

### Prinziple

Sticky Notes are self-adhesive labels and can be peeled off the print medium to leave no residue. Their light adhesive action is permanent, and after removal from the print product, Sticky Notes can be affixed to any other surface. The advertising message stays within sight and continues to attract the attention of the recipient. On their glue-free areas, Sticky Notes can be written on with a ballpoint pen.

### Standard formats

65 × 65 mm  
72 × 72 mm  
76 × 76 mm  
102 × 76 mm  
145 × 76 mm

### Possibilities

Sticky Notes can also be produced in special shapes and sizes. Contour cutting on request.



### Material

Label: Glossy paper 85 g/m<sup>2</sup>  
Backing material: Silicone paper

### Printing

Printability: 2-sided  
Colour: Multi-colour (CMYK plus spot colours)  
Artwork: Full bleed

### **Glue application**

To facilitate detachment by the consumer, we recommended that glue-free areas are provided on the back of Sticky Notes. A peeling aid should be placed within the layout on the front.

### **Standard glue application**



Black area = glue

### **Printed image alignment**

Depending on the process, the alignment between the printed image and the label backing must be specified. Alignment options are standardized and are defined in relation to a specific order.

### **Packaging**

Labels are delivered packed in cardboard boxes. They are concertina folded and the end is provided with a self-adhesive splice point. This packaging method means that labelling can be carried out continuously, without interruption. Start and end are clearly marked on the exterior of the packaging.