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Smith Corona Conquers the Cold with New Freezer Labels

In 2014, beginning with our first general purpose formulation, Smith Corona started producing our own in-house adhesives. In 2017, Smith Corona introduced a new freezer adhesive specifically formulated to withstand frozen and deep freeze applications. This adhesive adheres to a variety of packaging materials and is designed to endure the harshest conditions present in the cold-chain supply line. Our freezer adhesive is a rubber-based hot melt that has a high initial tack and quick adhesion to a variety of substrates. Solvent-free adhesives, such as hot melt adhesives, have become the preferred type of adhesive industry-wide, which is why we chose a solvent-free hot melt formulation with the capacity to withstand drastic changes in environmental conditions.

Increased usage of high recycled content corrugate in the packaging industry is another reason why we chose a hot melt formulation for our freezer adhesive. We see the use of high recycled content corrugate as a positive for all. However, the more recycled content present in the corrugate, the more difficult it is for a label to adhere to its surface. The high tack and affinity of the hot melt for the fibers of the corrugate make it the appropriate choice for this application. Even though, a negative aspect of these types of hot melt adhesives is that they are not repositionable and will be permanent once applied, they remain the most appropriate choice for consumable labels used in case identification and shipping labels.



Smith Corona is dedicated to sustainable and environmentally-friendly practices. Our hot melt adhesives are composed of roughly 50% plant-based materials making them a more sustainable adhesive than acrylics or solvent-based products. Solvent-based adhesives are in decline industry-wide and we have no plans to use them. The future is in solvent-free adhesives and that is where we will continue to focus our efforts.

ABOUT SMITH CORONA

We are a manufacturer dedicated to total customer satisfaction. Our staff is highly focused on quality assurance, reliability and keeping our prices the lowest in the industry. Since 1886, Smith Corona has been a trailblazer of new technology. In the early days, other manufacturers were scrambling to catch up with our radical typewriter designs. The same is true today with our label products. We outperform the competition with state-of-the-art manufacturing equipment, cutting-edge processes and reliable value - A one hundred year old tradition we continue for our customers.

For More Information and to Place an Order Contact Us At: sales@smithcorona.com