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(54) Title: LABELS AND LABELLING METHODS

(57) Abstract: There is described a method of applying a transparent label of polymeric film to an article to produce a labelled article having a substantial no-label appearance. Labelled articles and labels suitable for use in this method are also described. The labelling method comprises the steps of: (a) selecting films having the following properties (i) $Cobb_{5min}$ value (measured over 5 minutes) from 0.25 to 50 $gm^{-2}(min.)^{-1}$; and (ii) water vapour transmission rate under tropical conditions from 5 to 2000 $gm^{-2}(24hr)^{-1}$, (b) selecting a liquid adhesive (such as a wet glue) having a viscosity from 1 to 500 Pa.s; and (c) applying the selected adhesive to fix the selected label film to the article where the thickness of the adhesive layer between the article and label on application thereof is from 25 to 150 microns. Preferred labels are clear or coloured laminated cellulose films selected to have $Cobb_{5min}$ from 1.25 to 15 $gm^{-2}(min.)^{-1}$ and $WVTR_{trop}$ from 325 to 875 $gm^{-2}(24hr)^{-1}$. Such films can be applied to a glass bottle using an optional transparent or white wet glue of viscosity from about 40 to about 150 Pa.s (such as starch glue, casein glue, EVA, PVA and/or non-casein based polymeric glue) to give the appearance of no label on the labelled bottle. The adhesive may be applied to give a solid content before drying from 40 % to 60 % by weight and a dry coat weight from 10 gm^{-2} to 125 gm^{-2} . The preferred time for the label to be fixed in place is from 1 to 20 minutes with the label preferably dry after 5 minutes to 24 hours. This method may be used on a high speed labelling line where 300 to 1,000 labels are applied per minute.



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