



Material Selection Guide

There are many considerations in choosing the best material for your product. General Label will assist you in making the best economical material choice considering your design, environment, surface finish and end-user requirements.

** It is CRUCIAL that everything works together:*



Polyester Typical Gauges: .006" - .010"

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| Finishes <ul style="list-style-type: none"> ■ Gloss ■ Textured ■ Fine Textured ■ Antiglare ■ Brushed Silver ■ Brushed Steel ■ Softouch ■ Steel ■ ESD Coated
(Electro Static Dissipative) | Products <ul style="list-style-type: none"> ■ Membrane Switches ■ Graphic Overlays ■ User Interfaces ■ Touch Screen Overlays ■ Labels | Highlights <ul style="list-style-type: none"> ■ Backlighting ■ Deadfront Graphics ■ Excellent for embossed keys that require over 1,000,000 actuations.
<small>*ESD coated cannot be embossed.</small> |
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Polycarbonate Typical Gauges: .007" - .020" *

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| Finishes <ul style="list-style-type: none"> ■ Gloss ■ Velvet-Matte ■ Velvet-Gloss ■ Hard Coated ■ Flame Retardant ■ Anti-Microbial | Products <ul style="list-style-type: none"> ■ Non-embossed Membrane Switches ■ Graphic Overlays ■ User Interfaces ■ Labels | Highlights <ul style="list-style-type: none"> ■ Embossed Keys ■ Backlighting ■ Deadfront Graphics ■ Harsh Environment ■ *Thicker Gauges available |
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GLOSS: Hard coated for durability and scratch resistant. (Windows/Touch Screens)
MATTE: Smooth, non-reflective, hard coated and scratch resistant for windows and keys.
TEXTURED: Abrasion resistant, non-reflective, diffusing for digital displays.
BRUSHED SILVER: Brushed aluminum finish.
PRINTED TEXTURE: Selectively printed texture, enhanced highlighted graphics.

Polyester (Thin Gauges) Typical Gauges: .002" - .007"

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| Finishes <ul style="list-style-type: none"> ■ Heat Stabilized ■ Clear ■ White ■ Bright Silver ■ Brushed Silver | Products <ul style="list-style-type: none"> ■ Membrane Switches (Heat Stabilized) ■ Printed Electronics (Heat Stabilized) ■ Decals & Labels | Highlights <ul style="list-style-type: none"> ■ Printable ■ Writable ■ Repositionable ■ Static Cling |
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Vinyl Typical Gauges: .002" - .004"

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| Finishes <ul style="list-style-type: none"> ■ Gloss ■ Matte | Products <ul style="list-style-type: none"> ■ Decals & Labels | Highlights <ul style="list-style-type: none"> ■ *Various base colors |
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Ink Systems Screen Printing

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| Advantages <ul style="list-style-type: none"> ■ Cost-effective large runs ■ High quality ■ Extremely durable ■ Material selection ■ Wide range of inks ■ Precise color matching | Disadvantages <ul style="list-style-type: none"> ■ Initial setup costs ■ Longer print time ■ No variable data |
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Ink Systems Digital Printing

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| Advantages <ul style="list-style-type: none"> ■ Quick printing ■ Low setup costs ■ Easy multi-color printing ■ Excellent for short runs ■ Variable and customizable ■ Endless design options | Disadvantages <ul style="list-style-type: none"> ■ Limited range of materials ■ Not as cost-effective for large runs ■ Not as durable for outdoor extended life applications |
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Over Laminates Typical Gauges: .001" - .005"

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| Finishes <ul style="list-style-type: none"> ■ Gloss ■ Matte ■ Velvet | Products <ul style="list-style-type: none"> ■ Decals & Labels |
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Adhesives Typical Gauges: .002" - .062"

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| Type/Gauge <ul style="list-style-type: none"> ■ 3M™ 467MP - .002" ■ 3M™ 468MP - .005" ■ 3M™ 300LSE - .002"/.0035"/.005" ■ 3M™ VHB - .008-.062" ■ Optically Clear | Surface <ul style="list-style-type: none"> ■ Smooth or light textured ■ Medium textured or rough surface ■ Low surface energy ■ Very high bond / extremely durable ■ Smooth to rough textured |
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