

Specialty label stock coater celebrates long history with PPG TESLIN® substrate.



"Our label stock construction using PPG TESLIN® substrate is now the cornerstone of our business."

JOHN WARD AND STEVE FLOOD
Co-directors, Premier Coating & Converters Ltd.

Summary

- Premier Coating & Converters Ltd. (PCC) produces bespoke high-performance self-adhesive label stock.
- PCC began purchasing PPG TESLIN® substrate almost 25 years ago.
- PCC pairs *Teslin* substrate with a specially-formulated water-based adhesive and liner.
- Their customers serve a range of market segments where durable labels are required.
- PCC has experienced double digit growth with *Teslin* substrate.



Challenge

Premier Coating & Converters Ltd. is a specialty label stock coater and converter based in southern England. Founded in the 1970's as ICP Coatings, the company prides itself on focusing precisely where they can be successful. They work closely with suppliers to source the best performing materials. The majority of their business is producing rolls of self-adhesive material for customers who require roll-to-roll or lay-flat products.

When co-directors Steve Flood and John Ward purchased the company in 2004, they changed its name to Premier Coating & Converters (PCC), to better describe their mission of filling an important niche with specialized solutions. They work closely with printers to combine film substrates, adhesives and liners which meet the challenges of demanding applications.

One thing they did not have to change was the use of PPG TESLIN® substrate. Almost 25 years ago, their predecessors discovered *Teslin* substrate while searching for a label material to meet the needs of a chemical drum label customer. They needed a substrate that would "give them an edge" in the marketplace.



Teslin substrate with PCC adhesive and liner



Solution

ICP began working with *Teslin* substrate, pairing it with a specially-formulated water-based adhesive and liner to produce a “market-leading” label stock with excellent layflat capabilities “that is still unrivalled today,” added Flood. At that time, *Teslin* substrate was new to the European region – and they needed to build awareness of its unique qualities.

Today PCC’s seasoned team of operators have considerable experience working with *Teslin* substrate. According to Flood, their customers and prospects recognize the value of the unique microporosity of *Teslin* substrate which, unlike other synthetic face stocks, locks in toners and ink, rendering printed information impervious to scrapes, scuffs and other damage. Additional benefits include BS 5609 certification, the “exceptional” water resistance of the PCC adhesive, print method compatibility, and static resistance for increased safety and productivity.



Results

PCC offers their construction of *Teslin* substrate in widths to meet customer requirements and stocks *Teslin* substrate so they are able to produce specialty rolls within three to five working days – an enviable turnaround for the bespoke market.

According to one of their customers, a leading label converter in Europe, “Through Premier Coating & Converters Ltd, we have been able to develop key products utilising their many adhesive options, specifically the BS 5609 Marine Standard Hi-Tack Permanent. It is the combination of this adhesive aligned with *Teslin* face stock, that creates a superior label that is unmatched in the industry, winning and retaining vital business.”

Their customers serve a range of market segments where durable labels are required, including chemical drums, horticulture and warning labels. “We are known for producing a high quality product for any damp environment where customers need a label to stick,” Flood adds. “We are proud of using *Teslin* material – we promote it openly in our marketing materials. And even our competitors send us business!”

As environmentally-conscious European customers have looked for a substitute for vinyl, PCC’s business has grown with *Teslin* substrate. Flood concludes, “Today it’s the cornerstone of our business. We’ve seen double-digit growth with *Teslin* substrate.”



Slit rolls from PCC

PPG TESLIN® Substrate

- *Teslin* substrate is a highly printable synthetic material that excels in applications that demand a tough, high-performance material.
- The material contains micropores that absorb inks, toners, adhesives and coatings locking them into its structure for long-lasting durability.
- It is ideal for applications that include GHS-compliant chemical containers, brand protection, tamper-evident security, medical/pharma products and high-end wine and spirits.



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