

Pressure Sensitive Labels (Roll Labels)

Overview:

Willowpack’s roll labels are designed for performance, flexibility, and visual impact across a variety of applications. Whether you need labels for jars, pouches, bottles, or other consumer packaging, our pressure-sensitive labels provide exceptional adhesion and durability. Available in paper, poly, and BOPP materials, these labels are ideal for both hand and machine application. Engineered to handle moisture, refrigeration, and challenging surfaces, they deliver vibrant print quality with consistent registration and reliable performance throughout the product lifecycle.
















Formats:



Paper Labels

Durable and economical for dry, rigid surfaces like jars and boxes. Writable and printable in full-color CMYK. Available in permanent or removable adhesive.



Materials

-  • White Bright Paper Permanent
-  • White Bright Paper Removable
-  • White Opaque Paper Permanent
-  • White Semi-Gloss Litho Paper Freezer Permanent
-  • White Litho Paper Wet-Strength Permanent
-  • White Classic Crest Paper Wet-Strength Permanent
-  • Estate #4 Paper Permanent
-  • Silver Foil Paper Freezer Permanent
-  • Pink Fluorescent Paper Permanent
-  • Red Fluorescent Paper Permanent
-  • Green Fluorescent Paper Permanent
-  • Orange Fluorescent Paper Permanent
-  • Yellow Fluorescent Paper Permanent

Poly Labels

Moisture- and chemical-resistant labels for flexible containers like tubes and pouches. The ideal option for long-lasting labels in tough environments.






Materials

-  • White Poly Permanent
-  • Silver Poly Permanent

BOPP Labels

Premium labels with gloss, clarity, and tear resistance. Ideal for refrigerated, wet, or squeezable products. Available in clear, white, or metallic finishes.

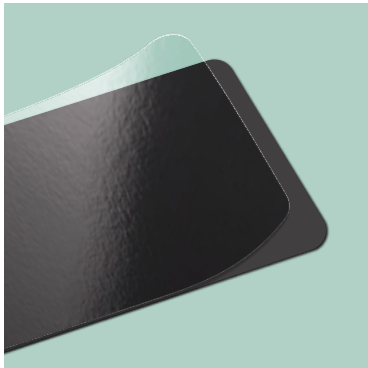
Materials

-  • White Gloss BOPP Permanent
-  • Silver Brushed BOPP Permanent
-  • Clear BOPP
-  • White Gloss BOPP Freezer
-  • White Gloss BOPP Permanent PET Liner

Coatings / Laminations



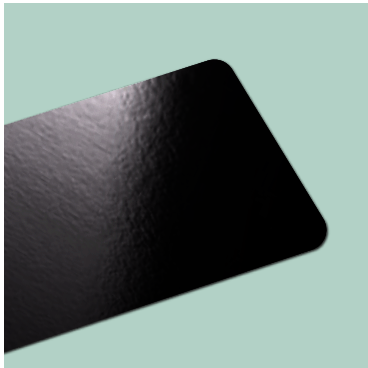
No Coating



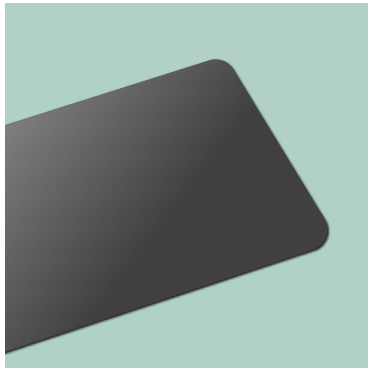
Gloss Lamination



Matte Lamination

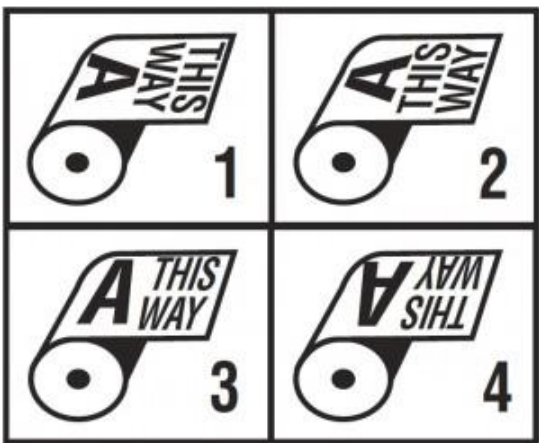


Gloss UV
(Flood Coated)



Matte UV
(Flood Coated)

Features



Wind direction

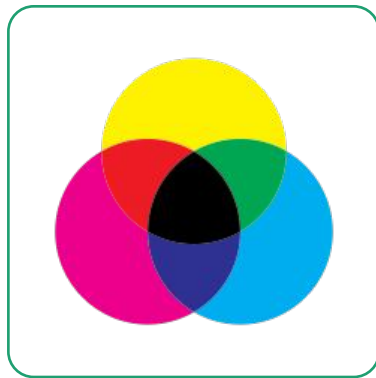
We support multiple unwind directions to match your application process—whether hand or machine applied. Be sure to confirm unwind orientation to ensure correct label positioning during application.



Custom Shapes

Our default is laser die-cutting, included at no extra cost for most shapes. For long-run jobs or highly specific requirements, customers may request a physical die tool at an additional charge.

Printing Options



Standard CMYK

All labels are printed using vibrant, high-resolution 4-color CMYK as our standard. This delivers exceptional shelf appeal and works for most packaging needs.



White Ink

White ink is available as a custom add-on, ideal for printing on clear or metallic substrates.

Industry Use Examples

Paper Labels

- Jars (e.g. nut butters, sauces)
- Supplement bottles
- Promo stickers and price tags
- Craft packaging and paper bags
- Coffee and tea box seals

Poly Labels

- Stickers on stand-up pouches
- Tubes for cosmetics and creams
- Squeezable condiment bottles
- Refill packs for soaps and detergents
- Wipes and flexible packaging closures

BOPP Labels

- Juice and smoothie bottles
- Ready-to-drink cold brew coffee
- Personal care bottles (shampoo, lotion)
- Frozen product sleeves and wraps
- High-speed retail labeling systems

Requirements

Artwork PDF file | Dieline (required if custom shape is needed) | Spot color for white ink (if required)