

A silicone release surface on the label holding side of the placard was the standard in the industry until INTELLI-PLAC® placards were developed and patented.

INTELLI-PLAC® does not use silicone. Our placards have a patented embossed surface that allows easy release for labels. The surface remains the same over many uses. The embossed surface can be pressure washed and/or cleaned with detergents, alcohols and acetone with NO CHANGE to the quality of the surface or easy label release performance.

Placards with a silicone surface do not hold up to normal use on containers. Once the silicone wears off, labels come off in pieces. When the placards are used again there is more debris on the placard.

The photos shown below are at an automotive parts manufacturer using our competitor's silicone surface placards that were less than two years in service and cleaned using pressure washing. Now the silicone placards are no longer functioning as a label holder that provides for clean removal.



Figure 1- Silicone placard is no longer functioning as a label holder. The release surface has been damaged! **SOLUTION→INTELLI-PLAC®**

Figure 2 – Silicone placard still holding label residue – UNSIGHTLY & NOT WORKING! **SOLUTION→INTELLI-PLAC®**

Additionally, silicone is a contaminant in recycling of PP and HDPE containers. Silicone placards are not suitable for regrinding and must be removed.

With INTELLI-PLAC® labels do not have to be scraped off...EVER.

Re-Use – Re-Cycle – Re-Grind CIRCULAR SOLUTION

Our silicone free composition allows INTELLI-PLAC® placards to be recycled when applied to HDPE and PP containers

DURABLE. CAN BE SANITIZED OVER AND OVER WITH NO CHANGE TO SURFACE.

USE INDOORS OR OUTDOORS.

Withstands extreme weather and variable temperatures (-20°f - 220°f)

IN STOCK
Ready to Ship.

INTELLI-PLAC® the Intelligent Placard!

www.filmloc.com | 404.892.8778 or 800.783.6258 | sales@filmloc.com



INTELLI-PLAC® Advantage

BECAUSE EVERY MINUTE SPENT COSTS YOU \$\$\$

- No more label scraping! Saves time and money!

ENVIRONMENTALLY FRIENDLY & SUSTAINABLE

- 100% Recyclable – No Silicone Used EVER



FIX THIS WITH
[INTELLI-PLAC®]



24/7 ANTIMICROBIAL PROTECTION NOW AVAILABLE WITH SILVER SERIES

- 99% effective against the growth of damaging microbes
- 24/7 for the life of the placard



INTELLI-PLAC® Embossed Film Placard

Pressure Wash 2200 PSI

No surface changes
Labels release cleanly

Cleaning with 409

No surface changes
Labels release cleanly



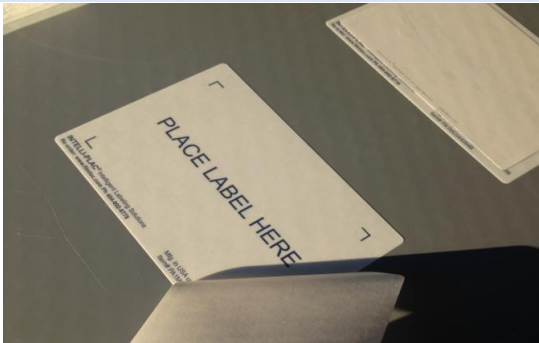
Std. Release Silicone Coated Placard

Pressure Wash 2200 PSI

Surface changes
Labels DO NOT release cleanly

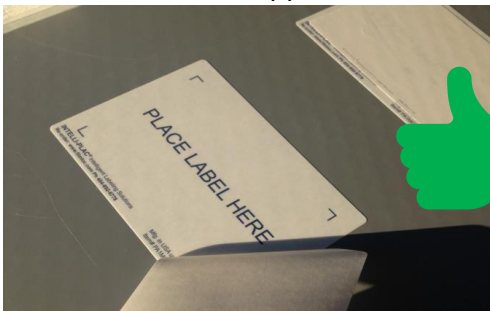
Cleaning with 409

Surface Changes
Labels DO NOT release cleanly



INTELLI-PLAC® Embossed Film Placard

After pressure washing AND cleaning (3) times with 409 – next label applied removed CLEANLY.



Std. Release Silicone Coated Placard

After pressure washing, cleaning (3) times with 409, next label applied tore apart.



Label Adhesion of INTELLI-PLAC® Embossed Placards is superior whether new or cleaned several times as proven by Independent 3rd Party Lab Testing – labels applied to competitor's and INTELLI-PLAC® placards then tested for paper label adhesion release strength after 24 hours. **A release value in the 400 gram range is considered a tight release value.**

- Kennedy Average – 12 and 23 grams/inch – when placards are new, applied labels easily knocked off and after cleaning of any sort labels would not come off easily.
- **INTELLI-PLAC® Average – 436 grams/inch** – labels stay attached when placard is new AND after cleaning multiple times. Labels remove easily whether new or cleaned placard.