



RR

Etiquetas

**Solutions
for retail,
industry
and
services**





RR Etiquetas is one of the most important national self-adhesive labels industry and it is known for being part of a selective group of companies that implemented the barcode in Brazil. Founded in 1986 in São Paulo, RR Etiquetas has a range of products including: labels, tags, self-adhesives, ribbons. In 2004, RR Etiquetas decided to expand its business and installed a new plant in Montevideo to produce self-adhesive labels, tags and ribbons.

SÃO PAULO/BR

- Production capacity: 40 Million m²/year
- Factory size: 24,000 m²
- Portfolio: More than 100 types of raw material
- Employees: More than 200 direct and indirect jobs

BRAZIL

São Paulo 

URUGUAY

Montevideo 

MONTEVIDEO/URU

- Production capacity: 4 million m²/year
- Factory size: 600 m²
- Portfolio: More than 100 types of raw material
- Employees: More than 50 direct and indirect jobs



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Labels

Using the most modern techniques of finishing, we assure uniformity of the labels and excellent application in a variety of surfaces.

Main operating segments:

- Food
- Drinks
- Refrigerated goods
- Cosmetics
- Medicine
- Hospital equipment
- Iron and steel industry.

Finishing:
Cold Stamping / Hot Stamping

Printing:
Flexographic- Digital
Delan-Relan

Facestock:
Films: Matte White BOPP, Bright White BOPP, Metalized BOPP and Clear BOPP
Papers: Coated Paper

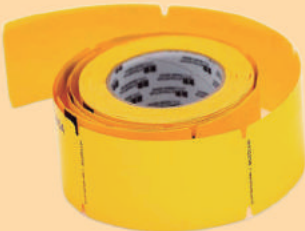
Adhesive:
Acrylic or Hot melt

Tools:
A collection with more than 4.000 different models



Tags

Produced with self-adhesive coated paper, thermal transfer paper, thermal paper, fluorescent papers, or other synthetic materials such as BOPP, polyester, tyvek. All in different weight and resistances.



Steel

- High density polyester
- Resistant to high temperature, weather
- Good chemical resistance



Coated

- Gondola molding
- Sales posters
- Adhesive or non adhesive pricing

Textile

- Adhesive or non-adhesive pricing
- Identification, pricing or a decorative effect for textile branch



Polyethylene

- Non-toxic material
- Non-adhesive
- Ideal for direct contact with food
- resistant to low temperatures



Parking lot

- Thermal printing
- Personalized or neutral

Bag Tag

- Bag identification for bus stations and airlines
- Thermal sensitive label made with BOPP film



Synthetic

- High resistance
- Used mainly in industrial products
- Thinner material, when compared to steel tags



Label

Thermal Supermarket retailing

- Made with thermal sensitive paper
- Reactive to heat sources
- Layers of protection that secure products from humidity
- Images with more durability, neatness and quality
- Acrylic or hot melt adhesives



**BEST IN
SUPERMARKET
RETAILING**



Label

Thermal Transfer Expedition and logistics

- Made with thermal transferring paper, BOPP film, polyethylene or polyester
- Resistant to heat, abrasion, humidity, and chemical products
- High durability
- Adhesives with acrylic or hot melt



The labels and tags we produce and sell are suitable for the application in retailing, industry and service segments.



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Ribbons for thermal printers

TTR (Thermal transfer ribbons) or simply Ribbons, are plastic films coated in wax, resin or a mixture of both, used for the printing of barcodes, and other information.



Can be printed by the following:
Zebra, Datamax, Eltron, Argox, Intermec,
Sato, Tec Toshiba and Bematech.

Wax ECO

- Wax based ribbon
- Best suited for use with coated paper and uncoated paper

Wax

- Wax based ribbon
- Suitable for coated paper, uncoated paper, and thermal transferring paper

Mixed

- Wax and resin based ribbon, with a special coating
- Suitable for films and thermal transferring paper
- Resistant to chemical products and abrasions
- Enables a higher quality of printing both images and barcodes

Resin

- Resin based ribbon with a special coating
- Suitable for films
- Resistant to chemical products and abrasions
- Enables a higher neatness and quality of the image printed



Certified Exemplifies our compromise to the quality of our products

Certified company, ISO 9001/2015, through quality management and continuous process of improvement programs, that validates the production and the commercialization of tags and self adhesive labels.



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