

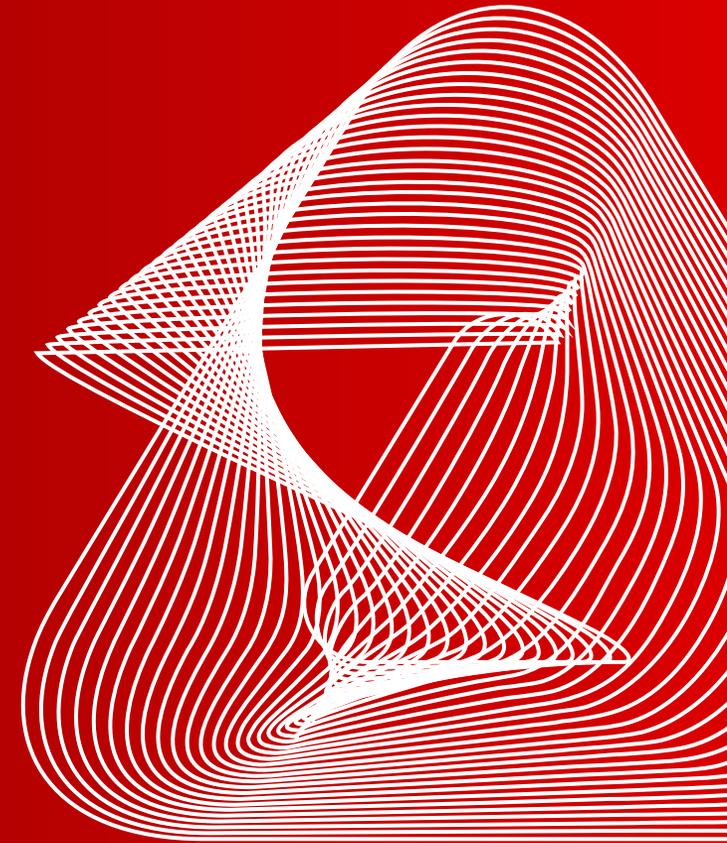


# LabelTalk

*by Avery Dennison - ASEAN*

## Industry Trends & New Portfolio Sharing

2022



## Welcome to the Webinar

Starts at 10:30 AM



Please wait

# Speakers for Today



## **Kanokwan Pankhet**

### ***Specialty Leader, ASEAN***

6+ years experience in New product development with 3+ years of Product management in Pressure sensitive label.

[Webinar Part 1](#)

# Industry Trends & New Portfolio Sharing



# Agenda

- Industry Trends
- New Specialty Portfolio Sharing
  - Reclosure labeling Solution
  - Removable labeling Solution
  - Food Compliance Portfolio
  - Low Migration Portfolio
  - In-line labeling Solution
  - Destructible Labels



# Industry Trends



**Sustainability**



**Health conscious**



**Functional Packaging**



**Regulation & Legislation**

# Reclosure Innovations

## Benefits

- Consumer convenience
- Deliver multiple reclosure functionality for moisture or oxygen control and freshness
- Preserve products and prevent spillage
- Maintain product identification and brand awareness
- Support transparency and premium look

## Applications

### Home & Personal Care

- Household, cosmetic or baby wipes
- Adhesive can direct contact with water, oils, scents or chemicals inside the pack.
- Enables multiple reclosure functionality

### Food

- Dry, fresh or frozen food packaging.
- Designed to keep contents in a pack
- Provide barrier functionality
- maintain the quality of perishable foods that are sensitive to oxygen and moisture



# Wet Wipes Packaging ⇒ Sustainable Evolution

Plastic lid



Rigid label



Monomaterial



Standard wet wipes packaging is often a combination of **PET+PE** or **PP+PE** ⇒ PE or PP mono



Reduction in the Use of Materials

- Plastic lid to rigid PET label reduces total weight of the plastic used by **60-80%**.
- Safe storage space by easier stacking of the wet wipes packs on top of each other



Enables Recyclability, Reuse, or Compostability

- Requirement for the packaging to be made of one type of polymer (**PE or PP**)
- Choice of PP or PE is based on country recycling infrastructure and polymer of the packaging.

## Our **RIGID** Reclosure Solutions

A functional solution allowing for significant reduction of plastic used when moving away from plastic lid.

Reduces total weight of the plastic used by **60-80%**

Product Code	Product Name
BT758	PET180A COR CLEAR - R1490M-PET30HR
BT982	PET180A COR CLEAR - UVR145-PET30HR
BT641	PET180 COR WHITE - R1490M-PET30HR
BW7534	100u Clear PET TC/ SR123/ 80g glassine liner Imp
SY7200	100um white PET TC6/SR123/BG50# ni

# Reclosure Labels for Disinfectant Wipes - SR133

## Key features

- Alcohol-resistant
- Dependable reclosure
- No adhesive residue
- Quiet and odorless

## Application Areas

- Daily personal hygiene
- Disinfecting

Product Code	Description	Location	Width (mm)	MOQ (m <sup>2</sup> )
BW7567	Synthetic Paper (Solid PP) / SR133 / 80gsm glassine liner	China	1070	2000
BW7569	50um BOPP Clear TC / SR133 / 80gsm glassine liner	China	1530	1000
BW7578	PP100 Top White / SR133 / 80gsm glassine liner	China	1000	1000



# Avery Dennison UV Acrylic Adhesive Technology

## UR106

More sustainable and fully recyclable adhesive platform for wet wipes

- ✓ Same performance as current low-mid solvent adhesive
- ✓ White and clear polypropylene facestocks

### Value Generating Benefit of UVWM

- Solvent-free acrylic - No toxic solvents involved.
- Excellent clarity for transparent films.
- Low VOC & odor.
- Higher eco-efficiency than solvent-based technology.



## Heat Seal Reclosure

- Face + Reclosure adhesive + Heat sealable liner
  - Allows full construction to be heat sealed to a PET tray
  - Film is referred to as “topseal” in the produce industry
- Converter has ability to print and die cut the construction - then the packer seals full construction to a tray to create reclosure functionality.



## Video - Product overview



# Removables

## Benefits

- Offer flexible and temporary labeling solutions.
- Deliver performances from semi permanent to ultra removable.
- Solutions for a wide range of paper and filmic face materials.
- Removable adhesives for all surfaces.
- New approach to sustainable labeling and packaging.

## Applications

- Windows
- Retain environment
- Industrial, tracking labels
- Promotional and couponing
- Digital printing enabled
- Special and other applications



# Removable Labels for a Wide Range of Applications

Temporary  
use and clear  
removable



Simple barcode



Product identification/  
information &  
Retail applications



Promotional/  
coupons



Replacing individual item  
packaging/branding

Enable clean material separation at consumer level to support recycling.

# Removable Adhesive Overview

More removable



Less removable

Adhesive	Short Description
<b>R100</b> Solvent rubber	Best-in-class, <b>ultra-smooth peel</b> , suitable for a wide range of application areas.
<b>R423</b> Emulsion acrylic	Removable, low peel adhesive featuring long-term removability, adhesive for <b>Paper</b>
<b>R480</b> Emulsion acrylic	General purpose removable adhesive for filmic facestock featuring moderate initial tack , adhesive for <b>Film</b>
<b>R450</b> Emulsion acrylic	General purpose removable adhesive for filmic facestock featuring moderate initial tack , adhesive for <b>Paper</b>

# Food Compliance Portfolio - S2800



## Key Application Segments :

Direct dry food, Cheese & Dairy,  
Meat & animal product

## Features

- Paired with rPP Synthetic & rPP White. Film is safe for direct contact with food (FDA 21 CFR 175.300)
- S2800 Direct food contact complies with European food regulation

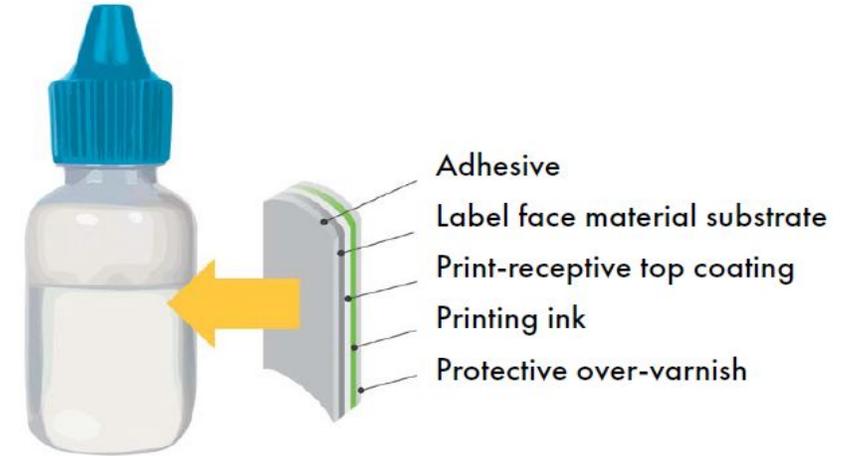
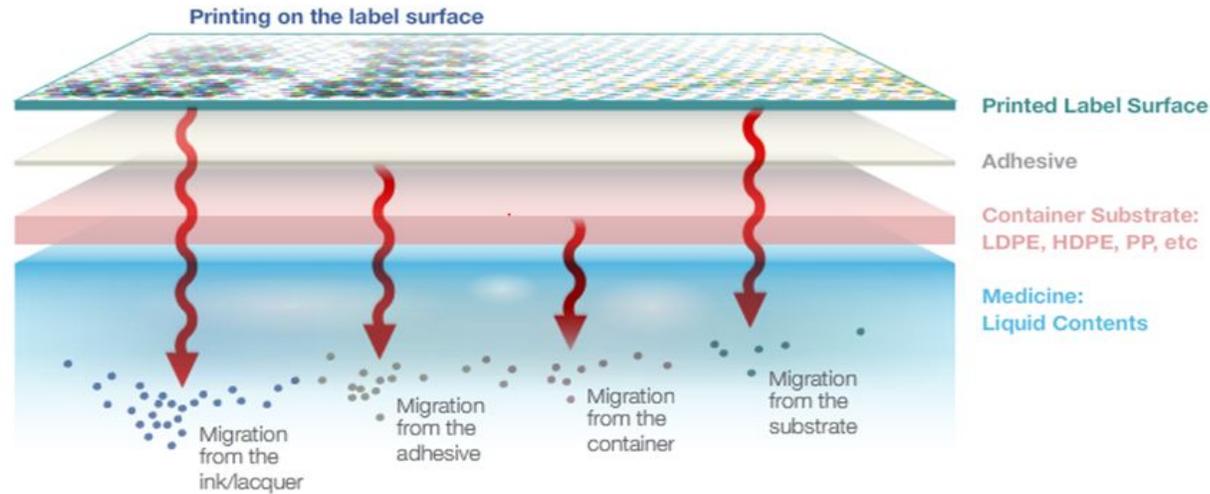
## Value Generating Benefit

- Sustainability fundamentals and performance
- Made with 30% post-industrial recycled PP resins
- Typical applications include labels for food packaging and applications where contact with oils and greases are expected.
- Designed for labelling cheese rinds on large cheeses and carcass labelling
- A broad range of specialist adhesives and constructions
- Chilled & Frozen

Product Code	Description
<b>SY7154</b>	rPP Synthetic paper/S2800/BG40Wh Imp FSC
<b>SY7181</b>	rPP White/S2800/BG40Wh Imp FSC

# Future of Pharma Packaging is Plastic

## Addressing Migration Concerns



**Risk of inappropriate labeling solution** - Sensitization, Cytotoxicity, Skin/Eye Irritation, Oral Toxicity

# Low Migration - Pharmaceutical



## Key features

- High initial tack and very good adhesion to glass, PE, PP
- Excellent mandrel performance on glass, PE and PP containers
- Complies with the European food directives and legislations, FDA 175.105 and the German recommendations XIV as published by BfR. BfR (Bundesinstitut für Risikobewertung) is the German Federal Institute for Risk Assessment.
- The adhesives can be used in direct contact with dry, non fatty foodstuffs.
- Dramatically reduce the risk of contamination with our industry proven low-migration adhesives

## Key Application Segments

- OTC (over-the-counter) products
- Low migration labels for thin-walled LDPE containers

Product Code	Description
SY7013	Pharma TC White PE85/S692NP/BG40 Wh Imp FSC
SY7014	Pharma TC Clear PP50/S692NP/BG40Wh Imp FSC
SW7346F	MC Pharma FSC/S692NP/BG40Wh Imp FSC

# In-line labeling “S477A”



## Key features

- A high-tack S477A acrylic emulsion adhesive to hold tight at temperatures of 80° C to 90°C, even on low surface-energy materials like HDPE.
- S477A is made to expand along with containers during hot filling, eliminating pleats, wrinkles, tunnels, bubbles and edge lift.

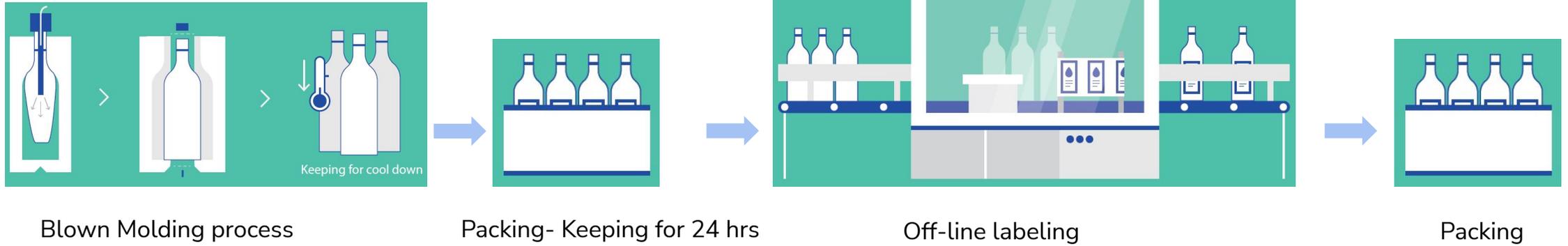
## Application areas

- OEM that are moving offline labelling to Inline labelling with application such as Freshly blow-moulded for household, cleaners, detergent, personal hygiene products, such as baby powder
- Beverage (Milk bottle)
- Converters that supply in the lubricant / oil can industry

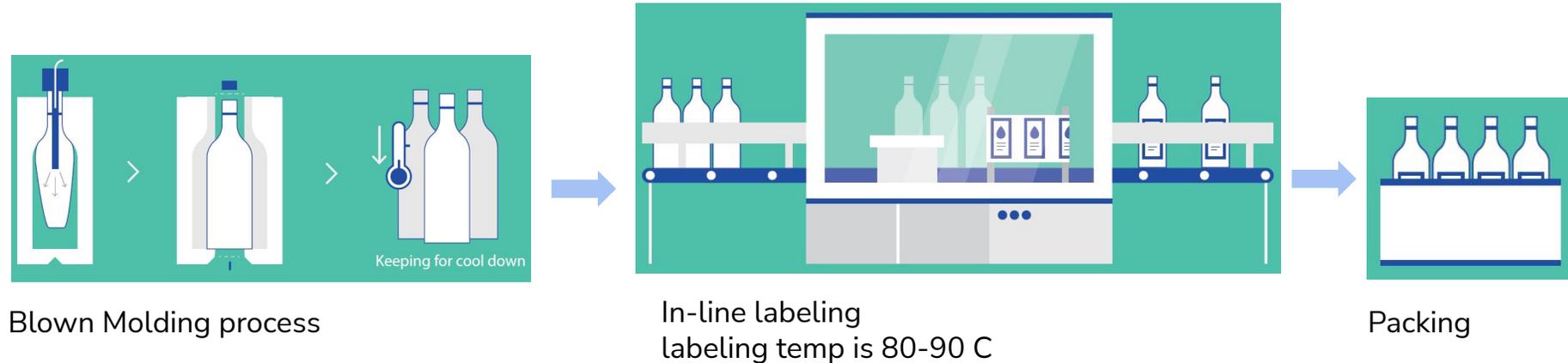
Product Code	Description
SY7114	GCX Clear NTC/S477A/BG40 Wh Imp FSC
SY7123	PE75 Wh NTC/S477A/BG40Wh Imp FSC
SY7141	Flex+ White NTC/S477A/BG40Wh Imp FSC

# Off-line and In-line Labeling

Rotary labeling (Off-line labeling) - Includes cool-down process



In-line labeling - Eliminates cool-down process



# Destructible Labels are Made to Go to Pieces

- Seal packages, container
  - Protect the information printed on the label
  - Suitable for hidden security features
- Clever supports to print and add security features
  - Solutions for short and long term applications
  - Adhesive can be adapted per application
  - Wide range of labels for all applications and budgets



# Destructible Labels



## Key Application Segments

*Tamper-evident labels or seals labels, Food delivery, Health, beauty, and pharmaceutical packaging.*

## PE HD TAMPER EVIDENT - Localized ASEAN Solution

### Features

- A PEHD ultra destructible film by delamination with a print receptive surface. This fragility is ideal for most security applications that require high tamper evident properties.
- **S700N** is a reinforced permanent acrylic based adhesive with very good initial tack and adhesion to a wide range of substrates.

### Value Generating Benefit

- This film is **ultra-destructible by delamination**.
- Combined with the high adhesive performance, this fragility will give a rapid 'tamper evident' bond on most substrates which creates an ideal security feature.

Product Code	Description
SY7179	PE HD TAMPER EVIDENT/ S700N/BG40Wh Imp FSC

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