



## STAY BUBBLE-FREE OVER TIME

EVERY DENNISON AIR EGRESS



### Why Air Egress?

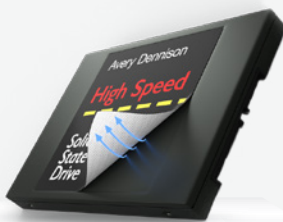
*The perceived quality of a product can drop quickly when wrinkles and air bubbles form on its label surface, distorting the finish and spoiling the end result. But the unique structure of Avery Dennison Air Egress facilitates the easy escape of trapped air for a nearly flawless, even finish.*

### Smoothering Out Undesirable Bumps. For Maximum Shelf Appeal.

A smooth label enhances the quality and appeal of a product—above improving its aesthetic value, it also presents a positive brand image that's trustworthy and desirable, which is particularly important in the durable goods segment. However many durable goods, such as electrical appliances, are made of injection moulded plastics containing volatile elements, the heat created during usage can cause these elements to diffuse and lead to "outgassing", resulting in undesirable bumps under the label material.

Conventional methods such as perforation are used to release trapped air but cause ugly holes on labels. Another method involves repeatedly applying the label but increases the likelihood of misalignment. Avery Dennison Air Egress technology overcomes such limitations with the power of texture and ensures that both hand-applied and auto-dispensed labels are smooth, so the product maintains its integrity for an outstanding brand image over a longer period of time.

### KEY BENEFITS & FEATURES



### KEY TAKEAWAY

*Maintains a smooth, bubble- and wrinkle-free look in the long term to maximise shelf appeal for electronics, appliances and other durable goods.*

#### Improved Perception of Product Quality

- Unique bubble and wrinkle free technology that help maintains long-term attractiveness and visual appeal of the product
- Ensures premium and flawless finish to increase image of high-quality to any durable goods

#### Lower Risks for End Users

- Eliminates the need for rework and saves on unnecessary labour costs due to manual reapplication
- Reduces extra costs due to material wastage by up to 30% compared to high tack solvent-based adhesives
- Saves time with auto dispensing application

#### Generates More Labelling Value

- Compatible with a wide range of substrates to enable more labelling possibilities
- Larger labels, which were previously prone to bubbles or wrinkles, are now enabled to stay smooth over a bigger surface area for an outstanding brand image



Scan QR code to download product sheet or visit  
<https://label.averydennison.com/shelf-appeal/>  
for more info

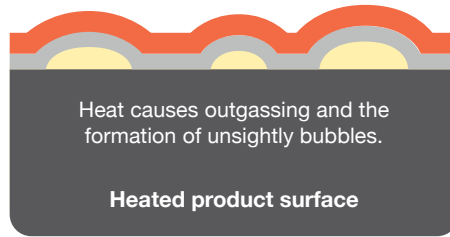


Label and  
Packaging Materials

## COMMON PROBLEMS THAT CAUSE UNSIGHTLY BUBBLES & WRINKLES

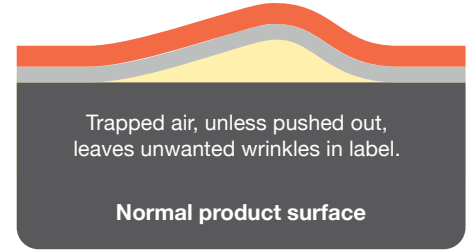
- Facestock
- Adhesive
- Product Surface

Outgassing



When a product surface heats up about 40°C, outgassing can occur – air bubbles are formed and trapped under the label, resulting in unsightly “bumps”.

Trapped Air

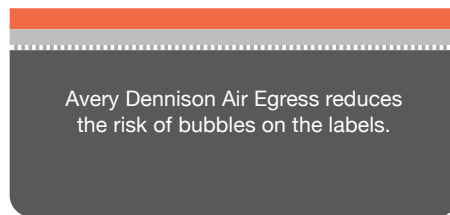


Sometimes, air can get trapped during the application process – if the air is not pushed out properly, wrinkles can appear and reduce its shelf appeal.

## HOW AIR EGRESS WORKS

- Facestock
- Adhesive
- Product Surface

Smooth Application



Trapped air as a result of outgassing or during application can now escape instantly through the grid in the structured adhesive formed by the embossed liner, providing a visibly smoother finish with immediate results, even on larger labels.



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