



GAIN A CLEAR ADVANTAGE

AVERY DENNISON CLEAR ON CLEAR FILM PORTFOLIO



Why Clear-On-Clear Films?

Did you know – consumers look at clear-on-clear labels for 20% longer than any other label material on the shelf? On overcrowded shelf spaces, clear-on-clear labels provide a clear advantage by increasing the focus of consumers on the product's contents and drawing attention to your brand.

Create a Premium Look, Easily and Flexibly.

Clear-On-Clear is a popular choice because consumer product companies need to differentiate their products while maintaining a fresh and unique look – it allows them to display the fresh contents of their products beyond the label for maximum shelf impact. Plus the Avery Dennison Clear-On-Clear label comes with specially engineered adhesive that meets industry standards for outstanding no-label looks on challenging applications.

KEY BENEFITS & FEATURES



KEY TAKEAWAY

For a fresh, unique, no-label look to emphasise the freshness of product contents with a premium look, go with Avery Dennison clear-on-clear solutions.

CLEAR FILMS: Featuring a variety of film materials

- Provides maximum creative freedom for high quality results by blending in discreetly with the product substrate
- Highly flexible application to wide range of products including glass, flexible and rigid packaging
- Gives a look which highlights the specialty features of the products like special colors, micro beads etc.
- Resistant to yellowing over time

ADHESIVE PLATFORM: Featuring Adhesive Technology

- Designed to prevent label degradation in wet conditions, S692N retains adhesive strength upon contact with water, offering strong protection against humidity and condensation and a competitive advantage in label performance.
- Converters achieve higher speed converting with less adhesive ooze.
- Brand owners can achieve higher productivity as it helps get 15-20% more labels per roll, and fewer changeovers

PET LINERS: Featuring filmic liners to suit different applications

- Our film-based liners are thinner, translating into reduced transportation costs, less inventory space, and increased line speed.
- Better die-cuts, superior moisture resistance, and improved strength
- Recyclable and environmentally friendly



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<https://label.averydennison.com/shelf-appeal/>
for more info



Label and
Packaging Materials

Choice of Film Material: PE, PP or MDO?



(PE) Polyethylene is a common film type often used in applications like tubes where conformability or squeeze is a performance requirement.

(PP) Polypropylene is one of the most rigid film materials and is frequently used in beer and beverage applications where high clarity is needed.

(MDO) Machine Direction Oriented is a blend of PE/PP combined with Avery Dennison's purpose-built machine direction-oriented manufacturing to create semi-conformable and fully conformable products that offer a balance of the properties found in PP and PE films.

Clear Films		Printability	Conformability
Polypropylene (Rigid Films)	PPNg Top Trans	★ ★ ★ ★ ★	★ ☆
	PP50 Clear TC	★ ★ ★ ★ ★	★ ☆
	PP30 Clear TC	★ ★ ★ ★ ★	★ ★
	PP30 Clear NTC	★ ★ ★ ★ ★	★ ★ ☆
	Overlaminating Gloss PP	★ ★	★ ★
	Overlaminating Matte PP	★ ★	★ ★
Polyethylene (Conformable Films)	PE85 Top Trans	★ ★ ★ ★ ★	★ ★ ★ ★
	PE85 NTC Trans	★ ★ ★ ☆	★ ★ ★ ★
Polyolefin (Conformable Films)	Fasclear@ 250	★ ★ ★ ★	★ ★ ★ ★ ★
	Fasclear@ 300	★ ★ ★ ★	★ ★ ★ ★
	Global Co-Ex™ Clear NTC	★ ★ ★ ★	★ ★ ★
	Global MDO Clear NTC	★ ★ ★ ★	★ ★ ★

PET LINERS

	Key Properties	Applications	Basis Weight (g/sqm)	Caliper (micron)
PET23	A clear polyester film, giving optimum smoothness to the adhesive layer and featuring very high strength	For applications where highest clarity of the applied label is required. I.e. the "no label look". The filmic liner's high-strength and uniform caliper permit very high-speed conversion and dispensing.	35	23
PET30			42	30



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