



CONFORM TO ALL SHAPES & SIZES

AVERY DENNISON CONFORMABLE FILMS



Why Conformable Films?

Because a container's shape impacts how consumers perceive its contents. An innovative shape can attract attention, influence perception of its volume, and increase its desirability. Conformable films unlock the maximum ability to cater to any form factor.

Cover the Best of All Worlds. Squeeze the Competition.

Delivering an attention-grabbing package has always been a delicate balance between rigidity and conformability – our range of conformable films is designed to cover a huge variety of innovative shapes, surfaces and substrates. The result is unbeatable quality and cost that deliver the strength and stability of rigid films, coupled with the additional productivity benefits that come from high-quality printing and high-speed dispensing. But that's not all.

Our portfolio, which includes Global MDO and Primax and FasClear, helps bring sharp, clear, and vibrant label appearances to life, at the same time utilising less materials, producing less waste, and contributing to a more sustainable environment.

KEY BENEFITS & FEATURES



KEY TAKEAWAY

Enables the widest operating window to meet versatile performance needs, including semi-conformable and fully conformable form factors.

Better Aesthetics & Durability

- Greater film clarity and better ink adhesion enable the use of high-intensity inks and higher definition printing
- Provides superior scuff resistance and survives demanding use environments such as retail shelves, kitchens, bathrooms, and warehouses
- Enables colours that 'pop' for better aesthetics and brand differentiation than traditional non-topcoated products

Improved Productivity and Higher efficiency

- High press speeds enable up to 30% increase in productivity – press speeds exceeding 80 mpm with excellent ink anchorage and web stability
- 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.



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



Label and
Packaging Materials



Global MDO

One film that delivers excellent performance and sustainability for semi-squeezable containers, where continued flexing during end use is expected.

A Combination of 3 Advanced Technologies. For 1 Undeniable Advantage.

- 50-micron MDO Film: Machine direction oriented, semi-squeezable film facestock with high clarity, strength, and stability for superior converting and dispensing performance. Inherently printable with on press corona treatment.
- Avery Dennison S692N Adhesive: An adhesive with superior clarity, low ooze and excellent wet out properties.
- 23-micron PET Liner: Recyclable polyester liner that virtually eliminates web breaks and contamination from dust, resulting in fewer changeovers and reduced downtime.



Primax® and FasClear®

A mother to MDO film which can be used with full-squeeze applications, irregular bottle shapes and larger sizes, as well as containers that expand and contract, and more.

The Latest Additions to our Conformable Portfolio. To Stretch New Boundaries.

Featuring the clearest, most conformable facestock to maximise the decoration space on a variety of complex shapes. These are the first fully conformable films that provide less adhesive ooze, and improved clarity and wet-out performance.

Films		Printability	Conformability
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	★ ★ ★ ★	★ ★ ★



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