

Air Egress

Your bubble-free solution for electronics labelling



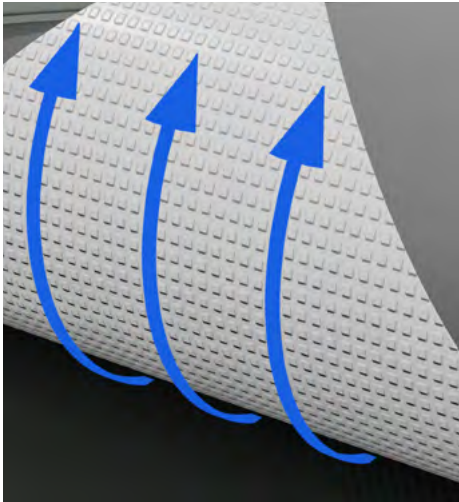
Escape the bubble trap

Too often, labels are let down by wrinkles and bubbles that distort the perfect finish. Injection-molded plastics, such as PC and ABS, are commonly used in the electronics industry and contain vaporisable elements that can diffuse at elevated temperatures above 40°C. This so-called outgassing may cause bubbles under the label material.

Moreover, applying labels to substrates can result in air being trapped under the product, which also forms bubbles or wrinkles.

Traditionally, bubbles under adhered labels are removed by perforating the label surface to release trapped air, which leaves undesirable holes in labels. Another method involves repeatedly reapplying the label, which creates a higher chance of misalignment of the film.

The Avery Dennison bubble-free solution lies in Fasson® Air Egress, the ideal way to keep both hand-applied and auto-dispensed labels smooth and without bubbles.



A little texture goes a long way

The secret to creating a near flawless, even finish with Avery Dennison's air egress technology is actually texture!

A custom micro-embossed texture found on the facing side of the adhesive creates a complex grid which allows any trapped air to escape when the label is being applied.

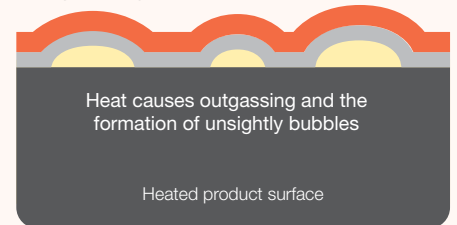
You can now expect labels to go on smoothly and stay that way without the unsightly wrinkles and bubbles that can cause application scrap and wasteful rework.

Common Problems

Trapped Air



Outgassing



Avery Dennison's Air Egress Solution

Smooth Application



Visibly smoother with instant results

With Fasson Air Egress, air is able to flow freely between the product surface and the label, allowing air from outgassing and entrapment to escape fast and instantaneously. Stray bubbles no longer have any chance to ruin the smooth application your label requires. The risk of bubbling when the label substrate is exposed to temperatures over 40°C is also significantly reduced.

Maximise impact with Fasson® Air Egress

The adhesive technology of Fasson Air Egress presents the option of optimising label aesthetics with larger labels for both auto and manual application on injection-molded plastics, which are prone to bubbles or wrinkles. With excellent press printing performance on a wide variety of facestocks, air egress technology can now be maximised over a larger surface area for eye-catching branding and surface protection.

Beyond ensuring your label is secured with minimal distortion, Avery Dennison's Fasson Air Egress saves you unnecessary labour costs for reapplication and material wastage. You will also save time by using Fasson Air Egress with your auto-dispensing applications.

Fasson® Air Egress PET Portfolio Summary

Product Code	Facestock	Adhesive	Liner	Origin	Width (mm)	Service Program	UL Recognition
MZS991	25micron White PET TCY	S8040E	Embossed Poly-coated Glassine ni	China	1070mm x 1000m	Indent	
MZS989	36micron White PET TCY	S8060	Embossing Poly-coated liner ni	China	1070mm x 1000m	Indent	
MZS229	50um White PET TC4	S8040E	Embossing Poly-coated Liner	China	1070mm x 1000m	Indent	
MZ0336A	50micron Matte White PET TC	S8040E	Embossing Poly-coated Liner	China	1070mm x 1000m	Indent	Indoor
MZS215	50 micron Matte chrome PET TC	S8040E	Embossing Poly-coated Liner	China	1070mm x 1000m	Indent	
MZ0337A	75micron Matte White PET TC	S8040E	Embossing Poly-coated Liner	China	1070mm x 1000m	Indent	Indoor

The bubble-free assurance

Free yourself from the bubble trap today!

The micro-embossed technology of Fasson Air Egress allows a higher airflow rate for trapped air to escape. Even after environmental aging over time, Fasson Air Egress labels maintain an even, consistent appearance. Fasson® Air Egress is Avery Dennison's bubble-free solution for a smooth finish.

Contact durableshelp@averydennison.com today and discover your bubble-free solution.

About Avery Dennison

Avery Dennison (NYSE: AVY) is a global materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company's products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical and retail applications; tags, labels and embellishments for apparel; and radio frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, the company employs approximately 30,000 employees in more than 50 countries. Reported sales in 2017 were \$6.6 billion. Learn more at www.averydennison.com.

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