

# Clear on Clear

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## Get the no label look

Consumers use their eyes to shop, scanning the supermarket shelves for goods that attract their attention. Their choice is often made within seconds. To stay in front of the competition, you must understand what your customers are looking for.

Avery Dennison's clear, 'no label' look is a popular choice with consumer products companies. These brands are driven by the need to differentiate their products whilst maintaining fresh and unique look.

One way to create unique shelf appeal is coming from clear film labels. The no label look is a way that marketers and brand owners can create differentiation to gain market share.

## Premium Look

The ideal material for the popular no label look should provide maximum creative freedom for high quality results by blending in discreetly with the product substrate. The labels should not only meet the brand owners expectations of clarity, but should also be able to withstand exposure to different challenges like package content and adhesion on challenging low surface energy substrates.

Avery Dennison's Clear on Clear label with specially engineered adhesive meets the industry requirement of no label look for challenging applications such as hair oil labelling.

## Flexibility

Already widely accepted in the beverage segment, Avery Dennison Clear on Clear labels are now being adopted across a whole range of supermarket products. In particular, they increase the appeal of glass, flexible and rigid packaging. With rapidly changing consumer and packaging trends, you'll be glad you're working with an industry partner that offers the flexibility you need.

## Benefits

- ▶ S692N is a clear permanent adhesive with superior clarity
- ▶ Good wet-out characteristics ensure a smooth finish for applied labels
- ▶ Suitable for a wide range of substrates
- ▶ S692N exhibits low ooze property which eases high-speed converting and precise label application

## Applications

Paired with S692N clear permanent adhesive, Avery Dennison Clear on Clear labels offer premiumization to products with an excellent no label look. Typical applications include cosmetics and toiletries.

## Product information

Product Code	Facestock	Adhesive	Liner	Description	Region
77140N	PP CLEAR 50 TC	S692N	PET 23 NI	A bi-axially oriented, Clear glossy polypropylene film with a print- receptive coating	INDIA
77138N	PP CLEAR 50 TC	S692N	PET 30 NI	A bi-axially oriented, Clear glossy polypropylene film with a print- receptive coating	INDIA
BW0237N	PPNg Top Trans	S692N	PET23	A bi-axially oriented, glossy transparent polypropylene film with a print-receptive top coating	ASEAN
BW0230N	PPNg Top Trans	S692N	PET30	A bi-axially oriented, glossy transparent polypropylene film with a print-receptive top coating	ASEAN
BW0238	Global Co-Ex™ Clear NTC	S692N	PET23	A corona-treated, flexible, co-extruded clear polyolefin film. The film has a machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross directional conformability. It is ideal for use in a wide range of prime label applications.	ASEAN
BW0321	Global MDO Clear NTC	S692N	PET23	A corona-treated, flexible, co-extruded clear polyolefin film. The film has a machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross directional conformability	ASEAN
78654	2M CLEAR BOPP TC	S7400	0.92M PET	A topcoated biaxially oriented, co-extruded polypropylene film with excellent clarity.	ANZ
78635.990	1.6M CLEAR BOPP TC	S7400	0.92M PET	A coated bi-axially oriented polypropylene with excellent clarity.	ANZ



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