

Select Solutions™

Your Guide to Avery Dennison® application-specific portfolios

2018, ANZ ISSUE 1



Advanced Adhesives

Innovation at the Avery Dennison Innovation and Knowledge Center

Retail Removables

Reclosure in the home

Label and Packaging Materials



This quarter we are focusing on our Advanced Adhesives; adhesives that go beyond the traditional capability of a permanent label and provide functionality such as ultra removability or reclosure.

With the multitude of applications and surfaces removable labels are used on, understanding which product to choose can be a daunting task. We have uncovered some of the common challenges with removable labeling and how to avoid them.

This issue also deep dives into reclosure labelling, which comes with unique requirements and challenges. Requirements such as number of reclosures needed, seal quality, barrier function and desired 'feel' of reseal are among the topics we will focus on.

We will also take a look at the various applications in the home for reclosure labels.



Amy Hodgson

Marketing Manager - ANZ & South Africa

About us

Avery Dennison Label and Packaging Materials (LPM) offers self-adhesive technology products that can be designed and manufactured for any application.

We combine creative expertise and engineering with best-in-class automation techniques to produce solutions whose beauty and performance help enhance many of the world's most successful brands.

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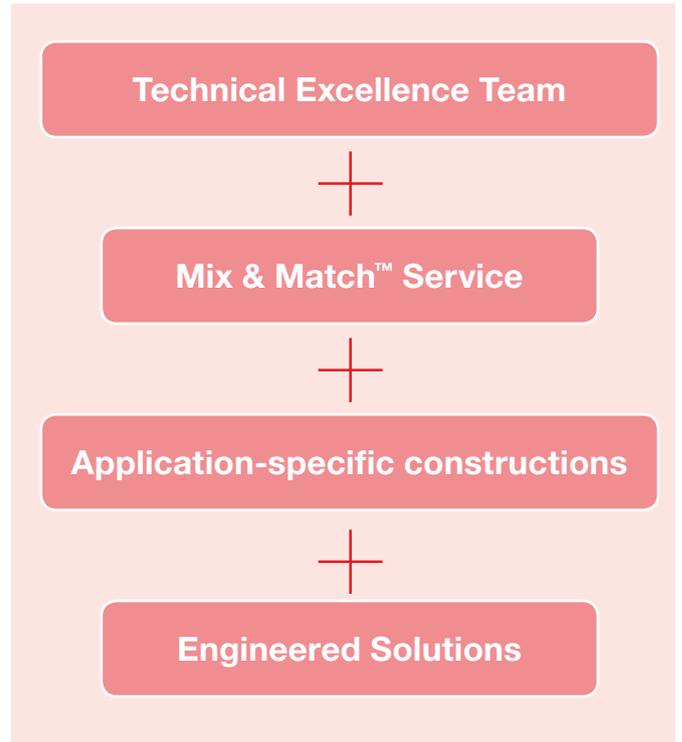
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Select Solutions™ Collection

The Avery Dennison Select Solutions™ Collection provides a range of application-specific portfolios, the ability to custom create your own solutions using our Mix & Match™ service, and our Avery Dennison Technical Excellence Team that provides personal support on ideation through production on new solutions.



Meet the Avery Dennison Technical Excellence Team

The Avery Dennison Technical Excellence Team is always eager to help you find the products and solutions that work for you and your customers.

Amy Hodgson



Marketing Manager for the Australia, New Zealand and South Africa regions, Amy brings with her 7 years of experience with Avery Dennison. With responsibility for the Select Solutions portfolio, she works with customers, sales teams, technical support and R&D to develop and select the right products that will meet the market needs.

Cath Cornaggia



As the commercial manager for Australia and New Zealand, Cath spent more than a decade working within the Packaging and Labels industries. Her key focus is to work with our sales team, and with converters, brand owners as well as end-users, to help find the right product solutions for each unique requirement.

Neil McArthur



A chemist with more than 30 years technical experience with Avery Dennison. Neil works closely with the R&D and product divisions, providing the total solution to customers technical / product queries.

Steve Brook



For the past 35 years, Steve has developed deep technical experience, having worked in the printing as well as the label industries. Steve provides technical support to converters and end-users for material qualification and optimization of equipment.



(more than)
>1,000
 possible
 combinations

Mix & Match™ Service

Custom constructions for optimal performance

Mix & Match™ allows label converters to request a precise combination of adhesive, face material and release liner. It opens up whole new opportunities to innovate and differentiate.

As with all Avery Dennison products, extensive support comes as standard, for printers, converters, packers and end-users. A technical specialist can help to determine which existing or tailor-made product is the optimal solution for any given application and, if none of the 1000s of Mix & Match™ combinations meet your requirements, we will work closely with you to produce the right engineered solution.

Portfolio Characteristics

Custom facestock, adhesive and liner combinations on request.
 All adhesive technologies: emulsion, hotmelt, UV-hotmelt, solvent

Application Areas

The range of potential applications is vast. The Mix & Match™ service is designed for those projects that need label properties that may not be available off the shelf.

Application-specific constructions

Grow your business; expand your product line and bottom line

Capture consumer attention with unique label solutions and packaging materials that have been specifically designed for a multitude of surfaces and applications. In a crowded environment, our Select Solution portfolios offer unique packaging options and custom label solutions that enhance brand reputation and appeal, and help you differentiate.

Select Solutions™ provides a comprehensive offering of application-specific portfolios to help label converters meet key challenges in the industry. For brand owners, this means a fast and simple route to unique labelling solutions. Whether it is anti-counterfeit labels for security purposes, cover-up labels that save valuable time and cost or food reseal labels that provide ultimate consumer convenience, find what you need with our application-specific constructions.

Services



Low
MOQ



Quick
Quote



Fast
Delivery

Ask us about our new Express Indent service, which is a fixed rate, 10 day air freight program for all Indent items.

New Ideas

New Approaches

New Products

New Opportunities

Engineered Solutions

Customised for your needs

'Engineered Solutions' is a service that helps you develop custom products that differentiate your business and grow your bottom line. Take advantage and connect with the Engineered Solutions team, featuring some of the label and packaging materials industry's most experienced professionals. This team is dedicated to helping you be first to market with solutions meeting your clients' needs.

Avery Dennison technical leaders play a crucial role in uncovering and explaining the latest innovation trends and broad market developments. They are component experts who help in the design and manufacturing of custom solutions for our customers' unique challenges. **AD**



Masters of Innovation

Meet our new trailblazer in the South Asia Pacific and Sub Saharan African region (SAPSSA) - Avery Dennison Innovation & Knowledge Center (ADIKC).

Conveniently located in the “Oxford of the East” in Pune, India, ADIKC stands out as a unique center for Avery Dennison’s customers and employees all over the world. It is the first of its kind as a research institution, and industry training and knowledge sharing facility for pressure sensitive adhesive professionals worldwide.

The Avery Dennison Innovation and Knowledge Centre is a mark of the company’s commitment to building a future with the requirements of the customers as its core driving force.

We speak with **Dr. Suman Majumder**, Director of ADIKC, to find out some of the innovations from the Center, and some trends that are moving the industry forward in the era of IoT (Internet of Things).



Dr. Suman Majumder, Director, ADIKC

You have a wealth of experience in global companies like Dow Chemicals, L’Oreal and Unilever. Why did you join Avery Dennison?

For me, the intimate link with sustainability, global focus and the opportunity to make a meaningful difference through business research and development (R&D) is a strong inspiring force.

I believe that this human interconnectedness combined with technology and business is a very rich ingredient to ensure that a business stands out, thrives and creates meaningful and trustworthy relationships with customers.

I truly respect the work we do at Avery Dennison Innovation & Knowledge Center (ADIKC) as our team of experts work to research and create sustainable innovations for a better world everywhere.

My keen interest and passion for materials science means that I can help our experts at ADIKC create design-to-value innovations that are made available in a design-to-cost manner. We know what customers want and ADIKC provides the necessary tools, infrastructure and knowledge to meet this with efficiency and high quality.

You have interactions with customers from different parts of South Asia Pacific and Sub Saharan Africa. What are the top challenges they face?

I have the benefit of meeting customers from diverse geographies. These customers tell me their big challenge is in differentiating themselves in their ecosystems. So, we often discuss how to create newness and differentiation. These wide-ranging conversations involve material science R&D as well as marketing.

Customers are impressed by ADIKC’s end-to-end capability in developing unique products. Their confidence in



“...our team of experts work to research and create sustainable innovations for a better world everywhere”

-Dr Suman Majumder

Avery Dennison is boosted when they meet our business-focused R&D team.

I am also delighted with the excellent feedback from training programs. Customers appreciate the authentic and practical knowledge which they can immediately apply in their own operations.

Can you highlight some of the key innovations you are most proud of at ADIKC?

I am proud of so much we have achieved! We are at the forefront in the innovation of the top coat and adhesive platforms which we have been developing within ADIKC over the last two years.

Adhesive is at the heart of our products and we are moving in the right steps to help customers with a strong and differentiated portfolio. Besides

developing Linerless solutions and our Universal Top Coat, which is printable through a wide number of print platforms, the team is also focusing on some unique adhesive solutions for the specialty segments.

What are the key trends that you see in materials science and pressure sensitive adhesive in the next five years? How is ADIKC gearing up for the challenge to keep customers as their partner of choice?

Customers want disruptive and differentiating technologies for sustainability needs. For the graphic industry, we see a trend towards enhanced decoration transfer.

ADIKC is set to bring all these new trends to customers as we respond to ever-changing requirements efficiently and are at the forefront of innovation working on high-performance and quality solutions that are environmentally friendly.

There is a buzz inside ADIKC – the synergy of ideas and research creates a very fertile environment to forecast trends and meet business challenges with confidence. **AD**

“Adhesive is at the heart of our products”

Retail Removable Labels

An under-estimated functionality?

Although widely used by manufacturers and retailers, removable labels remain poorly understood by many. In particular, a one-size-fits-all approach is common – a customer will often ask which removable adhesive is ‘best’ overall, without taking into account the many factors that can affect clean removal. Although both general purpose and high-performance removable labels exist, many consumers still experience frustration when trying to remove labels from purchased items.

An important business exists for label converters who

have the resources and understanding needed to deliver reliable removable label performance that can enhance the perception of quality of their customer’s products. This white paper looks at some of the possible failure modes that occur when unsuitable labels are used, and how to troubleshoot for the right solution.

There is no doubting the impact on consumers of inadequately implemented label solutions, especially when removability is a requirement. An incorrect or untested choice of adhesive can cause anything from





five minutes of frustration through to serious damage, and this is often before a new purchase has been used for the first time.

A study of more than 800 consumers conducted in the US by Avery Dennison confirms just how widespread the issue remains. Eight out of ten respondents said that they had experienced a difficult time removing a label in the last year*. Kitchen-related purchases were said to be the worst. Overall, more than half of consumers reported a sticky residue left behind on a product, and 80% said they had felt frustrated when removing a label.

It goes without saying that this is not the best way to go about enhancing brand image and perceptions of quality, and costs can also be high if returns are made because of damage from labelling. Given the many removable label solutions available, it might seem hard to imagine how this situation can persist. The answer is simple: buyers of labelling lack the awareness or information needed to make the right decision. For label converters, the challenge lies in how best to highlight potential problems – and how to change behaviour throughout the value chain?

Where are removables used?

Removable or temporary labels come in all shapes and sizes, and are applied to many different surfaces, for different reasons and different periods of time. They provide tracking, pricing, product identification or promotional information. Some temporary labels replace individual item packaging, and so form an integral part of a product's shelf appeal. What all of these labels have in common, is that they must be easy to remove when they are no longer needed, without damage to the product.

Example applications include promotional/retail (price tagging, newspapers, magazines and books); window stickers and protection labels; apparel labelling; low temperature labels; labels for auction houses; administration; home office; and ship-and-track. Due to their lower initial tack, removable labels can also be used when repositionability is a requirement, to enable adjustment of an incorrectly applied label.

Retail Removable Labels An under-estimated functionality?

Informing the customer

The first step in building a fit-for-purpose removable labelling business is to remind customers that such labelling can be a crucial operational and branding issue, and should not be left to chance. Some brands are already taking label removability much more seriously. As an example, a large global retailer has been working recently with Avery Dennison to develop and launch universal removable label specifications. All of its suppliers (many of whom apply the labels at the manufacturing stage) will soon be required to conform to these specifications, so that labelling is consistent and so that consumers do not have a frustrating experience removing labels from purchased items. The specifications cover a wide range of factors, from substrates through to minimum and maximum tack and peel values.

The second step is to demonstrate to customers that removable labelling is not in fact a mysterious art, but is rather something that can be designed predictably given the right information and resources. This includes regular review – what worked last time might not work this time, because small changes in the application can be important. A methodical approach is key, and the right choice of labelling construction depends on understanding all of the following factors.

The substrate

The substrate is the surface onto which a label is applied, for example: glass, ceramics, wood, stainless steel or HDPE, to name a few. A low surface energy plastic and a high surface energy metal may need different adhesives. Shape, roughness and cleanliness of the surface must all be known – is it flat or curved, textured or corrugated?

The facestock

Internal strength or weakness of a facestock is a significant factor for ultimate removability. Higher strength ensures a greater degree of removability and can prevent paper tear.

The size of the label

The greater the area of adhesive contact, the greater the force required to remove the label. With large labels, a reduced adhesive coatweight or an ultra-removable adhesive should be considered.



Vulnerability to damage

Substrates should not be damaged by removable labels. A glass bottle can withstand a fingernail, but a soft plastic TV screen requires a label that can be removed with almost no force.

How long the label will remain in place

A label that may be in position for a long time could require a different adhesive due to ageing properties or a substrate's susceptibility to ghosting, a non-tacky, visible mark left behind after removal.

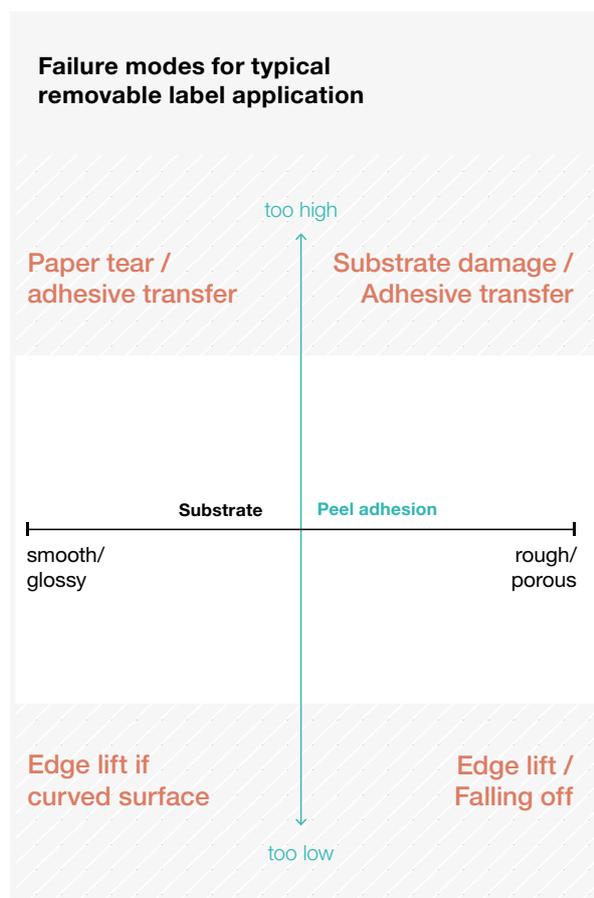
Environmental exposure

Environmental factors such as UV-exposure, chemicals, humidity and extreme temperatures can potentially affect labels. A label application exposed to these external environmental pressures needs the appropriate adhesives and/or facestock. Long UV exposure can affect removability and, in the worst case, damage the labelled product.

Selecting the right label construction

Selecting the most appropriate combination of adhesive and facestock begins with understanding the end-use application. Some failure modes for a typical removable label application are shown in the below figure.

In this case, the surface texture of this particular substrate is important in determining adhesive choice. The level of peel adhesion will also depend on factors such as label size, and this requires testing. Converters who are new to this area often require technical help, and Avery Dennison offers a wide range of removable constructions under its Select Solutions portfolio, all of which come complete with in-depth support for selection and testing.



Failure modes and ways to resolve them

Facestock tear

Peeling off a label requires a certain amount of force. If this force is higher than the internal strength of the front material, the label might tear – often the case where a permanent adhesive is being used as a removable solution. A wide range of removable adhesives with a lower peel adhesion is available to solve this problem, alternatively a white film/reinforced paper could be considered, offering increased strength.

Adhesive residue

If an adhesive has bonded more strongly to a substrate than to itself, adhesive residue is left behind on removal. This usually occurs on smooth surfaces with a high surface energy such as glass, porcelain and stainless steel (where an adhesive can stick easily). The solution is to use an adhesive with a lower peel adhesion, higher anchorage to the face material or a higher cohesive strength.

Ghosting

Different from adhesive residue, ghosting means no sticky residue is left behind, only a mark visible to the naked eye. This occurs when particles in the label or substrate migrate into each other, such as oils or surfactants. It is more common in substrates that are of a porous nature, such as wood, which can act like a sponge to these components or which can enable chemical reactions. Due to the vast variety in coatings and chemical treatments of different substrates, the answer lies in selecting the right adhesive options and technologies for a particular application.

Clean removal depends on material selection

Above all, a successful implementation of a removable label depends on the right technical support as well as the right choice of materials. Avery Dennison offers multiple adhesive technologies, with a range of general purpose and specialist removable adhesives for more demanding applications. This delivers the options needed to ensure good adherence and clean removal from a vast array of particular substrates. Avery Dennison adhesives are available with a wide range of different paper, thermal and filmic face materials (see product overview), and comprehensive technical support is available not only during product selection but also during product testing. **AD**

Easy access, secure closure

The appeal of resealable packaging

Found on many familiar home and personal care items such as cleaning sheets, wet-wipes and feminine hygiene products, Avery Dennison's reclosure labels are designed for easy opening and/or multiple open-closure cycling of flexible packaging, providing greater consumer convenience. They fulfill the consumer need for convenient and portable closure that works reliably to retain freshness, time after time.

Avery Dennison's reclosure labels for 'wet' applications such as wet wipes employ adhesives that are highly resistant to the pack contents, in order to combat water and oil migration through packaging, potential contaminations and chemical reactions. In 'dry' applications, our labels harness a robust adhesive carrier that withstands repeated reclosures without tear – regardless of seal strength. When it comes to brand appeal, our reclosure labels are a boon to brand owners of home and personal care products. Their receptiveness to printing processes will clearly make your product's brand image stand out amidst the crowded super marketplace.

When it comes to resealable packaging, Avery Dennison's reclosure labels give you the edge – open-and-shut.



Sealing the peel on dry applications

Reclosure labels for "dry" applications, such as sanitary towels, facial tissues and paper handkerchiefs, are typically subject to 10 to 20 repeat opening-and-closings. While paper labels are hardly an issue with less demanding applications, filmic facestocks are what you'll need – for a seal with zeal, and a peel with zest.



Selecting reclosure labels for dry tissues

Choosing the reclosure labels for your dry application products is never quite a swipe-and-go. Fortunately with Avery Dennison, all you'll need is make the following considerations, and we'll help bring the right label to the table:

- ▶ Application and number of multiple reclosures
- ▶ No adhesive residue
- ▶ Seal quality to prevent evaporation or spillage
- ▶ Air barrier function
- ▶ Peel adhesion level
- ▶ Desired "feel" when peeling the label, from "zippy" to "soft"

Closing in on wet applications

“Wet” applications are products that have contents saturated with water, oils or solvents, like cosmetic or medical wipes. Reclosure labels for such products need to have adhesives that are resistant to the saturating fluid. Wet wipes (or wet tissues) are where you’ll find reclosure labels typically applied – on packaging such as pouches and resealable packs. Hygienic, convenient and reducing the wastage of single-use individual packs, reclosure labeling solution is what you’ll need to close in on wipes without dampening your drive for green.



Choosing reclosure labels for wet wipes

Listen to the customer

As a manufacturer or brand owner of wet wipes, you’ll certainly have the performance of the reclosure label close at heart. You’ll want it to deliver great shelf appeal; you’ll want it to keep your product (and your customer) fresh peel after peel. Listen to the customer’s voice and be his choice:

- ▶ Good repositionability: no sticky residue, no wrinkle or curl, no obvious adhesion loss after repeated peels
- ▶ No vapor release, no content leakage
- ▶ Good content / chemical resistance
- ▶ Good performance under high temperatures/humidity and low temperatures
- ▶ Non-toxic, non-irrigative, hygienic

Pick the right product

If you’re feeling it a wipe too much to be desired, take heart. At Avery Dennison, we know what it takes to help you choose your pick and stay ahead of the pack:

- ▶ Package contents: from baby wipes and anti-bacterial wipes to industrial solvent wipes, reclosure labeling requirements will differ
- ▶ Uses and servings per package relating to the number of peels and reseals, such as 8-count vs. 40-count
- ▶ Package size and reseal opening size
- ▶ Outer substrate of the flexible package that the label is adhered to: commonly used PET vs. PP or PE which may need additional testing
- ▶ Peel adhesion requirement: a stronger adhesion will prevent vapor release or content leakage, but can also easily destroy soft packaging
- ▶ Desired “feel” when peeling the label, ranging from “zippy” to “soft”
- ▶ Compliance to additional regulatory requirements such as FDA and SGS

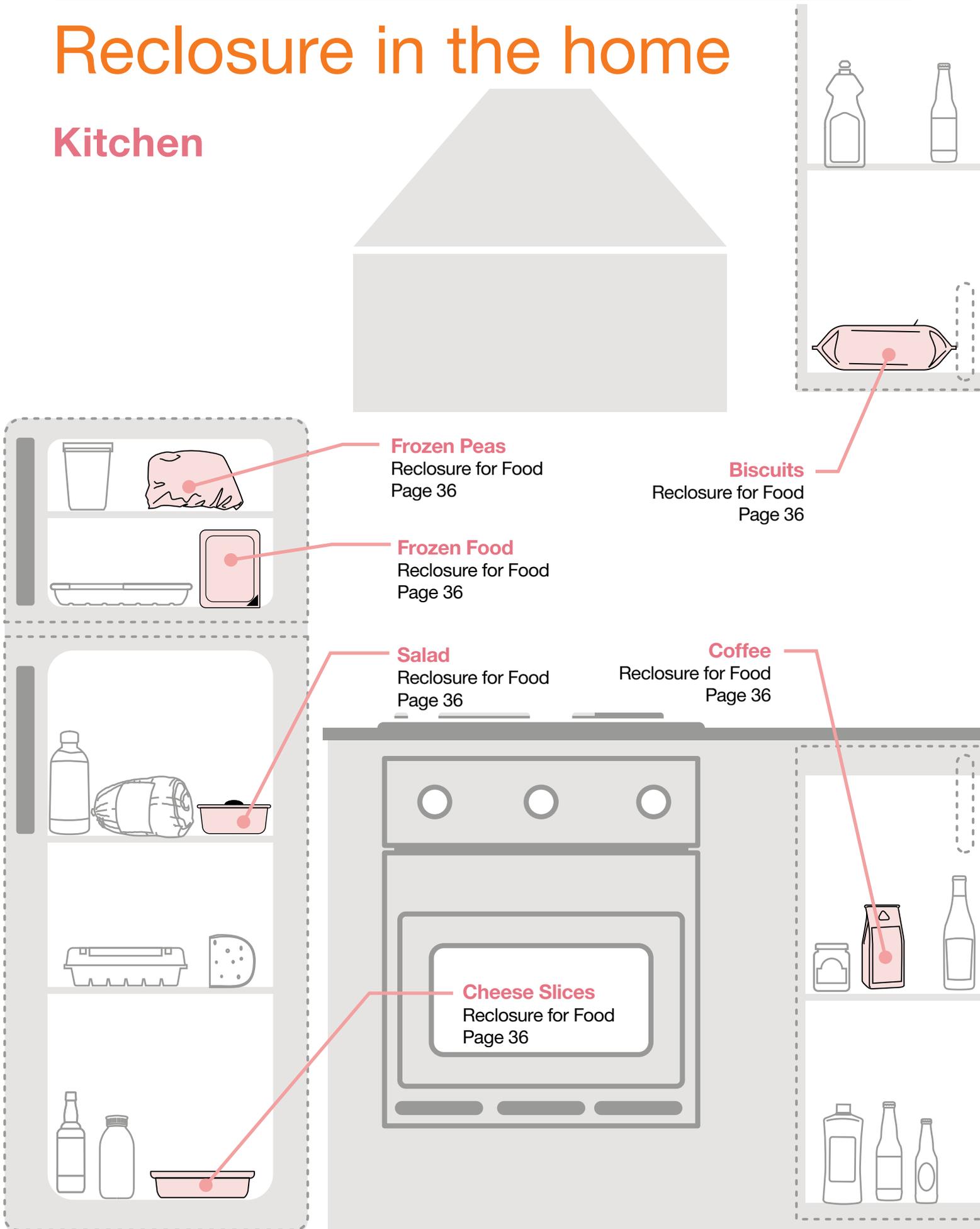
You don’t have to go far for good solutions

- ▶ Comprehensive portfolio of high-performance materials tested for performance and consistency
- ▶ Regional research and development centers provide rapid prototyping capabilities, material analysis and performance testing
- ▶ Mix and match from ready-made options or explore customized solutions to meet unique requirements
- ▶ Expertise in compliance standards and industry requirements
- ▶ Converter-friendly programs allow small quantity orders and roll widths tailored to your needs, reducing trim, waste and inventory keeping
- ▶ On-site training

With a range of labeling solutions for reclosure applications, we have the right products to meet your needs. Our global network of local sales and technical support teams can provide efficient and attentive service whenever you need it. **AD**

Reclosure in the home

Kitchen



Bathroom

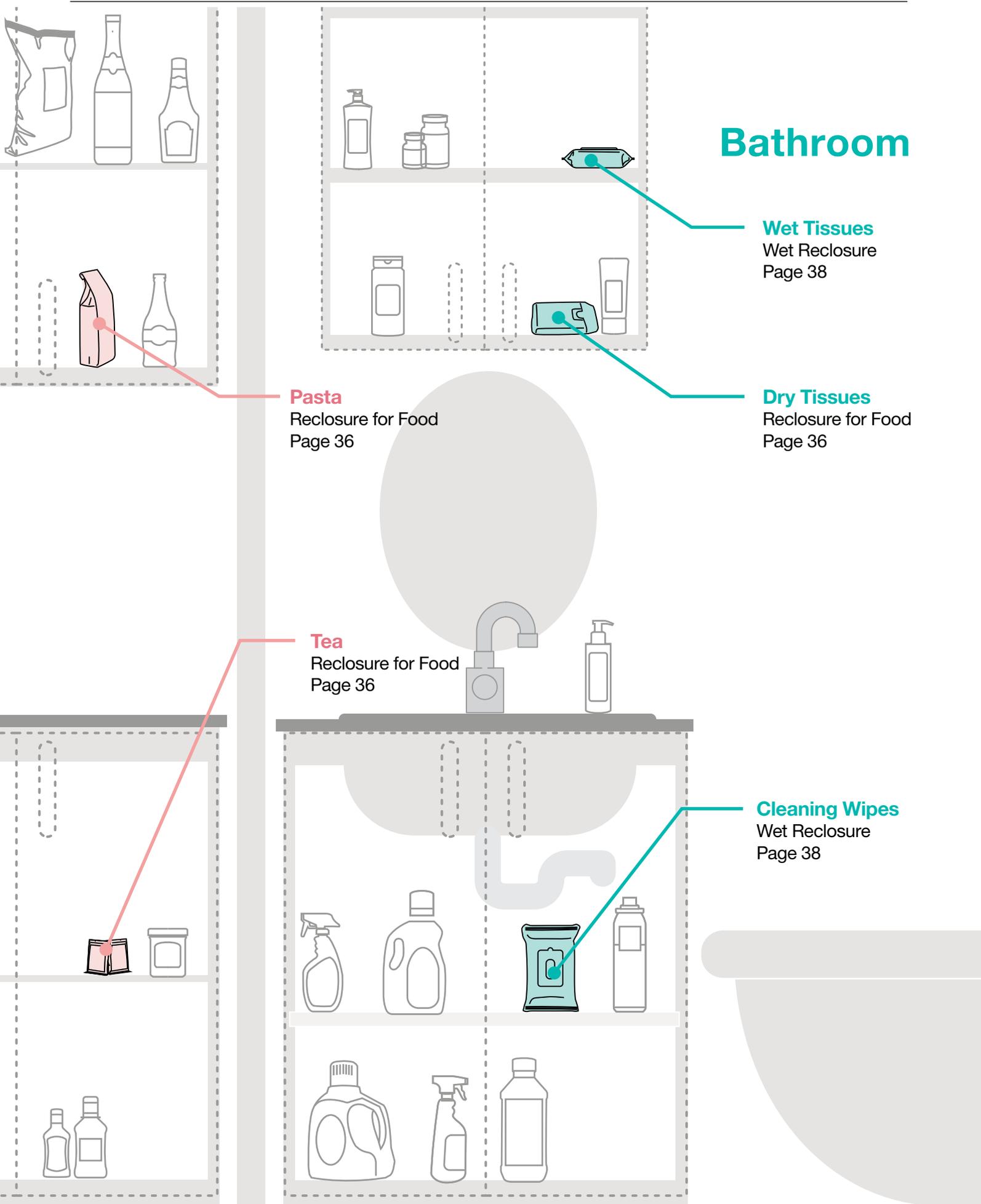
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Wet Reclosure
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Dry Tissues
Reclosure for Food
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Pasta
Reclosure for Food
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Tea
Reclosure for Food
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Cleaning Wipes
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“A paper stock can make or break a design”

Interview with Rowena Curlewis,
CEO of Denomination, Australia.

Denomination have recently designed the wine labelling for Farm Hand, by Fourth Wave Wines, and have shared with us the creative process from concept to shelf.

What was the design brief?

Our client was keen to create an organic wine brand that would give consumers a more natural product. With minimal preservatives and no animal products used to fine the wine, this brand would use only organic fruit. The resulting brief was to clearly communicate its natural and organic nature, as well as to communicate the handmade, boutique nature of the brand.

How did you approach achieving the design brief?

The first part of the project was to create a name that would embody the natural, handmade nature of the wine. The name “Farm Hand” was inspired by one of the growers whose organic farming philosophy extended beyond the vineyard to the rest of the farm. Farm Hand also spoke to the simple, pared back nature of the brand and its products.

The design features a specially

commissioned naïve illustration of a hand interwoven with farm produce. Hand-drawn typography for the Farm Hand logotype complements the naïve illustration style. Each finger of the hand contains the natural features of the wine.

A simple colour palette of black and cream was chosen to communicate the brand’s premiumness but also complement the pared back nature of the brand’s personality.

How did Avery Dennison materials help you to achieve your vision?

When it came to choosing a paper stock, we wanted a stock that had a lovely matte feel, and that would hold a heavy dose of black ink evenly. Estate 8 has great results in terms of printability but also it has excellent performance in the fridge so can work well on both red and white wines.

What was the end impact of the design?

Farm Hand has only just been released to the market. The lead retailer in Australia chose the brand immediately as its choice as lead brand in the emerging organics category.





When you receive a design brief—or design challenge—what is the first thing that you think of or do?

Think hard about the challenge facing the brand, and then try to think of ways to solve these in an unexpected way.

Do you ever get a creative block? If yes what do you do to overcome it?

Yes of course, all designers get creative block! Ways to overcome it vary but we recommend to our designers to go and do something else to give their brain something else to think about it, and usually an idea will spark as a result. Or alternately, go see the world – visit an art gallery, a book store, a café, a bar, theatre or any other source of inspiration. Ideas can be inspired from sometimes random events or objects. If all else fails, have a glass of wine!

How important are materials to you in your design process?

Extremely important: a paper stock can make or break a design. A poorly selected stock that has the wrong tones for the colour palette or does not suit particular imagery, can really destroy an otherwise great design. Materials can also inspire a design solution, for example Avery Dennison's Tyvek 54 recently inspired a new design concept that we are hoping will go through for a high end luxury Pinot Noir.

Do you select the material yourself—or is it normally specified for you?

No we always select the stock ourselves, although we often need to work within our client's production constraints. Some of our larger clients have a smaller selection of paper stocks that we can choose from.

Do you ever design around any material challenges?

Yes sometimes if we need to use a certain stock because it performs well in ice bucket tests, but it may not have the right tone of white, we will get the printers to tint the sealing varnish to warm up an otherwise cool toned stock.

To learn more about Denomination please visit: www.denomination.design **AD**



2018 Wine Service Programs

NEW



Introducing our Wine Service Program

When seeking brand differentiation, unique, pressure-sensitive facestock materials can be the difference between your brand remaining on the shelf or being enjoyed by consumers.

For new projects on unique materials, low volume rolls and custom widths are often crucial in helping manage inventory and cost. That's why we've introduced new EXACT and Ready Width services for several premium products in our Wine & Spirits portfolio, like the Black Collection and the Sensorial Range.

The Ready Width service program allows you to purchase just 1 roll at a standard width & length. Our EXACT service allows you to order the exact roll width at a predefined length. Making it easier for your business to kick-start smaller projects, especially for premium products like our Sensorial range.

Use Avery Dennison pressure-sensitive wine label materials and flexible service programs to your advantage.

For more information, please visit label.sapssa.averydennison.com

Need your stock in a hurry?

Ask about our new Express Indent service, a fixed rate 10 day air freight program designed to get you new materials faster!

Ready Width™

Item Code	Product Name	Item Width	Item Length (lm)
• BC271	CLOUD WHITE FSC S2047N-BG45WH	250, 333	1000
• BC274	FIBERS LOOK FSC S2047N-BG45WH	250, 333	1000
• BC273	SKINNY FSC S2047N-BG45WH	250, 333	1000
BG348	SOFT TOUCH WHITE S2047N-BG45WH IMP	250, 333	1000
BG358	TYVEK 54 S2030-BG45WH	250, 333	1000
• BI304	PAPER WATERMARK FSC S2030-BG45WH	250, 333	1000
BH341	COTTON BLACK S2047N INC-BG45WH	250, 333	1000
• BI441	MARTELE BLACK FSC S2047N-BG45WH	250, 333	1000
• BI477	MATT WINE BLACK FSC S2047N-BG45WH	250, 333	1000
• BI443	SOFT TOUCH BLACK FSC S2047N-BG45WH	250, 333	1000
AU266	COTTON WHITE S2047N INC-BG45WH	250, 333	1000
AW682	COTTON EXTRA WHITE S2047N INC-BG45WH IMP	250, 333	1000
AM838	FROZEN QUARTZ PLUS-S2047N-BG45WH	250, 333	1000
AM098	SILVER FOIL EMBOSS S700 INC-BG45WH	200, 333, 250	1000
AB116	PP120 WINE MATT S2047N-BG45WH IMP	250, 333	1000
• AE533	HGWINE PERLE FSC S2047N-BG45WH IMP	250, 333	1000
AE653	FROZEN ORION PLUS DIAM S2047N-BG45WH IMP	250, 333	1000
• AF935	CENTAURE BLANC FSC S2047N-BG45WH IMP	250, 333	1000
AF967	ALINEA BLANC S2047N-BG45WH IMP	250, 333	1000
AG600	LINEN S2047N-BG45WH IMP	250, 333	1000
• AG628	WINE MATT FSC S2047N-BG45WH IMP	250	1000
• AH438	VERGE CREME FSC S2047N-BG45WH IMP	250, 333	1000
AH955	MP PLUS SILVER S2047N-BG45WH IMP	250, 333	1000
AM098	SILVER FOIL EMBOSS S700 INC-BG45WH	250, 333	500
• AU564	MARTELE BLANC FSC S2047N-BG45WH IMP	250, 333	1000

EXACT™

Item Code	Product Name	Item Length (lm)
• AU564	MARTELE BLANC FSC S2047N-BG45WH IMP	2000
AC091	MARTELE BLANC WLA-BG45WH	2000
AD963	MARTELE BLANC S2030-BG45WH	2000
• AW792	MARTELE CREME FSC S2047N-BG45WH IMP	2000
• AE630	RUSTIQUE CREME FSC S2047N-BG45WH IMP	2000
• AI544	RUSTIQUE BLANC FSC S2047N-BG45WH IMP	1000, 2000
• AI553	RUSTIQUE BLANC FSC S2030-BG45WH	2000
• AT728	RUSTIQUE BLANC FSC S2030-PET23	2000
• AF935	CENTAURE BLANC FSC S2047N-BG45WH IMP	2000
• AD409	CENTAURE BLANC FSC S2030-BG45WH	2000
• AT729	CENTAURE BLANC FSC S2030-PET23	2000
• AF953	CENTAURE IVOIRE FSC S2047N-BG45WH IMP	2000
AD891	CENTAURE IVOIRE S2030-BG45WH	2000
• AI552	VERGE BLANC FSC S2030-BG45WH	2000
• AI540	VERGE BLANC FSC S2047N-BG45WH IMP	2000
• AF061	VERGE CREME FSC S2030-BG45WH	2000
• AH438	VERGE CREME FSC S2047N-BG45WH IMP	2000
• AG628	WINE MATT FSC S2047N-BG45WH IMP	2000
• AB224	WINE MATT FSC WLA-BG45WH	2000
• AD310	MATT WINE FSC S2030-BG45WH	2000
• AL571	MATT WINE FSC S2030-PET23	2000
AA335	EPIQUE S2047N-BG45WH IMP	2000
AG600	LINEN S2047N-BG45WH IMP	2000
• BD556	SABLE BLANC FSC S2047N-BG45WH IMP	2000
AF023	MP PLUS SILVER S2000N-BG40BR	2000
AP884	DIG INDI PP TOP WHITE S692N-BG40WH	2000

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Wine, spirits and craft beer labelling materials

NEW



Unmatched for texture, printability and convertibility, the Avery Dennison wine, spirits and craft beer range conveys a sense of quality and sophistication – while ensuring production efficiency.

The portfolio includes traditional, contemporary and specialty papers and films. Choices range from textured and 'natural-look' labels, which evoke an earth friendly feel, through to sleek foil labels that speak to style-minded consumers. Avery Dennison can help you express a unique brand story.

Craft beer is especially interesting, with thousands of retail brands, and new beer varieties constantly entering the market.

Brand owners need maximum shelf impact, with labels that attract consumer attention and drive purchase intent. Avery Dennison offers the market insights, ranges of materials and technical support needed to tap into these new opportunities.

Key features

- ▶ Premium and exclusive uncoated papers
- ▶ Aqua Opaque™ technology helps to keep labels white in wet conditions
- ▶ PE/PLUS technology helps to reduce bubbles and wrinkles in wet conditions
- ▶ New Ready Width and EXACT service programs
- ▶ New Black Paper range
- ▶ Adhesives for different applications (hotmelts and emulsions)
- ▶ Wash-off and removable materials
- ▶ Recycled and waste-based options

Application areas

- ▶ Wine
- ▶ Spirits
- ▶ Craft beer

Product information

	Item Code	Product Description	MOQ (SQM)	Width (MM)	Location
	F11970.1525	HGW WLP BG40WH N	500	Ready Width	Local
	F11960.1525	HGW WLP PET30	1525	1525	Local
NEW	• F10620.1525	CAST GLOSS ELITE FSC WLP BG40WH N	500	Ready Width	Local
NEW	• F10612.1525	CAST GLOSS ELITE FSC WLK202 BG40WH N	1525	1525	Local
	F10520.1525	PGW WLP BG40WH N	500	Ready Width	Local
	F10512.1525	PGW WLK202 BG40WH N	1525	1525	Local
	• F02785.1525	SUPER WHITE OPAQUE FSC S3037 BG40WH N	500	EXACT	Local
	• F29233.1525	ESTATE #8 FSC S2047 BG40WH N	1525	1525	Local
	• F02886.1525	ESTATE #8 PE FSC S2030 BG40WH N	500	Ready Width	Local
	• F02799.1525	ESTATE #4 PE FSC S2030 BG40WH N	750	1525	Local
	• F12783.1525	VINTAGE FSC S2047 BG40WH N	500	Ready Width	Local
	F12787.1525	VINTAGE Z3338 BG40WH N	1525	1525	Local
	• F54169.1000	MAXFLEX BR SILVER FSC WLP BG40WH N	1000	1000	Local
	• F54206.1000	MAXFLEX BR SILVER FSC WLK202 BG40WH N	1000	1000	Local
	AMH916	FROZEN ORION DIAMOND PLUS S2047 BG40WH	500	1000	Local
	• BC754	SABLE BLANC FSC Z1010 BG40WH N	500	Ready Width	Local
	• AC201	ARCTIC S2047N-BG45WH	1000	1000	Indent
	AS571	CANAL BLANC NEW S2047N-BG45WH IMP	500	1000	Indent
	AD871	COTTON WHITE S2030 INC-BG45WH	1000	1000	Indent
	• BG570	COTTON TOUCH FSC-S2047N-BG45WH	1000	1000	Indent
	AE294	EPIQUE S2030-BG45WH	1000	1000	Indent
	AA335	EPIQUE S2047N-BG45WH IMP	300	1000	Indent
	AE293	EPIQUE WLA-BG45WH	1000	1000	Indent
	• AG121	FLEURY CHENE S2047N-BG45WH IMP	500	1000	Indent
	• AE650	FROZEN ORION DIAMOND FSC S2047N-BG45WH IMP	500	1000	Indent
	AE653	FROZEN ORION PLUS DIAM S2047N-BG45WH IMP	500	1000	Indent
	• AD643	FROZEN QUARTZ FSC S2030-BG45WH	1000	1000	Indent
	• AI987	FROZEN QUARTZ FSC S2047N-BG45WH	1000	1000	Indent
	AM838	FROZEN QUARTZ PLUS S2047N-BG45WH	1000	1000	Indent
	AA369	GLOSS WLA-BG40WH	1000	1000	Indent
	• AE533	HGWINE PERLE FSC S2047N-BG45WH IMP	1000	1000	Indent
	BD016	HGWINE PLUS S2030-BG45WH	1000	1000	Indent
	• AC461	HGWINE PREMIUM FSC WLA-BG45WH	300	1000	Indent
	AG600	LINEN S2047N-BG45WH IMP	300	1000	Indent
	• AS890	MAILLE BLANC NEW FSC S2047N-BG45WH IMP	1000	1000	Indent
	• AU564	MARTELE BLANC FSC S2047N-BG45WH IMP	300	1000	Indent
	• AC091	MARTELE BLANC FSC WLA-BG45WH	1000	1000	Indent
	AD963	MARTELE BLANC S2030-BG45WH	1000	1000	Indent
	• AW792	MARTELE CREME FSC S2047N-BG45WH IMP	300	1000	Indent
	AH966	MP PLUS SILVER S2030-BG45WH	1000	1000	Indent
	• AF957	NATURAL BOIS S2047N-BG45WH IMP	1000	1000	Indent
	• AI544	RUSTIQUE BLANC FSC S2047N-BG45WH IMP	300	1000	Indent
	• AD968	RUSTIQUE BLANC FSC S2047N-PET30	1000	1000	Indent
	• AB864	RUSTIQUE BLANC FSC WLA-BG45WH	1000	1000	Indent
	AL758	RUSTIQUE BLANC PLUS S2047N-BG45WH	1000	1000	Indent
	• AF060	RUSTIQUE CREME FSC S2030-BG45WH	1000	1000	Indent
	• AE630	RUSTIQUE CREME FSC S2047N-BG45WH IMP	300	1000	Indent
	AF971	SATIN GOLD S2047N-BG45WH IMP	1000	1000	Indent
	AF960	SKIN BLANC S2047N-BG45WH IMP	500	1000	Indent
	AF958	VALLONE BLANC S2047N-BG45WH IMP	500	1000	Indent
	• AB217	VERGE BLANC FSC WLA-BG45WH	1000	1000	Indent
	AU266	WHITE COTTON S2047N INC-BG45WH	500	1000	Indent
	AE090	WINE PLUS MATT S2047N-BG45WH IMP	1000	1000	Indent
	AE733	PP TOP CLEAR S4000N-PET23/BG40WH	1000	1000	Indent
	AB116	PP120 MATT WINE S2047N-BG45WH IMP	500	1000	Indent
	AD527	PE120 TOP WHITE S700 INC-BG45WH	1000	1000	Indent

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Black Collection

NEW



An iconic black label can transform a brand, speaking to consumers of truly premium contents. Quality of execution is everything, and the Avery Dennison Black Collection gives converters and brand owners materials that look the part – right up to the edge.

The Black Collection is a broad portfolio that delivers the exceptional and dependable quality needed for consistently high shelf appeal, even when using textured black labels.

Materials include smooth to highly structured surfaces, thick to thin facestocks and a choice of different shades. Converters no longer have to print twice to create a rich and even black. You'll benefit from saturated black labels without white edges, along with the stable hot foiling needed to release your creativity.

Take consumers on an elegant and luxurious journey into the dark - and use the Black Collection to make wines, spirits and beers really stand out on the shelf.

Key features

- ▶ An extensive black labelling portfolio
- ▶ Different textures and shades
- ▶ Eliminates the need to print 2x for full black
- ▶ Black labels without white edges
- ▶ Good printability
- ▶ Stable hot-foiling on unprinted areas

Application areas

- ▶ Wine
- ▶ Spirits
- ▶ Craft beer



Low
MOQ



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Quote



Fast
Delivery

Product information

Item Code	Product Description	MOQ (SQM)	Width (MM)	Location
• AL409	PAPER NEW BLACK FSC S2047N-BG45WH IMP	500	250, 333	Indent
AR633	PP90 TOP BLACK S692N-BG45WH	100	200, 333	Indent
NEW • BI441	MARTELE BLACK FSC S2047N-BG45WH	250	250, 333	Indent
NEW • BI477	MATT WINE BLACK FSC S2047N-BG45WH	250	250, 333	Indent
NEW • BI443	SOFT TOUCH BLACK FSC S2047N-BG45WH	250	250, 333	Indent
NEW BH341	COTTON BLACK S2047N-BG45WH	250	250, 333	Indent



• The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Aqua Opaque™ & PLUS technology



Maintaining visual impact in wet conditions is crucial for brand owners and designers. However, many papers find wet conditions challenging - bottle labels can look grey, with unattractive, uneven colouring or wrinkles.

Aqua Opaque and PLUS technology allow you to use a wide range of paper facestock and achieve a premium and authentic 'look', while maintaining visual impact in wet conditions.

Some of our uncoated paper face materials offer very good to excellent performance for wet opacity. Filmic face stocks offer ultimate performance for both opacity and wrinkle resistance. For all other facestocks, Aqua Opaque technology allows you to meet the 2-hour ice bucket test.

Key features

- ▶ Aqua Opaque technology helps to keep your label white, even in wet conditions. This ground breaking innovation resists the impact of moisture absorption and greying of the label for at least two hours. The new feature can be added to virtually any wine label.
- ▶ PLUS technology adds an underlamine to a label that helps to reduce the bubbles and pleats caused by labels absorbing moisture in wet conditions. The underlamine helps to maintain label shape, protecting it from deformation. PLUS technology also improves the die cutting process, making it a good solution for intricate label shapes.

Application areas

- ▶ Wine
- ▶ Craft beer

Product information

Facestocks	Opacity in dry conditions	Opacity in wet conditions	Opacity in wet conditions with Aqua Opaque™ Technology	PLUS Tech.
FASSON® ALINEA BLANC	★★★★★	★	★★★★	YES
FASSON® ANTIQUE CREME	★★★★★	★★	★★★★★	*
FASSON® ARCTIC FSC	★★★★★	★★★★	★★★★★	YES
FASSON® CANAL BLANC NEW	★★★★★	★★★★	★★★★★	YES
FASSON® CANE FIBER PAPER WHITE	★★★★★	★★	★★★★★	*
FASSON® CLOUD WHITE FSC	★★★★★	★	★★★★	*
FASSON® EPIQUE	★★★★★	★★	★★★★★	YES
FASSON® FLEURY ANTIQUE	★★★★★	★★★★	★★★★★	YES
FASSON® FLEURY CHENE	★★★★★	★★★★	★★★★★	YES
FASSON® FROZEN ORION DIAMOND FSC	★★★★★	★★	★★★★★	YES
FASSON® FROZEN QUARTZ PLUS	★★★★★	★★★★	★★★★★	YES
FASSON® HIGH GLOSS WINE FSC	★★★★★	★★	★★★★	YES
FASSON® HIGH GLOSS WINE LINEN FSC	★★★★★	★★★★	★★★★★	*
FASSON® HIGH GLOSS WINE PERLE FSC	★★★★★	★★★★	★★★★★	YES
FASSON® LINEN	★★★★★	★★	★★★★★	YES
FASSON® MAILLE CREME NEW FSC	★★★★★	★★★★	★★★★★	YES
FASSON® MARTELE BLANC FSC	★★★★★	★★	★★★★★	YES
FASSON® MATT WINE FSC	★★★★★	★★★★	★★★★★	YES
FASSON® MC90 FSC	★★★★★	★	★★★★	YES
FASSON® RUSTIQUE BLANC FSC	★★★★★	★★★★	★★★★★	YES
FASSON® RUSTIQUE EXTRA WHITE FSC	★★★★★	★★	★★★★★	*
FASSON® SABLE CREME FSC	★★★★★	★★★★	★★★★★	*
FASSON® SKIN BLANC	★★★★★	★★	★★★★★	YES
FASSON® SKINNY FSC	★★★★★	★	★★★★	*
FASSON® SOFT TOUCH	★★★★★	★★	★★★★★	*
FASSON® SUPER MARTELE OPAQUE FSC	★★★★★	★★★★★	★★★★★	*
FASSON® SUPER PEARL OPAQUE FSC	★★★★★	★★★★★	-	YES
FASSON® SUPER RUSTIQUE OPAQUE FSC	★★★★★	★★★★★	★★★★★	*
FASSON® SUPER WHITE OPAQUE	★★★★★	★★★★★	★★★★★	YES
FASSON® VALLONE BLANC	★★★★★	★★	★★★★★	YES
FASSON® VERGE CREME FSC	★★★★★	★★	★★★★★	YES
FASSON® VERGE CREME REVERSED FSC	★★★★★	★★	★★★★★	*
FASSON® VERGE EXTRA WHITE FSC	★★★★★	★	★★★★	*
FASSON® WOOD SKIN	★★★★★	★★★★	★★★★★	*

Opacity rating

- ★★★★★ 100% - 95%
- ★★★★ <95% - 85%
- ★★★ <85% - 75%
- ★★ <75% - 60%
- ★ <60%

Note: Measurements are all performed in laboratory conditions and results can be influenced by different factors in real applications. Specific tests are strongly recommended.

Aqua Opaque™ and PLUS technologies cannot be offered in combination with each other.

* Request availability

Sensorial Collection

NEW



Label look is just one part of a consumer's impression of a bottle. Communicating brand values properly means going further – how does a label feel? What's the sound when it's touched? Is there perhaps even scent?

The Avery Dennison Sensorial Collection gives designers a broader toolset. Different label surfaces can be created using soft touch, textured or patterned papers creating a premium, vintage or artisanal feel. Hand-picked trees used to create wooden labels that recall the roots of nature with a delicate scent. Diverse label surfaces can be used to give consumers a subtle message when hearing the sound of a finger moving over the surface. And of course an outstanding visual impact is retained to engage the most dominant of all the senses.

A wine, spirits and craft beer journey may always reach its zenith in taste, but Avery Dennison Sensorial materials help you to give the consumer a detailed and rewarding experience on the way.

Key features

- ▶ Materials for any premium brand image
- ▶ Engage all consumer senses
- ▶ Deliver unique sensorial experiences to the customer
- ▶ Excellent service and minimum order quantities
- ▶ Winning label design collection: Silver Pencil Award 2017 and Graphis Silver Award 2017

Application areas

- ▶ Wine
- ▶ Spirits
- ▶ Craft beer



Low
MOQ



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Fast
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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
BG348	SOFT TOUCH WHITE S2047N-BG45WH IMP	250	250, 333	Indent
BG358	TYVEK 54 S2030-BG45WH	250	250, 333	Indent
• BC273	SKINNY FSC S2047N-BG45WH	250	250, 333	Indent
• BC274	FIBERS LOOK FSC S2047N-BG45WH	250	250, 333	Indent
• BC271	CLOUD WHITE FSC S2047N-BG45WH	250	250, 333	Indent
NEW • BI443	SOFT TOUCH BLACK FSC S2047N-BG45WH	250	250, 333	Indent
• BI304	PAPER WATERMARK FSC S2030-BG45WH	250	250, 333	Indent
• BC270	WOOD SKIN PAPER FSC S2047N-BG45WH	300	1000	Indent
AX224	VELVET WHITE S700 DEC-BG45WH	300	1000	Indent
BH382	BIRCH WOOD S700-BG50WH	62.5	1000	Indent
BH379	CHERRY WOOD S700-BG50WH	62.5	1000	Indent
BH998	BIRCH WOOD S700-PET30	62.5	1000	Indent
BH999	CHERRY WOOD S700-PET30	62.5	1000	Indent

All these products are very unique for characteristics and features, and beside being tested with the main printing and decoration techniques, they require specific attention when converted. Our representatives are here to advise you in every detail.

All materials are on stock and are delivered with Minimum Order Quantities starting at 250 sqm.

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Sustainable wine labelling solutions



Sustainability is about choices in everyday life and business. What we do - or don't do - now, has an ever larger impact on our living environment tomorrow.

The close connection between nature and wine is especially obvious, and taking appropriate steps will support the industry in the future.

Avery Dennison offers many solutions to help converters and end-users both meet and communicate personal sustainability goals. They include everything from waste recycling programs through to responsibly sourced or recycled wine, spirits and craft beer materials. This catalogue features the new 100% recycled facestock in combination with Aqua Opaque™ technology.

Key features

- ▶ New hero product - a paper facestock made from 100% recycled post consumer waste
- ▶ Responsibly sourced materials made from crop waste
- ▶ Partially recycled facestocks
- ▶ Waste recycling programs

Key benefits

- ▶ Help end-users to build a sustainable image
- ▶ Show that you are re-using post consumer waste
- ▶ Source from responsible suppliers
- ▶ Recycle waste from our own industry

Application areas

- ▶ Wine
- ▶ Spirits
- ▶ Craft beer



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Product information

Product Code	Product Description	Content Indication
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Recycle

• BG848	MATT RECYCLED FSC-Z1010-BG45WH	<ul style="list-style-type: none"> ▶ 100% recycled facestock, incl. 20 to 30% recycled paper liner ▶ Outstanding opacity in the ice bucket, with Aqua Opaque™ technology
• BF747	MATT WINE RECYCLED FSC-S2047N-BG45WH	▶ 100% recycled facestock, incl. 20 to 30% recycled paper liner
• AA525	FLEURY ANTIQUE-S2047N-BG45WH IMP	▶ More than 50% recycled facestock
• BB981	FLEURY ANTIQUE PLUS-S2047N-BG45WH IMP	▶ More than 50% recycled facestock
• AG121	FLEURY CHENE-S2047N-BG45WH IMP	▶ More than 25% recycled facestock
• AG130	FLEURY CREME-S2047N-BG45WH IMP	▶ More than 25% recycled facestock

Responsibly Source

• AI020	CANE FIBER PAPER WHITE-S2047N-BG45WH IMP	
• AI811	CANE FIBER PAPER WHITE-S2030-BG45WH	▶ Face material is produced using a minimum of 90% bagasse fiber - the waste product is generated during production of rum
• AZ018	CANE FIBER PAPER WHITE-S2030-PET23	
• BG300	CANE FIBER PLUS-S2047N-BG45WH	
• BD733	GRAPE TOUCH FSC-S2047N-BG45WH IMP	▶ Face material is made using 15% grape waste from wine production

The Avery Dennison ClearIntent Portfolio of products offer meaningful improvements in sustainability over other Avery Dennison products. Choosing Avery Dennison ClearIntent Portfolio products can help printers, packagers, and brand owners move toward their own sustainability goals. For more details visit www.label.sapssa.averydennison.com/sustainability

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Oxygen barrier range



Prevent oxygen from permeating through the label and spoiling the content.

Avery Dennison has introduced oxygen barrier films in the Reclosure and Food portfolio, designed to help packaged goods companies and packaging designers meet consumers' needs to keep products fresh longer and to provide the convenience of reclosure technology.

Larger pack sizes for food products drive the need for increased shelf life, Barrier film facestocks in combination with easy open and reclosing functionality are ideal to prevent oxygen and moisture to enter food packaging. An oxygen barrier film in combination with pressure-sensitive reclosure adhesives offers easy opening with repeated resealability, while providing brand owners with the ability to create differentiated packaging.

Key features

- ▶ High sealability and smooth removability
- ▶ Eliminates the need for cling film or storage containers
- ▶ Retains the integrity of product identification and brand exposure

Application areas

- ▶ Sliced cooked meat
- ▶ Hard and soft cheese
- ▶ Biscuits and cookies



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MOQ



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
• AW466	PP50 TOP CLEAR OXYB-S5050-BG40WH	1000	1000	Indent
• AP765	PP50 TOP CLEAR OXYB-S2800-BG40WH	1000	1000	Indent
• AM904	PP50 TOP CLEAR OXYB-UVR145-BG45WH	1000	1000	Indent

The oxygen barrier film is currently available in combination with three adhesives, but can also be made available with a wide range of adhesives and liners. The oxygen barrier film can be used in other applications than reclosure.

BARRIER PROPERTIES:

- ▶ Permeability to O₂ 15 cc/sqm ASTM F1927 (24h, 23°C, 0% RH)
- ▶ Moisture vapor transmission rate 0.3 g/sqm ASTM F1770 (24h, 23°C, 85% RH)
- ▶ Moisture vapor transmission rate 2.9 g/sqm ASTM F1770 (24h, 38°C, 90% RH)

Adhesives

S5050

An emulsion acrylic based removable adhesive Features good tack and adhesion in combination with superior and clean removability from most substrates.

S2800

A special purpose permanent, acrylic based adhesive for direct food contact.

UVR145

A removable acrylic based adhesive with excellent clarity and UV resistance

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Removable labelling solutions



Make it Easy To Choose the Right Removable for the Job.

The Avery Dennison Select Solutions Removables portfolio is a convenient tool designed to simplify the often-confusing world of removable labeling. The portfolio offers:

- ▶ A proven core of robust, multipurpose products that address a range of application needs from simple to complex
- ▶ Using our detailed adhesive performance charts, an easier way to select the proper label construction for your application
- ▶ Separate paper and film featuring solutions developed for a variety of performance requirements
- ▶ Cost-effective, application-based solutions with shorter time to market, minimum order quantities as low as 500m² and fast quotes

Broad Selection of Purpose-Built Removables

You can depend on our Removables portfolio to deliver a breadth of technologies that can position you to move into new markets with confidence. Suited for an array of applications, the portfolio provides targeted solutions with stable tack across the label's lifespan, clean removal and the substrate versatility you need.

Partnership Approach

Take advantage of the Select Solutions Removables portfolio and the Avery Dennison team to grow your removables business. Our global team – including adhesive research experts, technical specialists and market professionals – can readily suggest a product to meet your application needs. If a product does not exist, our engineered solutions team can create a specialised solution just for you and your customer - expanding your breadth of products and offering the right custom solution.



Low
MOQ



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Quote



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Delivery

Product information

Product Code	Product Description	Width (MM)	MOQ (SQM)	Location
Paper				
F10967.1000	SGW FSC R5000 BG40WH N	1000	1000	Local
AA042	HGW PREMIUM FSC R100 BG40BR	1000	1000	Local
F21733.1000	SUPER VELLUM FSC R5000 BG40WH N	1000	1000	Local
AO3846	VELLUM EXTRA R100 BG40BR	1000	1000	Local
F33071.1000	DT200HD FSC R5000 BG40WH N	1000	1000	Local
F22471.1000	TT ELITE FSC R5000 BG40WH N	1000	500	Local
AS492.210	LCJ PREMIUM FSC LR2N HF55	210	360	Local
AS492.222	LCJ PREMIUM FSC LR2N HF55	222	666	Local
Film				
F64526.1000	PRIMAX PLUS R5000N BG40WH N	1000	1000	Local
AF435	PRIMAX I UVR145 BG45WH	1000	1000	Local
F62404.1000	OPALUX 80N SR2 BG40WH N	Ready Width	500	Local
F5418.1000	POLYGLASS TOP SR2 BG40WH	Ready Width	500	Local
F71588.1000	POLYTHERMAL PLUS SR2 BG40WH N	1000	1200	Local
F31200.1000	SUPALUX SR2 BG40WH	Ready Width	500	Local

Removable Adhesives for Paper Components

R5000/N

General applications, food labelling, barcoding and price labelling. Offers relatively long term removability in combination with clean removability from most substrates

R100

High performance removable adhesive. Excellent clean, long term removability with good low temperature and deep freeze performance.

LR2N

Small office and home office applications. Specially formulated for zero bleed with hot fuse technology.

Removable Adhesives for Film Components

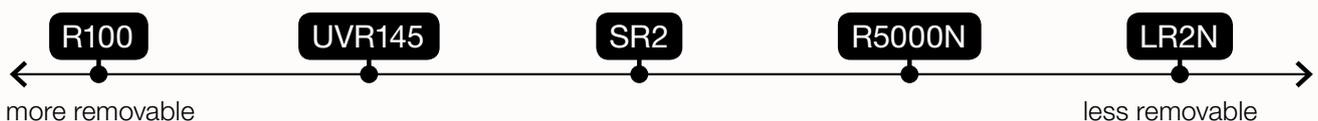
R5000/N

General applications, food labelling, barcoding and price labelling. Offers relatively long term removability in combination with clean removability from most substrates.

SR2

Good tack and adhesion performance and allows label application at a wide temperature range. Offers clean, medium term removability.

Removability



Adhesive Selection

	LR2N	R100	R5000/N	SR2	UVR145	S5200
	removable	removable	removable	removable	removable/ reclosure	Application specific - semi permanent
Facestock combination	P	P	P/F/VI	F	F	P/F
Initial Tack	Low	Medium	Low	Low	Medium	Medium
Ultimate Adhesion	Low	Medium	Medium	Medium	Medium	Medium
Min. Appl temp	-15°C	-20°C	-15°C	-15°C	+5°C	+10°C
Service temp. Min	-30°C	-40°C	-30°C	-30°C	-20°C	-20°C
Service temp. Max	+80°C	+80°C	+80°C	+80°C	+80°C	+100°C
Chemical Resistance					✓	
Removability term	Long term	Superior	Long term	Long term	Long term	
UV Exposure	★★	★★	★★	★★	★★★	
Special Gum Pattern (SGP) possible	n	n	n	n	y	y
Application / Segment						
Polymeric	PET	✓	✓	✓	✓	✓
	PP	✓	✓	✓	✓	✓
	LDPE	✓	✓	✓	✓	✓
	HDPE	✓	✓	✓	✓	✓
	PMMA	✓	✓	✓	✓	✓
	PC *1	✓	✓	✓	✓	✓
	PS *1	✓	✓	✓	✓	✓
	Nylon (PA6)	✓	✓	✓	✓	✓
	ABS (Co-Polymer)	✓	✓	✓	✓	✓
Paper	A4 printing paper		✓			
	Newspaper		✓			
	Greeting Cards		✓			
	Cardboard			✓	✓	
Textiles	100% Cotton (various types)					✓
	100% Polyester					✓
	100% Acrylic					✓
	Cotton/acrylic blends					✓
Other	Fiberboard			✓	✓	✓
	Unvarnished wood					
	Carbamic painted panels (LSE)	✓	✓			✓
	Terracotta					
	Aluminium	✓	✓	✓	✓	✓
	Glass		✓	✓	✓	✓
	Stainless Steel	✓	✓	✓	✓	✓
Major benefits and applications	Small office & Home office applications. Specifically formulated for zero bleed with hot fuse technology	More demanding applications for ultra clean removability. Excellent low temperature and deepfreeze performance	General applications, Ship & Track (cardboard surface), food labelling, barcoding, price labelling	General applications, food labelling, barcoding, price labelling	Wet reclosure, outdoor use. Excellent chemical and water resistance	

Reclosure solutions for food applications

NEW



Resealable labels are valued by consumers, giving them open/close packages that prevent food contamination and spills. Brand owners also benefit, because food products stay in their original packaging, increasing brand exposure in the home.

Labels placed anywhere on a pack can be removed or reapplied as desired without leaving adhesive residue. They are a cost-effective and efficient alternative to zippers or hard reclose packaging.

The Avery Dennison reclosure range for food suits applications ranging from simple dry goods needing a limited number of opens/reclosures through to products with challenging contents – with adhesives that perform time after time.

Key features

- ▶ Food compliant, topcoated materials
- ▶ Three food-friendly adhesives
- ▶ Simple or high performance applications
- ▶ Safe to use in all food contact applications

Application areas

- ▶ Dry foods
- ▶ Frozen foods
- ▶ Fresh foods



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Adhesives for dry reclosure

C3

C3 is a highly transparent adhesive with high ageing stability, suitable for dry food reclosure applications

R5050

For more demanding applications, R5050 features good tack and adhesion in combination with superior and clean removability from most substrates. The adhesive allows label application at a wide temperature range, and it retains its removable properties even at very low temperatures.

R1490M

For very demanding dry, food reclosure applications. The adhesive show good moisture and solvent resistance, clean removability and a smooth and quiet peel from PET and PP substrates.

		C3	R5050	R1490
Application	# of reclosures			
Bakery	24-30	✓		
Cookies & Cereals	12-15		✓	
Confectionery		✓	✓	
Sweet & Savoury	1-3	✓		
Rice & Pasta	1-3	✓		
Tea & Coffee	12-15		✓	
Meat & Cheese	3-6		✓	✓
Frozen Food	1-3		✓	✓
Dry Tissue	9-12			✓
Tobacco	15-30			✓
Requirements				
Clean removability		★★	★★	★★★★
Moisture condition (low to medium)		★★	★★	★★★★
Smooth peel		★★	★★	★★★★
Multiple reclosures		★★	★★	★★★★
Odour		★★	★★	★

Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
AE872	PP LIGHT TOP WHITE C3 BG40WH	1000	2000	Indent
AX559	PP LIGHT TOP CLEAR C3 BG40WH	1000	2000	Indent
AA583	PP TOP WHITE R5050 BG40WH	1000	1000	Indent
AM096	PP LIGHT TOP CLEAR R5050 BG40WH	1000	1000	Indent
AQ959	PP LIGHT TOP WHITE R1490M BG40WH	1000	2000	Indent
AO633	PP LIGHT TOP CLEAR R1490M BG40WH	1000	2000	Indent
AQ961	PP90 TOP WHITE R1490M BG40WH	1000	1000	Indent
AU331	PP90 TOP CLEAR R1490M BG40WH	1000	1000	Indent
AV278	SYNTH PAPER PP120 MT WH R1490M BG45WH	1000	1000	Indent

Reclosure solutions for wet applications



Consumers who buy wet-wipes are focused on easy-open/easy-close convenience. For manufacturers and brand owners, the priority is finding cost-effective alternatives to rigid plastic lids and other reclosure solutions.

Growth in wet wipes continues – and they are now used in many different home and personal care applications. Household wipes are growing most rapidly, and Avery Dennison offers a proven range of adhesives designed to ensure performance in baby, cosmetic, toilet and domestic applications. Those adhesives can even handle contact with challenging solvents, oils and chemicals.

High solvent resistance range

Dedicated adhesives for applications where high solvent resistance is needed. These adhesives have been developed specifically for household wipe applications, offering high to medium initial tack and a smooth peel. Suitable for both gloss and matt flexible packaging substrates. Contact Avery Dennison Technical Sales Support or your local Avery Dennison representative to find the right solution for your application.

Key features

- ▶ White and clear polypropylene facestocks
- ▶ Adhesives with good solvent and moisture resistance
- ▶ Up to 60 openings and closures
- ▶ Clean removability and variable peel depending on substrate
- ▶ Special gum pattern
- ▶ New high solvent-resistance range

Application areas

- ▶ Household wipes
- ▶ Baby wipes
- ▶ Cosmetic wipes
- ▶ Toilet wipes



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Adhesives for wet reclosure

R1490M

A re-sealable adhesive designed specifically for home & personal care applications. The adhesive is suitable for use across a broad range of 'wet wipe' applications and also suitable for many dry pack re-closure applications. Combining excellent UV resistance and weatherability with good removability from most substrates (eg PET and PP)

R3200N

A semi permanent UV Hot-melt acrylic based adhesive featuring excellent clarity, durability, chemical and UV resistance. Suitable for reclosure labels in dry, low moisture and high moisture applications where a thicker PP facestock avoids the need for overlamination.

UVR145

A removable acrylic based adhesive with excellent clarity and UV resistance. Suitable for home and personal care wipes

MR980R

A removable high performance acrylic adhesive with medium tack, low adhesion and high cohesion. This adhesive has excellent wetting properties and may therefore be applied below 0°C.

Reclosures up to 60 times		R1490M	R3200N	UVR145	MR980R
Application	Packaging substrate				
Baby wipes	PET Gloss	✓		✓	
	PP Matt	✓	✓	✓	
Cosmetic wipes	PET Gloss	✓		✓	
	PP Matt	✓	✓	✓	
Household wipes	PET Gloss				✓
	PP Matt				✓
Requirements					
Moisture resistance		★★	★	★★	★★★★
Solvent Resistance		★★	★★	★★	★★★★
Smooth peel sound		★★★★	★	★★★★	★★★★
UV resistance		★★★★	★	★★★★	★★★★
Initial tack		★★	★	★★	★★★★
Transparency		★	★★★★	★★	★★
Low min. application temperature		★	★	★	★★★★
Zippy peel sound		★	★★	★	★
Odour		★	★★	★	★

Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
R1490M High Performance and Cost Efficiency				
• AO633	PP LIGHT TOP CLEAR-R1490M-BG40WH	970	1000	Indent
• AQ959	PP LIGHT TOP WHITE-R1490M-BG40WH	970	1000	Indent
AQ687	PP90 TOP CLEAR-R1490M-BG40WH	1000	1000	Indent
AQ961	PP90 TOP WHITE-R1490M-BG40WH	1000	1000	Indent
R3200N for low surface energy substrates and strong peel force				
BI335	PP90 TOP CLEAR-R3200N-BG45WH	1000	1000	Indent
BI338	PP90 TOP WHITE-R3200N-BG45WH	1000	1000	Indent
BH088	PP NG TOP CLEAR-R3200N-BG45WH	1000	1000	Indent
UVR145 with excellent chemical resistance and smooth peel				
AF991	PP TOP CLEAR-UVR145-BG40WH	970	1000	Indent
AG748	PP TOP WHITE-UVR145-BG40WH	970	1000	Indent
MR980R Premium Solvent Resistance for Household wipes				
299901IV670	MACPROPY 699 TC-MR980R-CENT 6 HD WH	1500	1000	Indent
292903IV670	MACPROPY 629 TCP-MR980R-CENTURY 6 WH HD	1500	1000	Indent

Coated Card

NEW



Ready and Frozen meals are becoming more prevalent on supermarket refrigerated shelves and ready meal delivery services. Traditionally these meals are packaged in a microwavable CPET or PP tray and wrapped in a cardboard sleeve, allowing for large graphics on the front and product information on the back.

However, sleeves are often not fixed to the tray and can be slipped off on shelf, posing a risk of product tampering. Sleeves are also generally manually applied, making them a costly decoration technology.

Pressure Sensitive card labels provide the coverage of a traditional sleeve to deliver large graphics, with the added benefit of sticking directly to the food tray, protecting the product from sleeves being removed on shelf. Card labels can also be automatically applied which improves the overall packaging cost and productivity.

Key features

- ▶ Available in 135, 150 and 180gsm coated card
- ▶ Excellent print quality to provide attractive on-shelf appearance
- ▶ Available on hotmelt, emulsion and removable
- ▶ FSC certified facestocks

Application areas

- ▶ Frozen Ready meals in supermarkets or home delivery services
- ▶ Refrigerated meat/fish/poultry trays



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
F71777.1000	COATED CARD 135 ET9 BG40WH N	6000	1000	Indent
AA540	COATED CARD 135 S2045N BG40BR	1000	1000	Indent
AD681	MC ELITE CARD 150 S2000N BG40WH	1000	1000	Indent
AA614	COATED CARD 150 R5100 BG40BR	1000	1000	Indent
BC773	MC ELITE CARD 180 FSC S2045N BG40BR	1000	1000	Indent

Clear Hotmelt

NEW



Up to now, hotmelt adhesives haven't been the best choice for chilled food labels because of their tendency to "yellow", especially after exposure to ultraviolet light. As a result, food producers have often had to compromise between shelf-appeal and low-temperature adhesive performance.

Our patented Clear Hotmelt S2045C adhesive solves that problem. It's the first ultra-clear hotmelt adhesive that offers the tack and low-temperature performance of a conventional hotmelt adhesive, but without the yellowing. It's available with both conformable polyethylene and rigid polypropylene films, and paired with our best-in-class TC7007 topcoat, it performs well at higher conversion speeds. In all, it's a straightforward and cost-effective way to achieve a great 'no label' look for chilled foods.

Key features

- ▶ First general-purpose clear hotmelt
- ▶ Improved shelf appeal
- ▶ Greater clarity and printability
- ▶ Lower total applied cost (TAC)
- ▶ Suitable for use with PP Clear labelling
- ▶ Suitable for labelling of curved and contoured substrates with PE Clear and White
- ▶ Minimum application temperature 0°C

Application areas

- ▶ Chilled food applications where shelf appeal is important
- ▶ Applications that previously used conventional hotmelt
- ▶ Other applications where high tack at lower temperatures is required



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Product information

	Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
NEW	BF625	PE85 TOP CLEAR S2045C BG40WH	1000	1000	Indent
NEW	BF626	PE85 TOP WHITE S2045C BG40WH	1000	1000	Indent
NEW	BF627	PE60 TOP CLEAR S2045C BG40WH	970	1000	Indent

Clear Direct Thermal Films



Food packaging continues to grow in importance – and consumers increasingly like to see the product inside. There is strong growth in clear packaging such as clamshells, where white labels cannot deliver the required shelf impact.

Avery Dennison Clear Direct Thermal films are topcoated, BPA-free films that maximise shelf-appeal for see-through packaging – including packaging with variable information (supporting thermal printing speeds up to 200 mm/sec). S692N adhesive supports general purpose applications, whereas S2800 and C2040 give high performance on fresh and cold surfaces.

Any label can be made direct thermal printable using a thin overlamine film, at low Minimum Order Quantities, including selected parts of a pre-printed standard or prime label. This enables late-stage serialisation while maintaining original label characteristics.

Key features

- ▶ Transparent direct thermal printable labelling
- ▶ PP75 grades offering improved transparency
- ▶ Economical PP70 matt clear alternatives
- ▶ PP25 overlamine can make any label direct thermal printable

Application areas

- ▶ Clamshell packaging
- ▶ Fresh fruit and produce packaging
- ▶ Food sold by weight, weighed in-store
- ▶ Addition of variable information section to prime labels



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
Topcoated clear direct thermal PP75 for improved transparency				
AY421	THERMAL PP75 TOP CLEAR-S692N-BG40WH	1000	1000	Indent
AU602	THERMAL PP75 TOP CLEAR-S2800-BG40WH	1000	1000	Indent
Topcoated thermal matt PP70 for cost-effective solution				
AX909	THERMAL PP70 MATT CLEAR-S692N-BG40WH	1000	1000	Indent
AW839	THERMAL PP70 MATT CLEAR-S2800-BG40WH	1000	1000	Indent
Topcoated thermal PP25 overlaminating film				
AX159	THERMAL PP25 MATT CLEAR-S692N-BG40WH	1000	1000	Indent
BD052	DIG INDI PE85 TOP WHITE-S477-BG40WH	1000	1000	Indent

Radiant and coloured direct thermal products



Direct thermal printable radiants, wine papers and foils give you a solution for every application – with Minimum Order Quantities down to 1000 sqm.

Radiant papers are highly popular in segments such as retail. They can help you highlight important information, correct errors, run promotions or reduce prices. High visibility also makes them effective in other applications, such as large 'warning' tracking labels.

Conventional coloured direct thermal labels often use solid ink printed on direct thermal paper. This can compromise the thermal layer and its print characteristics. For very high volumes, a direct thermal coating is sometimes applied to the coloured paper instead.

The radiant and coloured direct thermal films solve these issues and offer excellent direct thermal printability with products available with Minimum Order Quantities down to 1000 sqm.

Key features

- ▶ Highly visible direct thermal materials
- ▶ Coloured, structured and metallised options
- ▶ Direct thermal topcoat
- ▶ Bisphenol free
- ▶ Improved water, oil and plasticiser resistance
- ▶ Wide variety of adhesives

Application areas

- ▶ Promotional barcodes
- ▶ Price tags
- ▶ Food labelling with variable information
- ▶ Shelf labelling



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
Radiant and decorative facestocks				
AX162	THERMAL PP RADIANT RED-S2045N-BG40BR	1000	1000	Indent
AY011	THERMAL PP RADIANT CHARTREUSE-S2045N-BG40BR	1000	1000	Indent
AX846	THERMAL PP RADIANT ORANGE-S2045N-BG40BR	1000	1000	Indent
AY454	THERMAL PP RADIANT GREEN-S2045N-BG40BR	1000	1000	Indent
BD190	THERMAL PP DULL FOIL GOLD-S2060N-BG40BR	1000	1000	Indent
Overlaminating films				
AX159	THERMAL PP25 MATT CLEAR-S692N-BG40WH	200	1000	Indent

No-Stick*™ products



Avery Dennison No-Stick*(star)™ product is a drypeel adhesive coated with 'star dots'. The No-stick* portfolio gives easy delamination without the use of an ungummed area, enabling a wide range of applications including coupon labelling.

Dry-peel, easy-to-open labels can be used for coupons on cosmetics, toiletries and luxury articles, and for promotions. They also allow the creation of promotional hanging bottle-neck tags on a roll – used for automatic dispensing of dry tags.

No-stick* products are offered with multiple permanent adhesives, and the precise adhesive choice depends on application. All products are easy to convert and can be printed with conventional printing technologies. They can be dispensed either automatically or manually.

Key features

- ▶ Easy to convert and print
- ▶ Clear film & paper-based piggybacks
- ▶ White filmic constructions
- ▶ Cost-effective solution with R0010 no-stick solutions

Application areas

- ▶ Wide range of promotional labelling
- ▶ Coupons in newspapers and magazines
- ▶ 'Neck labels' for bottles
- ▶ Luxury or fashion articles tags
- ▶ Cosmetics and toiletries



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
No-Stick*™ & Coupon Label Material				
AI148	PB NO-STICK*MC PRIMECOAT-S697-BG45WH	1000	1000	Indent
AI411	NO-STICK*PP30 CLEAR-S2045N-BG45WH	1000	1000	Indent
AI412	NO-STICK*PP50 TOP CLEAR-S2045N-BG45WH	1000	1000	Indent
AO760	PB MC115N OPQ-R0010/S2000N-PET23/45WH	1000	1000	Indent
Dry-Peel Tag Solutions				
AB848	MC90 FSC-R0010-BG45WH	1000	1000	Indent
AO330	PP120 MATT WHITE-R0010-BG45WH	1000	1000	Indent

Cover-up opaque range



High-opacity barrier coating on paper or film hide errors, and covers outdated information on packaging, labels and containers.

Typing errors, changes, omissions, updates ... no matter what the mistake or need to re-label, Avery Dennison Select Solutions Cover-up portfolio can make it right without the high cost of re-packing and saving the environment.

Almost every packaged product will need to have its labeling changed or adapted at some point in its life. It is crucial to ensure that any over-labelling is truly opaque. This makes the new labels fully legible and, especially for correction labels, ensures that overprinted data is hidden. Avery Dennison opaque label stocks offer label converters and their customers an unrivalled range of options in both paper and film, and with permanent and removable adhesives. The range is a genuine one-stop shop for all correction applications, and the sheer quantity of choices available allows for highly creative solutions. Most paper or film products can be customised on demand to use a specific opaque colour - for example, an attractive coloured background on a clear bottle.

Key features

- ▶ Opaque prime films
- ▶ Opaque prime papers
- ▶ Opaque VI front materials
- ▶ A selection of standard colours and multiple opaque layers
- ▶ Customising colours

Application areas

- ▶ Correction labels
- ▶ Translation labels
- ▶ Promotional labels
- ▶ Shipping and tracking labels



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
SU4897	GLOSS COVER S660 BG40	500	1000	Local
• BF999	VELLUM OPQ BLUE FSC-S2000N-BG40BR	2000	1000	Indent
AA571	MC PRIMECOAT BLUE OPQ-S2000N-BG40BR	970	1000	Indent
AA569	GLOSS BLUE OPQ-S2000N-BG40BR	1000	1000	Indent
AA570	MATTCOVER BLACK-S2000N-BG40BR	1000	1000	Indent
BC638	MATTCOVER-S2045N-BG40BR IMP	970	1000	Indent
AG216	MATTCOVER-S660-BG40BR IMP	1000	1000	Indent
AG227	GLOSSCOVER PREMIUM-S660-BG40BR IMP	1000	1000	Indent
BC635	GLOSSCOVER PREMIUM-S2045N-BG40BR IMP	1000	1000	Indent
AO053	THERMAL TOP S8 OPQ-S2045N-BG40BR	1000	1000	Indent
• AA186	LCJ PREMIUM OPQ FSC-S2012HTC-HF55	1000	1000	Indent
BC958	PRIMAX I OPQ BLUE-S692N-BG40WH	1000	1000	Indent
AA297	PP NG TOP WHITE OPQ-S2045N-BG40WH	1000	1000	Indent
AF129	PP TOP WHITE REV MET-S692N-BG40WH	1000	1000	Indent
AA331	PP NG TOP WHITE OPQ-S697-BG45WH	1000	1000	Indent
AV389	PE85 TOP WHITE OPQ-S697 DEC-BG40WH	2000	1000	Indent

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Holographic range



Few packaging technologies compete with holographic labels for pure shelf impact. Their dynamic, shifting patterns grab consumers' attention – a winning choice for premium product differentiation, special offers and promotional campaigns.

The premium polyester range provides optimal brightness and unbeatable shelf appeal, for high value applications such as spirits and cosmetics. Polypropylene laminated to paper offers conversion-friendly packaging promotions, festive gift or home care product labelling. A cost-effective polypropylene range, suits food promotions and decorative labels.

Selected products are now available under the Ready Width Program, and Minimum Order Quantity is 1000 sqm across the rest of the range.

Key features

- ▶ Ultimate shelf impact
- ▶ Conversion-friendly paper laminates
- ▶ Six patterns available for rapid delivery
- ▶ Low Minimum Order Quantities
- ▶ Wide variety of adhesives
- ▶ Full sales support in choosing new patterns

Application areas

- ▶ Cosmetic products
- ▶ Promotional or seasonal campaigns
- ▶ Wine and spirits
- ▶ Home and personal care products
- ▶ Food (e.g. mints)
- ▶ Security and pharmaceutical applications



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
Holographic Films				
AO931	HGF PP SHIMMER TOP S692N-BG40BR	1000	1000	Indent
AC738	HGF PET50 BUBBLE S692N-BG45WH	1000	1000	Indent
AE980	HGF PP POINT TOP S692N-BG40BR	1000	1000	Indent
AO760	PB MC115N OPQ-R0010/S2000N-PET23/45WH	1000	1000	Indent
Holographic Papers				
AB709	HGFP SHIMMER TOP FSC S2000N-BG40BR	333	1000	Indent
AT591	HGFP UNIVERSE TOP FSC S2000N-BG40WH	1000	1000	Indent
AE740	HGFP CRISTALINE TOP S2045N-BG40BR	1000	1000	Indent
AF141	HGFP KALEIDOSCOPE TOP S2045N-BG40BR	1000	1000	Indent
AI248	HGFP POINT TOP S2045N-BG40BR	1000	1000	Indent
AI982	HGFP SHIMMER TOP FSC S692N-PET23	1000	1000	Indent
Removable Alternatives				
AU468	HGF PP SHIMMER TOP R5000N-BG40BR	1000	1000	Indent

Customized and non-standard patterns are available upon request.



Point



Shimmer



Kaleidoscope



Universe



Cristaline



Bubble

Fluorescents and Foils



Available in a wealth of bold, bright colours, Avery Dennison fluorescent and foil label materials for food industry applications are as versatile as they are functional, improving supply chain visibility, waste reduction and freshness labelling.

Foil labels are very suitable for labelling of quality products such as cosmetics, toiletries and luxury articles. Avery Dennison foil labels are available in a range of gold, silver, bright and matte finishes.

Used as inventory and warning labels, as well as eye-catching advertising and promotional labels, fluorescents demand attention. They not only communicate important data, such as use by dates that provide consumer confidence and safety, they also boost consumer impulse buying due to their immediate shelf impact. However you use them, our fluorescent facestocks provide excellent stability and durability in application.

Key features

- ▶ Available in many bold colours

Application areas

- ▶ Promotional Labels
- ▶ Warning Labels



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Product information

Product Code	Product Description	MOQ (SQM)	Deckle Width (mm)	Location
F45520.1060	RADIANT YELLOW FSC / S2090 / BG40WH N	500	Ready Width	Local
F45521.1060	RADIANT ORANGE FSC / S2090 / BG40WH N	500	Ready Width	Local
F45523.1060	RADIANT RED FSC / S2090 / BG40WH N	500	Ready Width	Local
F45524.1060	RADIANT PINK FSC/ S2090 / BG40WH N	500	Ready Width	Local
F45522.1060	RADIANT GREEN FSC / S2090 / BG40WH N	500	Ready Width	Local
BE073	DULL SILVER FOIL S2045N BG40WH	1000	1000	Indent
AO432	BRIGHT SILVER FOIL S2045N BG40BR	1000	1000	Indent
AO749	DULL FOIL GOLD S2045N BG40BR	1000	1000	Indent
AO732	BRIGHT FOIL GOLD S2045N BG40BR	1000	1000	Indent

Wash Away and Dissolvables

NEW



Wash Away

Fasson WR3000N is a water removable adhesive specially designed for re-usable containers. With Fasson WR3000N we have eliminated the critical problems associated with removing labels from re-usable containers. It allows labels to stay on firmly but can be easily and cleanly removed without leaving any sticky residue. Combining WR3000N with facestocks designed for tracking applications means that reusable containers such as crates, kegs, bins etc. can be tracked through the production process and have the label cleanly washed away ready for the next use.

Dissolvables

When labels are removed from food containers before being washed, there's a good chance adhesive residue will be left on the container. Bacteria can grow on this residue, creating the possibility of cross-contamination. Avery Dennison dissolvable label materials are virtually residue-free, disintegrating in seconds when immersed in water. No residue means no bacteria growth. Because dissolvable labels don't need to be removed, they save on clean up time, making it possible for employees to spend more time on other tasks.

Key features

- ▶ Dissolvables disintegrate in water in seconds with slight agitation
- ▶ Wash away can be easily and cleanly removed without leaving any sticky residue

Application areas

Dissolvable

- ▶ Inventory Labels
- ▶ Container Date Code Labels

Wash Away

- ▶ Inventory Labels
- ▶ Tracking Applications



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Product information

	Product Code	Product Description	MOQ (SQM)	Width (mm)	Location
NEW	BC512	THERMAL ECO J6 FSC WR3000N BG40BR	1000	1000	Indent
	BA959	THERMAL TOP S8 FSC WR3000N BG40 BR	1000	1000	Indent
NEW	BC509	MC PRIMECOAT FSC WR3000N BG40BR	1000	1000	Indent
NEW	BC501	TRANSFER PLUS WR3000N BG40BR	1000	1000	Indent
NEW	BA958	VELLUM EXTRA FSC WR3000N BG40BR	1000	1000	Indent
	15666	DISSOLV PPR S2600 40#SCK	1143	1000	Indent

Piggyback Portfolio



For sheer flexibility, operational time savings and brand impact, piggyback labelling is a technology hard to match. The Avery Dennison range enables a whole spectrum of applications, from a simple shipping label through to highly decorative promotional features.

Piggyback labels are multi-layer constructions featuring one self-adhesive label on top of another. The top label can be released and can be reapplied elsewhere, while the bottom label is stationary, remaining affixed to the original surface. Dynamic and versatile, piggyback labels can be created in constructions that adhere to paper, plastics, cardboard or metals, and standard products are compatible with using all conventional printing techniques.

Key features

- ▶ Multi-layer constructions with two adhesive layers and two release liners
- ▶ Easy automatic dispensing
- ▶ Wide variety of face materials and adhesives
- ▶ Combinations of permanent and/or removable adhesives available

Application areas

- ▶ Shipping and tracking
- ▶ Inventory management
- ▶ Promotional labels (coupons)
- ▶ Administration
- ▶ Healthcare



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Product information

Product Code	Product Description	MOQ (SQM)	Width (mm)	Location
F02553	VELLUM PIGGYBACK S2045 BG40	1525	1525	Local
AA286	PB MC PRIMECOAT-2XS2000N-BG40WH/BG40BR	1000	1000	Indent
AM399	PB MC PRIMECOAT-2XS2045N-BG40WH/BG40BR	1000	1000	Indent
AD272	PB MC PRIMECOAT-R5000N/S2000N-40WH/BR	1000	1000	Indent
AA254	PB VELLUM EXTRA FSC-2XS2000N-BG40WH/BG40BR	1000	1000	Indent
AF411	PB VELLUM EXTRA-2XS2045N-2XBG40BR	1000	1000	Indent
AE422	PB THERMAL TOP S8 FSC-2XC2075N-BG40WH/BG40BR	1000	1000	Indent
AA687	PB THERMAL TOP S8 FSC-2XS2000N-2XBG40BR	2000	1000	Indent
AG603	PB THERMAL TOP S8 FSC-2XS2045N-BG40WH/BG40BR	1000	1000	Indent
AC281	PB PE85 TOP MATTE WHITE-2XR5000N-2XBG40WH	1000	1000	Indent
AH867	PB PE85 TOP WHITE-2XS692N-2XBG40BR	1000	1000	Indent
AE036	PB PP NG TOP WHITE-2XS2045N-BG40WH/BG40BR	1000	1000	Indent
AH971	PB PP TOP CLEAR-2XS692N-PET30/BG40WH	1000	1000	Indent
AD168	PB PP TOP WHITE-2XS692N-2XBG40WH	1000	1000	Indent
AH773	PB PRIMAX I-2X692N-2XBG40WH	1000	1000	Indent
AC622	PB TRANSFER PE HD-2XS2045N-2XBG40BR	1000	1000	Indent
AO408	PB TRANSFER PE HD-2XS2060N-2XBG40BR	1000	1000	Indent

Digital labelling solutions



Digital labelling solutions offer exceptional speed, flexibility and customisation – allowing businesses to create bespoke labels for printing on demand.

The technology is growing fast. Digital solutions greatly reduce inventory and revision costs, after initial OEM investment, and give versatile labelling that adapts quickly to branding requirements. Sheer flexibility, along with multiversioning capabilities, also deliver improved sustainability and supply chain efficiency by printing only on demand to reduce stock on hand and eliminate waste.

Our digital materials portfolio supports all major digital labelling presses in different technology groups - including HP Indigo label, Xeikon label, UV Inkjet label, and Waterbased Inkjet label. The portfolio includes newly developed UV inkjet wine stocks that give maximum colour vibrancy, uniformity and text clarity. Digital inkjet has the highest projected growth rate for digital label printing over the next five years. UV inkjet and water-based inkjet offer a number of performance and cost benefits compared with flexo, and in some cases with electrophotography.

Key features

- ▶ Supports all major digital labelling presses and technologies
- ▶ High quality printing on demand
- ▶ Performance and cost benefits
- ▶ Multiversioning
- ▶ Rapidly growing market

Application areas

- ▶ Mass customisation
- ▶ Printing on demand
- ▶ HP Indigo, Xeikon, UV Inkjet, Water-based Inkjet



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Product information

Product Code	Product Description	MOQ (SQM)	Width/Length (mm)	Location
UV Inkjet				
BG084	DIG UVIJ HGWINE-S2030-BG45WH	1000	1000/1000	Indent
AL539	PP 60 TOP CLEAR-S692N-BG40WH	2000	2000/1000	Indent
AF187	PE 85 TOP CLEAR-S692N-BG40WH	2000	2000/1000	Indent
AF186	PE 85 TOP WHITE-S692N-BG40WH	2000	2000/1000	Indent
Water-based Inkjet				
OWS235.1070	GLOSS IJ PAPER AP103 BG40WH N	535	1070/500	Local
OZS200.1070	100UM IJ SYN PAPER AF101 BG40WH N	535	1070/500	Local
OW2150	MATT INKJET PAPER AP103 BG40WH IMP	3000	1000/3000	Indent
OW2180	MATT INKJET PAPER PREMIUM / AP103 / BG40WH IMP	3000	1000/3000	Indent
OZ2180	127 μ INKJET SYNTHETIC PAPER PREMIUM / AF101 / BG40WH IMP	3000	1000/3000	Indent
AW404	DIG WBIJ PP TOP CLEAR-S692N-BG40WH	1000	1000/1000	Indent
HP Indigo				
BW0220.330	PP80 WH DIG S692N BG40WH N	1980	330/2000	Local
DI2010.330	HIGH GLOSS PAPER ITC S1010 BG40WH IMP	1980	330/2000	Local
AT274	DIG INDI MARTELE TOP BL-S2030-BG45WH	1000	1000/1000	Indent
AQ211	DIG INDI HGW PREMIUM TOP-S2000N-BG40BR	2000	2000/1000	Indent
AP447	DIG INDI MP PLUS TP SILVER-S2000N-BG40BR	1000	1000/1000	Indent
AV595	DIG INDI PP50 TOP WHITE-S7000-BG40WH	2000	2000/1000	Indent
AX616	DIG INDI PP50 TOP CLEAR-S7000-BG40WH	2000	2000/1000	Indent
BE920	DIG INDI PP60 CAV TOP WHITE-S692N-BG40WH	2000	2000/1000	Indent
AZ268	DIG INDI PP50 TOP SILVER-S692N-BG40WH	2000	2000/1000	Indent
AQ206	DIG INDI PE85 TOP WHITE-S692N-BG40WH	2000	2000/1000	Indent
AQ814	DIG INDI PE85 TOP CLEAR-S692N-BG40WH	2000	2000/1000	Indent

High quality labels for small office and home office printers



Demand from small office and home office users for high quality print media has expanded dramatically. It continues to grow fast, driven by the widespread availability of very high quality printers. More and more people are also working from home.

Many different home, home office and hobby applications now require print media with the best possible print quality, as well as the right facestock and adhesive properties.

Key features

- ▶ Optimal print resolution, ink and toner anchorage
- ▶ Optimal conversion – backing liners with excellent layflat characteristics

Application areas

- ▶ Address labelling
- ▶ Labels for filing and organising
- ▶ Over-labelling of documents
- ▶ Promotional and retail labels
- ▶ Inventory and instruction labels
- ▶ Media labels for CDs and DVDs
- ▶ Photo printing labels



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
AW1584.210	LCJ PREMIUM LP430 HF55N	630	210	Local
AW1584.222	LCJ PREMIUM LP430 HF55N	666	222	Local
AP445.210	CJ PREMIUM FSC S2012HT HF75	630	210	Local
AS492.210	LCJ PREMIUM FSC LR2N HF55	630	210	Local
AS492.222	LCJ PREMIUM FSC LR2N HF55	666	222	Local
OW0053F.210	LASERPRO FSC S2700 CCK	630	210	Local
OWS235.1070	GLOSS INKJET PAPER AP103 BG40WH N	535	1070	Local

ClearIntent™ sustainable portfolio of products and services



Whether you're designing more resource-efficient labels, or work toward other sustainability goals, Avery Dennison can help. With hundreds of sustainable solutions on offer Avery Dennison can help you make labels a stronger part of your sustainability story and help to improve your environmental impact.

Avery Dennison understands the challenges

An ever-growing selection of sustainability-oriented products includes hundreds of facestocks, adhesives and other solutions. All are made using fewer inputs, certified renewable materials and performance-enhancing innovations.

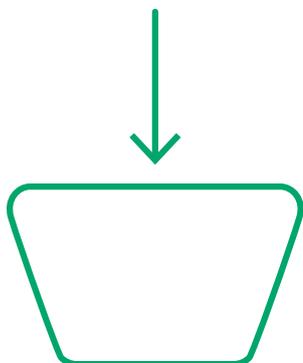
As a key part of the extensive Select Solutions range, the ClearIntent portfolio has been designed to help you make a big impact on the shelf, and a smaller impact on the environment. As some of the examples here show, the portfolio covers a very wide range of potential applications.

For a product to qualify for the Avery Dennison ClearIntent Portfolio, it must meet at least one of three sustainability standards:

Responsibly Source: a significant amount of the product's content is verified to come from sustainably sourced materials;

Reduce: the product offers comparable or superior performance using less materials; or

Recycle: the product is recyclable, made of recycled content, or enables recycling.



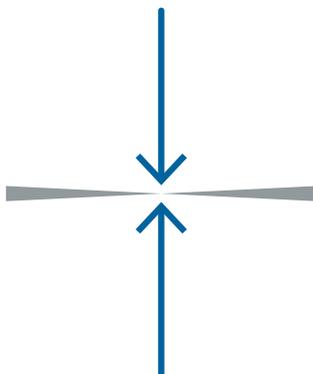
RESPONSIBLY SOURCE.

Choose from hundreds of label options made with paper certified by the Forest Stewardship Council® or film made from renewable resource.

Examples

With over 1100 FSC® constructions to select from, Avery Dennison offers the broadest range of FSC-certified products at price parity. It includes paper for food, wine, spirits and dairy applications, and also FSC-certified liners in combination with filmic facestocks.

The Avery Dennison bio-based PE film will reduce the usage of fossil fuel.



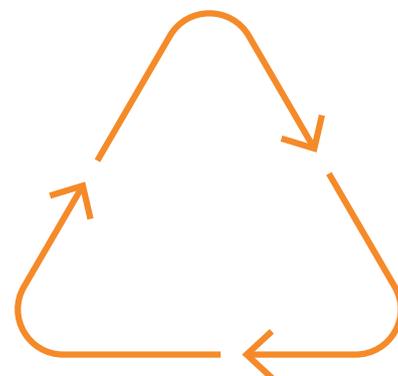
REDUCE.

Consume less material by using thinner labels. You can measure the environmental impact of a product's life cycle using Avery Dennison Greenprint.

Examples

The Avery Dennison ThinkThin™ portfolio consists of products that use thinner labels without compromising brand image.

The portfolio also enables scrap levels and improves management of production waste.



RECYCLE.

Make your packaging more recyclable or incorporate more recycled content. Tap into our network of recyclers for matrix and liner waste.

Examples

As well as products derived from recycled content, Avery Dennison offers ranges that help facilitate:

- ▶ Recycling of PET bottles (CleanFlake™)
- ▶ Recycling of glass bottles (Avery Dennison Glass Recycling)
- ▶ Re-use of glass bottles (Wash-off™ & Multi-cycle™)
- ▶ Labels that are industrial compostable (Compostable adhesive S9500).

The full range of sustainable products can be found on

label.sapssa.averydennison.com/clearintent

Biodegradable and compostable range

NEW



Facestock and adhesive combinations that can be re-introduced into nature. Demand for compostable packaging is increasing across all business segments, due to upcoming legislations on the ban of the usage of plastic bags. Switching to compostable alternatives drive the need for compostable labels.

The S9500 compostable range from Avery Dennison is extensive. It helps brand owners, retailers and converters meet growing consumer demand for sustainable solutions. It also addresses anticipated legislative requirements on landfill and sustainable packaging.

Key features

- ▶ The compostable adhesive S9500 carries the “OK Compost” certificate according to EN13432 regulations for industrial composting
- ▶ Direct food contact approval for dry, non-fatty foods
- ▶ Biodegradable and compostable
- ▶ Straightforward conversion using conventional printing techniques

Application areas

- ▶ Packaging solutions required to be both biodegradable and compostable
- ▶ Various types of food for indirect application, and dry food for direct labelling, including fruit and vegetables
- ▶ Beverages, especially on biodegradable bottles (e.g. PLA)
- ▶ Healthcare and bio-cosmetics (e.g. on biodegradable packaging)



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
Papers				
• AM395	CANE FIBER PAPER WHITE-S9500-BG45WH	1000	1000	Indent
• AO474	THERMAL ECO L10 FSC-S9500-BG40WH	1000	1000	Indent
NEW • BL455	THERMAL ECO BPA FREE FSC S9500 BG40WH	1000	1000	Indent
• AM234	MC PRIMECOAT FSC-S9500-BG40WH	1000	1000	Indent
• AM424	TRANSFER VELLUM FSC-S9500-BG40WH	1000	1000	Indent
Films				
• AM581	NATUREFLEX WHITE-S9500-BG40WH	1000	1000	Indent
• AO293	NATUREFLEX CLEAR-S9500-BG40WH	1000	1000	Indent
• AV816	PLA CLEAR-S9500-BG40WH	1000	1000	Indent
• AV800	PLA WHITE-S9500-BG40WH	1000	1000	Indent

A Wide range of options

Consumers are focusing more and more on healthy lifestyles and environmental protection - that's why Avery Dennison compostable products are already in widespread use in Benelux, France and Italy.

The Avery Dennison biodegradable portfolio uses biodegradable and compostable adhesive S9500 in combination with a whole range of paper and biodegradable film facestocks and Thermal Eco L10 FSC label construction.

Avery Dennison S9500 adhesive has been awarded the "OK Compost" certificate under the tracking code S259. This certificate implies that it is recognized as both biodegradable and compostable, and complies with EN13432, European Compostability Packaging Standards for industrial composting.

Facestocks in the biodegradable portfolio include uncoated and coated papers; wine-range papers and biodegradable films made from renewable sources (PLA and NatureFlex). The paper facestocks in the biodegradable portfolio are from responsible sources: they are made with FSC® certified pulp (FSC Mix Credit, chain-of-custody number: CU-COC-807907).

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Bio-based PE film



Brand owners are seeking sustainability gains hence the demand for sustainably sourced raw materials is growing rapidly. Products derived from plant-based sources avoid using scarce petroleum resources, and prevent pollution from fossil fuel extraction. A 2013 European Commission Survey* showed 77% of European consumers are willing to pay extra if they are confident in a product's green credentials.

This bio-based PE film is the latest addition to Avery Dennison's extensive range of sustainably sourced materials. This filmic facestock is made entirely from sugar cane ethanol. The resin used to produce the facestock is Bonsucro® certified, and the material converts in a similar way to conventional polyethylene (PE)**. This film is available in white and clear and can easily be exchanged for fossilbased PE. Additionally, plant-based PE film can be recycled in the same way as standard PE.

Key features

- ▶ The resin used is certified under the Bonsucro® scheme
- ▶ The film has more than 80% bio-based content
- ▶ Functions and converts in a similar way to conventional polyethylene (PE)**
- ▶ Plant-based PE film can be recycled in the standard Polyolefin recycling stream

Application areas

- ▶ Any application that currently uses white or clear standard PE85
- ▶ Premium applications in food and beverage
- ▶ Home and Personal Care (HPC)
- ▶ Applications where sustainable sourcing is the differentiator



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* European Commission Survey, 2013: "Attitudes of Europeans towards building the single market for green products"

** Due to the nature of the resin, special care is required for optimal conversion on the press. We recommend the dies should be sharp and not damaged for the die-cutting opportunity

Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
• BC449	PE85 BIOB WHITE-S692N-BG40WH	2000	1000	Indent
• BD380	PE85 BIOB CLEAR-S692N-BG40WH	2000	1000	Indent

This bio-based PE labelling film is the first self-adhesive polyethylene material with a very high bio-based content (both white and clear above 80%).

Customisation can be set up on request (testing required).

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Ethical and OTC pharmaceutical labelling materials



Pharmaceutical containers are small – with volumes between 10-150 ml and typical diameters of 15-50 mm. An adhesive with excellent mandrel performance is essential for successful label conversion and dispensing.

The Avery Dennison pharmaceutical portfolio suits substrates that include glass, PE and PP (including treated, slip-coated or varnished). It also offers availability and change notification 12 months in advance.*

A wide range of applications is possible. Low-migration adhesive S692NP dramatically reduces migration risks – especially important as the use of plastic increases.

Dedicated pharmaceutical adhesive S717P is designed for low surface-energy substrates, down to 10 mm in diameter, with minimal edge lift on small mandrels. It is Food and Drug Administration (FDA) approved and cytotoxicity tested in accordance with ISO10993-5 standards, enabling accelerated re-certification.

Key features

- ▶ Outstanding adhesion on small diameter containers
- ▶ High visual impact, with high quality paper and filmic facestocks
- ▶ Print performance for decorative OTC drug containers
- ▶ Availability and change notification 12 months in advance*
- ▶ Compliance with FDA and European food regulations
- ▶ Approved by ISEGA testing institute

Application areas

- ▶ Over-the-counter (OTC) products
- ▶ Small containers: 10-150 ml volume, 15-50 mm diameter
- ▶ Glass, PE and PP substrates (including treated, slipcoated or varnished)
- ▶ Low migration labels for thin-walled LDPE containers
- ▶ Any application requiring excellent mandrel performance



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* only applies to the following adhesives: S2000NP, S2045NP, S717P, S692NP

Product information

Product Description		LW60 FSC S2045 BG40WH																				
Code		LW FSC S692NP BG40WHNI																				
Front		MC PHARMA FSC S2000NP																				
Adhesion		MC PHARMA FSC S692NP BG40WH																				
Mandrel Hold Glass		MC PHARMA FSC S717P BG45WH																				
Mandrel Hold HDPE / PP		MC PHARMA FSC S692NP PET23																				
Sterilization		MC PRIMECOAT S2045N BG40WH N																				
Luminescent (Laetus scale)		CGE S2045 BG40WH N																				
Low Migration Risk		CGE S2049 BG40WH N																				
Dispensing		CGE ET9 BG40WH N																				
Chemical resistance		PP65WH NTC S692N BG40WH N'																				
Low Temperature		PP65WH NTC SPX BG40WH N																				
Basis weight (gsm/m ²)	62	62	60	60	60	60	80	80	80	80	53	53	55	46	46	45	45	37	47	61	64	
Caliper (µm)	55	55	52	52	52	52	64	84	84	84	65	65	75	50	50	60	60	40	51	63	63	
on glass	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
on PE/PP	●	○	●	○	●	○	●	○	●	○	●	○	●	○	○	●	●	●	●	●	●	●
Ø7 mm (0.5 ml)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Ø10 mm (1.25 ml)	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Ø20 mm	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Ø10 mm (2 ml)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Ø16 mm (10 ml)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Ø22 mm	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Autoclave	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Etox	●	○	○	○	○	○	●	●	●	●	●	●	●	○	○	○	○	○	○	○	○	○
Gamma	●	○	○	○	○	○	●	●	●	●	●	●	●	○	○	○	○	○	○	○	○	○
Luminescent (Laetus scale)		g																				
Low Migration Risk		○																				
Dispensing		●																				
Chemical resistance		○																				
Low Temperature		○																				

- Medium
- High
- Very High

Labelling solutions for injectable devices



Pre-filled syringes and auto-injectors are now commonplace, and the non-oral medication device market is still growing fast – with growing demand for medication against cancer and long term conditions.

An industry-wide preference for injectable devices is the result of multiple benefits, including better dosage security and sterility. However, such devices pose a challenge to converters because of small diameters and low energy substrates.

Avery Dennison offers a sophisticated portfolio of labelling solutions designed specifically for small-diameter pharmaceutical containers. The range includes syringe labels for many different applications, with outstanding tight mandrel performance and a low risk of adhesive migration or edge lift.

Key features

- ▶ High performance materials for small diameter medical devices
- ▶ Outstanding tight mandrel performance
- ▶ Low risk of adhesive migration or edge lift
- ▶ Avery Dennison notifies changes to adhesives 12 months in advance*
- ▶ Compliance with FDA and European food regulations

Application areas

- ▶ Auto-injector pens for diabetics, autoimmune deficiencies and more
- ▶ Pre-filled syringes and vials



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* * only applies to the following adhesives: S717P, S692NP

Product information

Product Description		AE082	AT440	AM172	AT021	AH431	AS495	BC932	AS083	AM207	AE947	AE948	AO271	BD522	AE949	AN869	AN499	BF237
Code		LW FSC-S2000NP-BG40WH	MC PHARMA FSC-S2000NP-BG40WH	MC PRIMECOAT-S2000NP-BG40WH	MC PRIMECOAT-S2000NP-PET23	LW FSC-S692NP-BG40WHNI	MC PHARMA FSC-S692NP-BG40WH	MC PHARMA FSC-S717P-BG45WH	MC PHARMA FSC-S692NP-PET23	LW FSC-S2045NP-BG45WH	PE85 TOP WHITE-S692NP-BG40WH	PP TOP WHITE-S692NP-BG40WH	PP LIGHT TOP WHITE-S692NP-PET30	PP LIGHT TOP WHITE-S717P-BG45WH	PP TOP CLEAR-S692NP-BG40WH	PP NGTOP CLEAR-S692NP-BG40WH	PP LIGHT TOP CLEAR-S692NP-PET30	PP LIGHT TOP CLEAR S717P-BG45WH
Front	Basis weight (gsm/m ²)	62	60	80	80	62	60	60	60	62	82	55	46	46	51	46	46	46
	Caliper (µm)	55	52	69	69	55	52	52	52	55	82	56	50	50	56	50	50	50
Adhesion	on glass	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
	on PE/PP	●	●	●	●	○	○	●	○	●	○	○	○	●	○	○	○	●
Mandrel Hold Glass	Ø7 mm (0.5 ml)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
	Ø10 mm (1.25 ml)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
	Ø20 mm	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Mandrel Hold HDPE / PP	Ø10 mm (2 ml)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
	Ø16 mm (10 ml)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
	Ø22 mm	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Sterilization	Autoclave	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
	Etox	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
	Gamma	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Luminescent (Laetus scale)	9				9				9									
Low Migration Risk					○	○	○	○	○		○	○	○	○	○	○	○	○
Dispensing	○	○	○	●	○	○	○	○	●	○	○	○	●	○	○	○	●	○
Chemical resistance	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Low Temperature					○	○	○	○	○	○	○	○	○	○	○	○	○	○

- Medium
- High
- Very High

Blood and plasma bag labels



Blood and plasma bags in refrigerators and freezers pose unique labelling challenges, including reliable low-temperature performance and chemical exposure.

More than one million human tissue samples are collected, stored and transported each year – at temperatures as low as -196°C . Our comprehensive low temperature portfolio is designed for bottles, test-tubes, vials and other containers used in hospitals, clinics and research labs. It enables many printing technologies, across applications ranging from blood bags through to cryogenic and laboratory packaging.

Labels comply with FDA and European food regulations, and have been approved by ISEGA testing institute according to DIN ISO 3826 for “Plastic Collapsible Containers for Human Blood and Blood Components”.

Key features

- ▶ Extreme low cryogenic temperatures: -196°C
- ▶ Steam autoclave sterilisation (up to $+121^{\circ}\text{C}$)
- ▶ Good chemical resistance
- ▶ UV flexo, thermal transfer, direct thermal and UV inkjet
- ▶ White, opaque and clear versions

Application areas

- ▶ Blood bag and plasma bag labelling
- ▶ Human and animal health: blood fractioning, stem cells, serum
- ▶ Hospital, clinic and laboratory labelling
- ▶ Deep freeze applications
- ▶ Re-labelling with opaque labels



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Product information

Product Code	Product Description	Service temp. range	Minimum application temp.	Multi-layer construction	Autoclave sterilization	DIN ISO3826 compliance	FDA175.105 compliance	Printability		
								Thermal transfer	Direct thermal	Laser Print
Primary and secondary application										
AD980	TRANSFER PP AL171-BG40WH	-80°C to +140°C	+10°C		✓	✓	✓	✓		
AA134	PE105 MATT WHITE AL171-BG40WH	-80°C to +140°C	+10°C		✓	✓	✓			✓
AA437	MC WETT STRENGTH-AL171-BG40WH	-80°C to +140°C	+10°C		✓	✓	✓	✓		
Secondary application										
AQ665	PB PP NG TOP WHITE 2XS2060NP-BG40BR/BG40WH	-40°C to +70°C	0°C	✓		✓	✓	✓		
AX238	PB PP NG TOP WHITE 2XC2020P-BG40BR/BG40WH	-50°C to +80°C	-20°C	✓		✓	✓	✓		
• AX583	THERMAL TOP S8 FSC C2020P-BG40WH	-50°C to +80°C	-20°C			✓	✓		✓	
AO525	TRANSFER PE HD C2020P-BG40WH	-50°C to +80°C	-20°C			✓	✓	✓		
AN038	TRANSFER PEHD S2060NP-BG40BR	-40°C to +70°C	0°C			✓	✓	✓		
AQ596	PP NG TOP WHITE S2060NP-BG45WH	-40°C to +70°C	0°C			✓	✓			

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Cryogenic and laboratory applications



More than one million human tissue samples are collected every year – all needing storage and transportation at temperatures down to -196°C . Label durability is essential under such challenging conditions, so life-saving (and life-creating) samples remain intact and clearly identified.

Avery Dennison offers a complete range of clear and white labelling materials for test tubes and laboratory applications in hospitals, clinics and research laboratories. They can be used to identify medical bottles, test-tubes and vials, which often have challenging surfaces and/or small diameters, and can be exposed to chemicals and temperature changes. Printing technologies include thermal transfer, direct thermal or inkjet.

Key features

- ▶ Extreme low cryogenic temperature performance: -196°C (and up to $+121^{\circ}\text{C}$)
- ▶ Steam autoclave sterilisation compatible
- ▶ Good chemical resistance
- ▶ UV flexo, thermal transfer, direct thermal and UV inkjet
- ▶ White, opaque and clear versions

Application areas

- ▶ Hospital, clinic and laboratory labelling
- ▶ Deep freeze applications
- ▶ Small diameter containers
- ▶ Re-labelling with opaque labels



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Product information

Product Code	Product Description	Service temp. range	Minimum application temp.	Opaque Blockout Labels	Autoclave sterilization	Chemical Resistance	Small diameter applications < 15mm	Printability		
								Thermal transfer	Direct thermal	UV inkjet
• AT754	TRANSFER VELLUM FSC S2060NP-BG40WH	-40 °C to +70 °C	0 °C					✓		
AQ525	TRANSFER PEHD C2020P-BG40WH	-50 °C to +80 °C	-20 °C					✓		
AY612	THERMAL60 TOP K8 S2000NP-BG40BR	-20 °C to +80 °C	0 °C				✓		✓	
• AX583	THERMAL TOP S8 FSC C2020P-BG40WH	-50 °C to +80 °C	-20 °C						✓	
• BF174	THERMAL TOP S8 OPQ S2060NP-BG40WH	-40 °C to +70 °C	0 °C	✓			✓		✓	
AZ452	PP TOP WHITE S2196-BG40WH	-196 °C to +120 °C	+10 °C				✓	✓		✓
• BD522	PP LIGHT TOP WHITE S717P-BG45WH	-50 °C to +121 °C	+10 °C				✓	✓		✓
AY924	PP TOP WHITE REV MET S692NP-BG40WH	-20 °C to +80 °C	+5 °C	✓			✓	✓		
• BF237	PP LIGHT TOP CLEAR S717P-BG45WH	-50 °C to +121 °C	+10 °C		✓		✓	✓		✓
• BB624	PP LIGHT TOP CLEAR S2196-BG40WH	-196 °C to +120 °C	+10 °C		✓	✓	✓	✓		✓
AX308	PET50 PT CLEAR S692NP-BG40WH	-20 °C to +80 °C	+5 °C		✓			✓		
BH419	PET50 PT WHITE S2196-BG40WH	-196 °C to +120 °C	+10 °C		✓	✓	✓	✓		
AH403	2.3M PP TOP WHITE C0196-40BG	-196 °C to +120 °C	-28 °C		✓	✓	✓	✓		
AQ596	PP NG TOP WHITE S2060NP-BG45WH	-40 °C to +70 °C	0 °C				✓	✓		
AN038	TRANSFER PEHD S2060NP-BG40BR	-40 °C to +70 °C	0 °C					✓		
AQ665	PB PP NG TOP WHITE 2XS2060NP-BG40BR/BG40WH	-40 °C to +70 °C	0 °C					✓		
AX238	PB PP NG TOP WHITE 2XC2020P-BG40BR/BG40WH	-50 °C to +80 °C	-20 °C					✓		

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Chemical drum labelling



Avery Dennison drum label materials are designed to perform in extreme labelling environments. They handle heat, cold, rain, snow and salt water. Consistent printability and readability are ensured over the transportation of a drum, through all climate or environmental changes.

Drum labels are typically large, and the portfolio suits application by hand. Materials have high dimensional stability, and can meet BS 5609 Marine Test standards for seawater resistance and durability.

Grades are available for UV Flexo, Thermal Transfer and Laser printing. A new grade is also available suitable for water-based inkjet printing, which facilitates GHS compliance for smaller quantities and on-location printing.

Key features

- ▶ Large and small labels
- ▶ Matt coated filmic grades for superior performance
- ▶ Special polyethylene and polypropylene grades for laser applications
- ▶ Special grade for water based-inkjet

Application areas

- ▶ Chemical drums and containers
- ▶ Point-of-use labels printed on-site at manufacturing and shipping locations
- ▶ Labels facing extreme conditions



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Product information

Product Code	Product Description	MOQ (SQM)	Deckle Width (mm)	Location	Comments
F41675.1000	SYNTHETIC PAPER CD303 BG40WH N	READY WIDTH (200, 250, 333)	1000	Local	Suitable for Thermal Transfer printing
F50150.1000	DATA PE80 CD303 BG40WN	READY WIDTH (200, 250, 333)	1000	Local	Suitable for Thermal Transfer printing Complies with BS 5609, Section two, Marine Immersion Test
9171.1000	DATA FLEX CD303 B100	1000	1000	Local	Suitable for Laser printing
ADS1389	SYNTHESIS PAPER3 HP104 BG40WH IMP	765	1530	Indent	Suitable for Thermal Transfer printing Complies with BS 5609, Section two, Marine Immersion Test
OZ2180	127 μ INKJET SYNTHETIC PAPER PREMIUM AF101 BG40WH IMP	1530	1530	Indent	Suitable for Inkjet Printing Complies with BS 5609, Section two, Marine Immersion Test
AF170	PE100 WHITE S277 BG45WH IMP	2000	2000	Indent	Suitable for Thermal Transfer printing Complies with BS 5609, Section two, Marine Immersion Test
AF172	PE100 TOP WHITE S277 BG45WH IMP	2000	2000	Indent	Suitable for Thermal Transfer printing Complies with BS 5609, Section two, Marine Immersion Test
AN025	TRANSFER PEHD105 S2045N BG40BR	1000	2000	Indent	Suitable for Thermal Transfer printing Complies with BS 5609, Section two, Marine Immersion Test
AM664	TRANSFER PEHD105 S445N BG40BR	2000	2000	Indent	Suitable for Thermal Transfer printing Complies with BS 5609, Section two, Marine Immersion Test
AB655	CO-EX100-S445N-BG45WH 1000 1000 EU	2000	2000	Indent	Complies with BS 5609, Section two, Marine Immersion Test
AZ089	DIG WBIJ PE127 MT WH S4600 50#SCK	451	1504	Indent	Suitable for water-based inkjet printing The product has received BS-5609 Section 2 compliance; followed by BS-5609 Section 3 compliance and certification for use with EPSON C-3400, C-3500, and C-831 printing platforms.

Lubricant and oil can solutions

Lubricant and oil cans pose major labelling challenges, thanks to oily, aggressive and possibly hazardous contents as well as textured container surfaces. All of these factors make adhesion difficult.

Brand owners want bottles to attract consumers - often using high quality gold/silver labels - so pleating, bubbling, and scuffing must be avoided. Containers must also survive storage outside on forecourts, so water resistance is important.

The Avery Dennison S277-based portfolio supports high-speed labelling, and labels can be applied immediately after blow molding of the containers - a point where surface energy is extremely low and adhesion is difficult. The materials also resist bubble formation from outgassing. The S477-based products have been developed to support label application on the filling line (hot-fill process). They allow containers to expand and contract during hot filling without causing pleats and wrinkles.



Key features

- ▶ Can be applied immediately after container production or on filling lines
- ▶ Adhesives perform well on low energy surfaces
- ▶ Avoids pleats and wrinkles from container expansion/contraction
- ▶ Excellent service, including EXACT service on dedicated grades

Application areas

- ▶ Lubricant bottles
- ▶ Oil cans
- ▶ Brake fluid containers
- ▶ Cooling fluid containers
- ▶ Other hot-fill applications, such as food



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
AF170	PE100 WHITE-S277-BG45WH-IMP	970	1000	Indent
AF172	PE100 TOP WHITE-S277-BG45WH-IMP	970	1000	Indent
AD385	PRIMAX PLUS-S277-BG45WH-IMP	970	1000	Indent
AF174	PVC WHITE-S277-BG45WH-IMP	1000	1000	Indent
AA684	PP TOP WHITE-S277-BG45WH	1000	1000	Indent
BB697	PE100 TOP WHITE-S477-BG40WH-IMP	970	1000	Indent
AY414	PE100 WHITE-S477-BG40WH-IMP	2000	1000	Indent
AV721	PE100 TOP SILVER-S477-BG40WH	1000	1000	Indent
BD663	PE85 TOP WHITE-S477-PET30	1000	1000	Indent
BG226	PP TOP WHITE-S477-BG40WH-IMP	2000	1000	Indent
• BD904	PP50 TOP WHITE-S477-BG40WH-IMP	1000	1000	Indent
• AV723	PP LIGHT TOP SILVER-S477-BG40WH	1000	1000	Indent
BA988	PVC MATT WHITE-S477-BG40WH	1000	1000	Indent
• BE055	GLOBAL MDO TOP WHITE-S477-BG40WH	6000	1000	Indent
Mactac grades				
102901DH670	MACTHENE 1029 NTC-MP450-CENT 6 WH-HD	3000	1000	Indent
196903DH670	MACTHENE 1069 TC-MP450-CENT 6 WH-HD	1500	1000	Indent
Digitally printed				
AS844	DIG INDI PE85 TOP WHITE-S277-BG45WH	2000	1000	Indent
BD052	DIG INDI PE85 TOP WHITE-S477-BG40WH	1000	1000	Indent

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Tyre labelling solutions

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Tyres present unique labelling challenges for brands and label converters alike, whether creating marketing or product identification labels. A rough, low energy surface makes specialist labelling technology essential. Missing labels mean lost profits and a tyre often has to withstand very heavy handling/storage challenges long before it ever makes its way on to a car wheel.

Avery Dennison offers the high performance labelling materials needed to make sure that labels look good and stay in position, whether applied to the tread or vulcanised along with the tyre. Extensive segment experience means we can ensure that productivity remains high throughout, from the conventional print converting phase all the way through to thermal transfer printing by end-users.

Key features

- ▶ Excellent heat and abrasion resistance for vulcanised labels
- ▶ Excellent thermal transfer printability where required
- ▶ Rubber-friendly higher adhesive coat weights
- ▶ Production-friendly gum patterns to eliminate bleeding
- ▶ Application specific coat weights winter/summer, hairy/shaven)
- ▶ Special silicone systems for easy automatic dispensing
- ▶ Back-side silicosisation option to avoid labels sticking to liner



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location	
AD640	TYRE PLUS TS79 BG45WH N	500	Ready Width	Local	
AA875	FASSON / TYRE PLUS / TS79 / BG50WH IMP	1000	1000	Indent	
Depends on SGP	PP NG TOP WHITE / TS8000 SGP / BG45WH IMP	1000	1000	Indent	
Depends on SGP	PP TYRE 55 TOP WHITE / TS8000 SGP / BG45WH	1000	1000	Indent	
Depends on SGP	PP TYRE 60 TOP WHITE / TS8000 SGP / BG45WH IMP	1000	1000	Indent	
Depends on SGP	PP LIGHT TOP SILVER / TS8000 SGP / BG45WH	1000	1000	Indent	
Depends on SGP	THERMAL TOP S8 / TS8005 SGP / BG45-50WH	1000	1000	Indent	
Direct Thermal					
NEW	AA080	THERMAL PREMIUM TOP K8 F1 BG40BR	1000	1000	Indent
NEW	AI837	THERMAL TOP S8 FSC-TS8005 BG40WH	1000	1000	Indent
	Depends on SGP	THERMAL TOP S8 FSC-TS8005 SGP-BG40WH	1000	1000	Indent
Auto dispensing					
	Depends on SGP	PP NG TOP WHITE PLUS-TS8000 SGP-BG45WH BSS	1000	1000	Indent
Vulcanizing barcode					
NEW	BJ649	PET125 WHITE TC TS8018 PET50	50	1000	Indent
NEW	AL900	PP NG TOP WH S3100 INC BG50WH	50	1000	Indent

SGP = Special gum pattern depending on customer reel size. Gum patterns are added to enable adhesive free edges on the slit reels. This has very specific advantages on the converting process of the materials. Specifically the run speed and the pollution of the press are positively influenced. Avery Dennison can customize the gum patterns at 1000 sqm MOQ.

Durable solutions



Durable goods face many different challenges over time. You need confidence that the label you choose will stay in place and also look good for as long as it takes.

Avery Dennison's cost-effective durables materials deliver high performance applications in cars, electrical appliances, electronics, tyres and beyond. You can safeguard essential product and security information, or create the visual impact needed for compelling point-of-sale labels.

A choice of many different adhesive technologies and facestocks lets you meet both technical and market-driven challenges more easily, whether designing cost-effective and straightforward applications or high-end speciality products. Avery Dennison can help you to choose a laminate that matches your own quality/image criteria, or the right removable product that will meet customer specifications and fully protect an underlying surface. We can also help you to meet strict automotive OEM specifications, and compliance standards such as UL969, CSA, IMDS among others.

Portfolio Characteristics

- ▶ Broad portfolio meeting requirements from basic to high end
- ▶ Excellent service with low Minimum Order Quantities and short lead times
- ▶ Locally provided technical support to select a fit-for purpose label material



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Product information

Product Code	Product Description	MOQ (SQM)	Width / Length (mm)	Location	Comments
BW0153.1000	SYNTHETIC PAPER S4700 BG40 IMP	500	READY WIDTH (200, 250, 333)	Local	UL Approved
F41630.1000	DATA PE 80 SRP BG40WH N	500	READY WIDTH (200, 250, 333)	Local	
F31200.1000	SUPALUX SR2 BG40WH N	500	READY WIDTH (250, 333)	Local	
72828	2M WH PRT PET S333 50 SCK	500	READY WIDTH (117, 254)	Local	UL Approval
72826	2M MATTE CH PET TC S333 50 SCK	500	READY WIDTH (117, 254)	Local	UL Approval
MZ0206	2 MIL WHITE PET TC3/S2045P.BG40 WH IMP	3000	1000	Indent	For general purpose Durable applications
MZ0207	2 MIL MATTE CHROME PET TC/S2045P/BG40 WH IMP	3000	1000	Indent	For general purpose Durable applications
MZ0208	2 MIL BRIGHT SILVER PET TC/S2045P/BG40 WH IMP	3,000	1000	Indent	For general purpose Durable applications
72823	2M CL PET TC/S333/50#SCK	1370	1370	Indent	UL Approval
72824	2M BRT CH PET TC/S333/50#	864	1524	Indent	UL Approval
72825	2M WH PET TC/S333/50#SCK	1524	1524	Indent	UL Approval
72829	2M CL PRT PET/S333/50#SCK	1524	1524	Indent	UL Approval

Tamper-evident portfolio durable labelling



The Avery Dennison Tamper Evident Portfolio increases awareness among end users about brand protection and security issues. It suits a wide range of applications, resists tampering at all stages of end users' supply chain.

Avery Dennison can help you choose the right security products and applications that work for you and your customers. Our Technical Excellence Team is here to help with converting and application troubleshooting.

Cost effective durable security applications

- ▶ Ready Width™ service offers products at standard per slitted widths and lengths
- ▶ Compatible with standard press printing and thermal transfer
- ▶ High performance security adhesive
- ▶ Customisable void text and colour with competitive price and flexible MOQ
- ▶ Sample rolls available for your conversion and application trials

Portfolio characteristics

Destructible Films

- ▶ Destructible upon removal from substrate
- ▶ RoHS compliance film available
- ▶ Available in Clear and White facestock

Transferable/Non-Transferable Void Materials

- ▶ Transferable Void - Irreversible void message on substrate when label is detached
- ▶ Non-Transferable Void - Irreversible void message on facestock, leaves no residual when label is detached

Customisation of Void Materials

- ▶ Facestock: 25mic, 38mic, 50mic
- ▶ Color: White, Silver, Red, Blue, Yellow, Black
- ▶ Void Text: Fully customisable



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Product information

Product Code	Product Description	Ready Width™ Service
ADS1409	FASSON® TAMPERFAS™ FILM/PERMANENT/BG50WH	267mm x 500m
ADS1410	FASSON® 25MIC MATTE WHITE VOID PET TC/TRANSFERABLE PERMANENT/BG50WH	267mm x 500m
ADS1411	FASSON® 25MIC GLOSS WHITE VOID PET TC/TRANSFERABLE PERMANENT/BG50WH	267mm x 500m
ADS1412	FASSON® 38MIC MATTE RED "VOID OPEN" PET TC/ NON-TRANSFERABLE PERMANENT/BG50WH	267mm x 500m
ADS1413	FASSON® 38MIC MATTE BLUE "VOID OPEN" PET TC/ NON-TRANSFERABLE PERMANENT/BG50WH	267mm x 500m
ADS1414	FASSON® 25MIC CLEAR "VOID OPEN" PET TC/ NON-TRANSFERABLE PERMANENT/BG50WH	267mm x 500m
ADS1415	FASSON® TAMPERFAS™ FILM VINYL/PERMANENT/BG50WH	267mm x 400m
ADS1419	FASSON® 38MIC MATTE RED VOID PET TC/TRANSFERABLE PERMANENT/BG50WH	267mm x 500m
ADS1420	FASSON® 38MIC MATTE WHITE "VOID OPEN" PET TC/ NON-TRANSFERABLE PERMANENT/BG50WH	267mm x 500m
ADS1421	FASSON® TAMPERFAS™ FILM VINYL CLEAR/PERMANENT/BG50WH	267mm x 400m
SY0035	FASSON® FOAMTAC II/AP104/BG40#WHITE NI	250mm x 500m
AB079	FASSON® PE HD TAMPEREVIDENT/S700/BG45WH	250mm x 500m
AMH3602	FASSON® 2M WHITE VOID TREATED PET/PERMANENT/CK40	250mm x 500m
LMH9602	FASSON® 2M MATTE CHROME VOID PET/PERMANENT/CK40	250mm x 500m

Fiber Tracker™ label



Counterfeited products account for 5-7% of all world trade. Brand owners in almost every manufacturing segment need effective and dependable ways to protect their reputation and their customers.

The Fiber Tracker anti-counterfeiting solution uses Prooftag™ FiberTag™ technology. Each label carries a unique, individual and visible fingerprint. Verifying a product's authenticity is made easy for businesses and consumers alike, using nothing more than a smartphone – in a warehouse, retail outlet or home.

The benefits of the Fiber Tracker label extend beyond security, because the QR-codes are also linked to marketing collateral. End-users can directly interact and engage with their consumers.

Key features

- ▶ Counterfeit protection: combination of the fiber pattern and QR code makes every label unique
- ▶ Easy verification: no other tool than a smartphone is needed
- ▶ Direct interaction with customers via QR code
- ▶ Tamper-evident feature

Application areas

All market segments affected by counterfeiting, for example:

- ▶ Pharmaceutical
- ▶ Wine & Spirits
- ▶ Consumer electronics
- ▶ Automotive
- ▶ Food
- ▶ Cosmetics



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Product information

Product Code	Product Description	MOQ (SQM)	Location
AW455	FIBERTRACKER 65 S701-BG45WH	970	Indent

Fiber Tracker™ label

The Fiber Tracker anti-counterfeiting solution uses Prooftag™ FiberTag™ technology. Verifying a product's authenticity is made easy for businesses and consumers alike, using nothing more than a smartphone – in a warehouse, retail outlet or home. Each label carries a unique, individual and visible fingerprint.



- ▶ Fiber chaosmetrics; a unique identifier
 - ▶ Visible and non-repeating pattern
 - ▶ Analogue, not digital
 - ▶ Impossible to replicate
 - ▶ Photographed and uploaded
- ▶ Datamatrix or QR code
 - ▶ Unique alphanumeric code
 - ▶ Digitally printed
 - ▶ Permits reading with smart device
 - ▶ Compliant with FCTC protocol

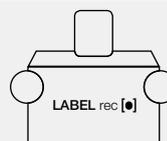


- ▶ Unique combination of fiber pattern and QR-code
- ▶ Easy to understand and verify
- ▶ Low cost concept
- ▶ Additional features can be added

Converting & serialization Recording Certification Authentication

Label converting

Printing of the serialized references



Application & activation

Authentication

Anti-counterfeit labelling technology



Anti-counterfeiting solutions are hard-to-copy features, integrated with labels, that enable authorities and/or consumers to tell between an authentic product and a counterfeit one. They can be combined with tamper-evident features to meet any required security level.

The need to protect products against counterfeiting is present in numerous segments ranging from pharmaceuticals, spare parts and electronics, food, wine and spirits to high-end cosmetics. Protect any brand with standard or customised anti-counterfeit solutions from Avery Dennison.

Security Holograms

Micro-embossed metallised papers or films with 2D/3D holographic diffraction patterns. Can be registered with the Industrial Hologram Manufacturers Association (IHMA) database for further security.



Security Papers

OBA-free (Optical Brightening Agent) papers with/without fibres (visible or UV luminescent). It is possible to integrate customised fibers, watermarks and threads into the label material. Suitable for official documents that require authentication.

Security Threads

Threads made of film material can be inserted into the label, visibly or covertly. They can be customised with messages, fluorescent print coatings or holographs.



IR Taggants

These are special completely invisible additives included in label materials that can be detected with special IR readers. Different products require different types of protection.

Contact our experts to learn more about how to select the right security solution. The appropriate choice depends on:

- ▶ Understanding available security features
- ▶ Knowing what level of security is required
- ▶ Determining which security solutions can complement available resources

Carefully assessing these factors will help manufacturers, packagers, label developers and printers incorporate multilayer security features into a secure strategy, ideal for protecting any brand at an optimal level.



Avery Dennison RFID solutions

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Why choose Avery Dennison RFID?

As the world's largest UHF RFID partner, we provide solutions for multiple industries, from retail apparel and food to healthcare and aviation. Our integrated global RFID approach is proven to increase inventory accuracy, improve supply chain agility and enhance visibility across all channels.

Sustainability is at the core of everything we do, from innovation and product design to development and production. Our inlays now feature our patented SmartFace™ Technology, which is one of the most sustainable solutions on the market, reducing your brand's environmental impact.

Dedicated customer support and service

Avery Dennison RFID solutions bring you all of the benefits that come with our best-in-class customer support, technical advice and service levels.

Our top performing RFID products are available with a fast service of just one business day lead time.

Other products in our portfolio offer a delivery service, typically of 14 business days for customer forecasted products, and a PTO service of up to 5 weeks for orders where no forecast is provided.

Key features

- ▶ Field-proven inlay products
- ▶ Advanced research and testing capabilities
- ▶ Excellent technical support
- ▶ Partnership with a deep understanding on what makes your application successful

Application areas

- ▶ Healthcare: Medical and pharmaceutical
- ▶ Transportation: Automotive and aviation
- ▶ Industrial logistics and manufacturing
- ▶ Brand protection and product authentication
- ▶ Supply chain, inventory and logistics
- ▶ Contactless cards and tickets
- ▶ Library, media, documents and files
- ▶ Item-level retail: Apparel, accessories, cosmetics, jewelry, food and general retail



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Product information

Antenna	Product Name	Size	Chip / Memory	Product Code
UHF / Product Category 1				
	AD806U7 Dry Clear	Antenna 16 x 16 mm	NXP UCODE 7 128 bit w/ TID**	AW137
	AD806U7 Wet Clear	Die-cut 19.18 x 19.18 mm		AW136
	AD160U7 Dry Clear	Antenna 60 x 4 mm	NXP UCODE 7 128 bit w/ TID**	AZ613
	AD160U7 LBL White	Die-cut 64 x 6 mm		AZ640
	AD171M5 Dry Clear	Antenna 22 x 12.5 mm	NXP UCODE 7 128 bit w/ TID**	AY902
	AD171M5 Wet Clear	Die-cut 24 x 15.5 mm		AW135
	AD171M5 SMF FCC			BF079
	AD172U7 Dry Clear	Antenna 27 x 14 mm	Impinj® Monza® 5 128 bit w/ TID**	AS223
	AD172U7 Wet Clear	Die-cut 30.5 x 17.8 mm		AS222
	AD172U7 SMF			BF078
	AD180U7 SMF	Antenna 26 mm Die-cut 29.25 mm (DM)	NXP UCODE 7 128 bit w/ TID**	AZ641
	AD226IM Dry Clear	Antenna 95 x 8.15 mm	NXP UCODE G2iM "256 bit w/ TID**" 512 bit User Memory"	AZ615
	AD226IM Wet Clear	Die-cut 98.68 x 11.18 mm		AW220
	AD227M5 Dry Clear WW	Antenna 95.03 x 8.15 mm	Impinj® Monza® 5 128 bit w/ TID**	AS226
	AD227M5 Wet Clear	Die-cut 98.7 x 11.2 mm		AS225
	AD229R6 Dry White	Antenna 95 x 8.15 mm	Impinj® Monza® R6 96 bit w/TID**	BF080
	AD229R6 Wet White	Die-cut 98.7 x 11.2 mm		BF081
	AD229R6P Dry White	Antenna 95 x 8.15 mm	Monza R6P 128 bit w/ TID**	BJ824
	AD229R6P Wet White	Die-cut 98.7 x 11.2 mm		BJ825
	AD236U7 Dry Clear	Antenna 70 x 14.5 mm	NXP UCODE 7 128 bit w/ TID**	AZ617
	AD236U7 Wet Clear	Die-cut 73.18 x 17.68 mm		AZ647
	AD236U7 SMF	Die-cut 76.2 x 20.3 mm		BF101
	AD237R6 Dry White	Antenna 70 x 14.5 mm	Impinj® Monza® R6 128 bit w/ TID**	BF117
	AD237R6 Wet White	Die-cut 73.18 x 17.68 mm		BF118
	AD237R6 SMF	Die-cut 76.2 x 20.3 mm		BJ555
	AD237R6P Dry White	Antenna 70 x 14.5 mm	Impinj® Monza® R6 128 bit w/ TID**	BJ826
	AD237R6P Wet White	Die-cut 73.18 x 17.68 mm		BK795
	AD237R6P SMF	Die-cut 76.2 x 20.3 mm		BK322
	AD 238U8 SMF	Antenna 70 x 14.5 mm	NXP U8 128 bit w/ 96bit TID**	BL025
	AD238U8 Wet White	Die-cut 73.18 x 17.68 mm		BL024
	AD238U8 Dry White	Die-cut 76.2 x 20.3 mm		BL023
	AD320U7 SMF FCC	Antenna 41.4 x 16 mm	NXP UCODE 7 128 bit w/ TID**	AZ642
	AD321R6 Dry White	Antenna 41.4 x 16 mm	Impinj® Monza® R6 96 bit w/ TID**	BF121
	AD321R6 Wet White	Die-cut 44.6 x 19.17 mm		BF125
	AD321R6 SMF	Die-cut 44.5 x 19.0 mm		BJ748
	AD321R6P Dry White	Antenna 41.4 x 16 mm	Impinj® Monza® R6 128 bit w/ TID**	BK800
	AD321R6P Wet White	Die-cut 44.6 x 19.17 mm		BJ563

Antenna	Product Name	Size	Chip / Memory	Product Code
HF / Product Category 2				
	AD370U7 Dry Clear	Antenna 19 x 53 mm	NXP UCODE 7 128 bit w/ TID**	AW144
	AD370U7 Wet Clear	Die-cut 22.18 x 56.18 mm		AW143
	AD370U7 PFL	Die-cut 23 x 80.01 mm		BK748
	AD380Im Dry Clear	Antenna 50 x 30 mm	NXP UCODE G2IM "256 bit w/ TID**" 512 bit User Memory"	BF136
	AD380Im Wet Clear	Die-cut 54 x 34 mm		BF126
	AD383U7 Dry Clear Nel	Antenna 30 x 50 mm	NXP UCODE 7 128 bit w/ TID**	AZ620
	AD383U7 Wet Clear Nel	Die-cut 34.01 x 54 mm		AZ645
	AD383U7 PFL Nel	Die-cut 40.64 x 76.2 mm		BK770
	AD384R6 Wet White Wel	Antenna 50 x 30 mm	Monza r6 / -P 96 bit w/TID**	BK660
	AD384R6-P Wet White Wel	Die-cut 54 x 34.01 mm	Monza r6 / -P 128 bit w/ TID**	BK668
	AD550M5 Dry Clear	Antenna 38 x 76 mm	Impinj® Monza® 5 128 bit w/ TID**	AS351
	AD550M5 Wet Clear	Die-cut 41 x 79 mm		AS352
	AD661R6 Dry White	Antenna 90 x 19 mm	Impinj® Monza® R6 96 bit w/TID**	BB854
	AD661R6 Wet White	Die-cut 93.1 x 22.1 mm		BB856
	AD661R6P Dry White	Antenna 90 x 19 mm	Impinj® Monza® R6-P "96/128 bit w/TID 64/32 bit User Memory"	BF129
	AD661R6P Wet White	Die-cut 93.1 x 22.1 mm		BF130
NEW		AD662UDNA Dry White	UCODE DNA "224 bit EPD 3072 bit User Memory"	BK312
		AD662UDNA Wet White		BF315
NEW		AD663U7XM Dry White	UCODE 7XM "448 bit UPC w/ TID 48 bit User Memory"	BK318
		AD663U7XM Wet White		BJ269
	AD680R6 Dry White	Antenna 50 x 50 mm	Impinj® Monza® R6 96 bit w/TID**	BF127
	AD680R6 Wet White			BF128
	AD680R6P Dry White	Antenna 50 x 50 mm	Impinj® Monza® R6-P "96/128 bit w/TID 64/32 bit User Memory"	BF132
	AD680R6P Wet White			BF133
NEW		AD681M4D Dry White	Monza 4D 128 bit w/TID**	BL691
		AD681M4D Wet White		BL692

Antenna	Product Name	Size	Chip / Memory	Product Code
HF / Product Category 2				
	AD709X Dry Clear	Antenna 47 x 47 mm	NXP ICODE SLIX "896 bit EEPROM Read/Write"	BJ401
	AD709X Wet Clear	Die-cut 50 x 50 mm		AM566
	AD714X Dry Clear	Antenna 45 x 76 mm	NXP ICODE SLIX "896 bit EEPROM Read/Write"	AM563
	AD714X Wet Clear	Die-cut 49 x 81 mm		AM561
	AD730X Dry Clear	Antenna 31 x 14 mm	NXP ICODE SLIX "896 bit EEPROM Read/Write"	AM966
	AD730X Wet Clear	Die-cut 36 x 18 mm		AM965
NFC / Product Category 3				
	AD721 Dry Clear	Antenna 21 mm diameter	NXP NTAG213 "144 bytes Read/Write"	BF134
	AD721 Wet Clear	Die-cut 25 mm diameter		BF138
	AD740 Dry Clear	Antenna 38 x 22.5 mm	NXP Ultralight EV1 "384 bit Read/Write"	BF139
	AD740 Wet Clear	Die-cut 42 x 26.5 mm		BF140
NEW 	AD750 Dry Clear	Antenna 18 x 8 mm	NXP NTAG213 144 bytes	BL026
	AD750 Wet Clear	Die-cut 24 x 12 mm		BL027

* Business days

** TID Memory: 48-bit unique serialized TID Number.

Drawings not to scale. The chart contained herein is only intended as a suggestive guide for preliminary inlay selection.

TT Sensor Plus™ 2 technology

NEW



Producers and purchasers of temperature-sensitive products, like pharmaceuticals, food and floral, have a vested interest to ensure the quality of their products, as well as to identify supply chain issues that may lead to compromised products. To address these needs, Avery Dennison offers the TT Sensor Plus™ 2 - a cost-effective, smart packaging solution that not only logs time and temperature, but offers a complete solution with multiple services such as cloud environment, application programming interface and individual calibration capabilities.

How it functions

TT Sensor Plus 2 records the temperatures an item is exposed to throughout its supply chain journey. Based on the temperatures the product is exposed to, TT Sensor Plus 2 can indicate if the item is suitable for its intended use. The data is stored in a near field communication (NFC) chip and can be uploaded to a smartphone or computer at anytime, anywhere throughout the supply chain.

The technology incorporates sensor functionality and temperature data logging capabilities in a cost effective packaging solution. When affixed to a product or container, the small, thin solution can be programmed by the user to record the temperature history of goods at defined intervals during shipment.

Once a shipment reaches its destination, the temperature data can be uploaded to a smartphone or computer, reviewed and/or sent to the cloud with the easy-to-use TT Sensor Plus 2 mobile app. Each TT Sensor Plus 2 also contains a unique identifier (UID). With its built-in battery and NFC chip, it has a very desirable form factor. About one-third the size of a credit card, the TT Sensor Plus 2 can be placed on (or in) cartons of various sizes. This is especially attractive to the food, pharmaceutical, beverage and films industries.



Low
MOQ



Quick
Quote



Fast
Delivery

More sustainable

TT Sensor Plus 2 can provide useful time-temperature information from the supply chain journey, allowing customer to reduce product loss and waste.

Features and benefits

- ▶ Low cost and accurate time-temperature data logger
- ▶ Small, one-third the size of a credit card with easy set up
- ▶ Programmable logging and wireless data transfer
- ▶ Provides data to help improve shipment quality, inventory and logistics
- ▶ Can help reduce product loss

Applications

- ▶ Pharmaceutical and medical
- ▶ Food and beverage
- ▶ Chemicals and polymers
- ▶ Other temperature-sensitive goods

Key features

Key features of the TT Sensor Plus 2 smart labelling system include:

- ▶ Up to 150,000 data points
- ▶ Battery life more than three years after product activation
- ▶ LED for visual temperature alarm
- ▶ Button to check status (operating yes/no, alarm)
- ▶ Operating temperature range of -20°C to +70°C
- ▶ Temperature accuracy of $\pm 0.3^{\circ}\text{C}$ from 0°C to +40°C
- ▶ $\pm 0.5^{\circ}\text{C}$ for the rest of the temperature range
- ▶ Temperature resolution = $.1^{\circ}\text{C}$
- ▶ UTC real-time clock for data logging
- ▶ Embedded NFC and temperature sensor microchip
- ▶ Corresponding PC software and mobile app (SDK available)
- ▶ to read and manage temperature and shipping data
- ▶ Cloud service and cloud service integration available (API)

Prior to purchase the TT Sensor Plus card, a reseller has to sign a distribution agreement with Avery Dennison. The sampling of the intelligent label will only take place once agreement is signed.

Avery Dennison
Label and Packaging Materials

Australia

1124 Centre Rd
Oakleigh South, VIC 3167
Sales: 1300 369 984
E: aus.sales@ap.averydennison.com

New Zealand

9 George Bourke Drive
Mount Wellington, AKL 1060
Sales: 09 573 0995
E: nzsales.anz@ap.averydennison.com

General Enquiries:

E: lpm.anz@ap.averydennison.com
W: label.sapssa.averydennison.com



Label and
Packaging Materials

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