

Reclosure Portfolio



Now featuring a range of peel and reseal materials that have been recognized to comply with the Association of Plastic Recyclers Critical Guidance Protocol for PE Recycling and Flexible Packaging.

On-the-go consumers are demanding more convenient, easy-to-use functional packaging. The Avery Dennison reclosure portfolio provides innovative packaging solutions meet various application parameters from dry to high moisture, providing the kind of innovative, cost-effective alternatives to zippers and hard case reclose packaging brand owners are seeking. Reclose labels are designed for the easy opening and/or multiple open-close cycling of flexible packaging. They provide an economical method of repeated pack sealing – combined with branding – in one label.

- Wet applications, such as wet wipes, include water, scents, oils and chemicals within the saturating fluid that come in direct contact with the adhesive. Wet applications can also include packages containing food (such as deli meats), water or oils.
- Dry applications include such products as paper tissues or food, items like rice, pasta or coffee.

Our portfolio of film facestocks and reclose adhesives has been specifically designed to meet wet and dry applications. Able to deliver high-quality graphics, these facestocks and adhesives also provide increased operational efficiency as well as excellent reclose functionality.

Portfolio Components

- PET Films
- BOPP Films
- Reclose Adhesives
- Direct and Indirect Food Contact approved adhesives
- R1490 adhesive approved for direct food contact and suitable for microwave conditions

Portfolio Characteristics

- Works with wet or dry applications
- Can be over-laminated with transparent PP or PET films for added stiffness
- Various types of seal strength and peel “feel”
- Good moisture, solvent, fat and oil resistance
- Eight products recognized to comply with APR’s Critical Guidance Protocol for PE recycling.

Applications and Segments

- Home and personal care
- Food



Dry Conditions

(dry foods, cookies, crackers)

- Adhesive: **R3400**
- Easy Peel Back
 - Low Odor
 - Meets FDA 175.105 requirements



Damp Conditions

(deli meats)

- Adhesive: **R3500**
- Economical Alternative
 - Good Initial Tack
 - More “grab” than R3400
 - Low Odor
 - Meets FDA 175.105 requirements



High Moisture Conditions

(wet wipes, cleaning pads)

- Adhesive: **R1490**
- Approved for Direct Food Contact FCN 1716

Avery Dennison ADvantage Technical Excellence

You can count on members of the Avery Dennison ADvantage: Technical Excellence Team to help you find the products and solutions that work for you and your customers. Our technical experts are dedicated to making your next application a success. Our people are there for you, helping with scaleup, converting, application troubleshooting and employee training. We'll put the industry's most comprehensive offering of facestocks, adhesives and liners to work for you in the shortest possible time.

Are we missing a construction you need? Ask about our Select Solutions Engineered Solutions.

Contact your application consultant or sales representative to discuss how we can meet your needs. We have a team of technical solutions leaders dedicated to developing engineered solutions that fit your timeline and your bottom line.

Spec#	Product Description
78632	Fasson® 2.3 Mil White BOPP TC/R3400/1.2 Mil PET
78149	Fasson® 2.3 Mil White BOPP TC/R3500/40# SCK
77461	Fasson® 2.3 Mil White BOPP TC/R3500/1.2 Mil PET
79008*	Fasson® 2.3 Mil White BOPP TC/R1490/1.2 Mil PET
77652*	Fasson® 2.3 Mil White BOPP TC/R143/1.2 Mil PET
78860*	Fasson® 2 Mil Clear BOPP TC/R3400/1 Mil PET
78148*	Fasson® 2 Mil Clear BOPP TC/R3500/40# SCK
B2809*	Fasson® 2 Mil Clear BOPP TC/R3500/1.2 Mil PET
B3530*	Fasson® 2 Mil Clear BOPP TC/R1490/1.2 Mil PET
B3812*	Fasson® 2 Mil Clear BOPP TC/R143/1.2 Mil PET
79657	Fasson® 2 Mil MET BOPP TC/R3400/1.2 Mil PET

*Products within the Avery Dennison reclosure portfolio have been recognized to comply with APR's Critical Guidance Protocol for PE recycling.

For more information and lead times, visit
products.myaverydennison.com

label.averydennison.com

A1806 03/2025

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison products are sold subject to Avery Dennison's general terms and conditions of sale found at label.averydennison.com/en/home/terms-and-conditions.html.

© 2025 Avery Dennison Corporation. All rights reserved. The "Making Possible" tagline, Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands or product names are trademarks of their respective owners. Fortune 500® is a trademark of Time, Inc. Branding and other information on any samples depicted are fictitious. Any resemblance to actual names is purely coincidental.

