

Retail Removable Labels

A paper label overview

A recent US consumer survey by Avery Dennison looked at consumers' experiences when removing labels from their purchases. It revealed significant room for improvement when choosing removable labelling materials. A good customer experience depends on labels that stay in place all the way through the supply chain, and then remove cleanly, without damage to either the final product or the manufacturer's brand reputation.

Large brand owners and global retailers are already aware of the issue, and are developing new specifications to enhance customer experience.

Avery Dennison offers solutions to a wide range of retail removable application needs, ensuring all-important clean and damage-free removal. The products in this overview are fully sustainably sourced paper labels, safeguarding wider branding objectives. For many more options, contact your local sales representative.



Low
MOQ



Quick
Quote



Fast
Delivery

Key Features

- Products that remove cleanly from a wide variety of substrates
- Paper labels for prime printing and for thermal printing

Key Benefits

- Only sustainably sourced and recycled paper materials
- Proven range capabilities

Application Areas

- Removable labels for kitchen items, giftware, books and decoration
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Product information

The table below shows some of our core products, from our very extensive range of removable labels, including ultra-removable products for larger label sizes. The full range covers a wide spectrum of on-product removable applications. For more details, or removable labels with filmic facestocks, please contact your local Avery Dennison sales representative.

<u>Product</u>	<u>Product Description</u>	<u>Moq</u> (Sqm)	<u>Lead time</u> (Ex works)
Uncoated papers for thermal transfer printing			
AA018	VELLUM EXTRA FSC UR400-BG40BR IMP	1000	1 day
AA016	VELLUM EXTRA R100-BG40BR IMP*	970	1 day (EXT)
AA036	TRANSFER VELLUM FSC R5000N-BG40BR	970	1 day (EXT)
Coated papers for promotional, multi-colour labels			
AA043	HGW PREMIUM UR400-BG40BR IMP*	2000	1 day
AA042	HGW PREMIUM FSC R100-BG40BR IMP	1000	1 day
AA034	GLOSS FSC R100-BG40BR IMP	1000	1 day
AA021	MC90 UR400-BG40BR IMP*	2000	1 day
AA020	MC90 FSC R100-BG40BR IMP	1000	1 day
AA031	MC PRIMECOAT FSC R100-BG40BR IMP	1000	1 day
AA003	MC PRIMECOAT FSC R5000N-BG40BR	970	1 day (EXT)

* = will be switched to FSC in 2018

EXT = Fasson® EXACT™ service

New to the range: Recycled Facestock BG772 MC FSC Recycled R5000N-BG40BR.
Ask your Avery Dennison sales representative.

Clean removal depends on selecting the right adhesive

<u>Adhesives</u>	<u>UR400</u> Ultra-removable Solvent-rubber	<u>R100</u> Removable Solvent-rubber	<u>R5000N</u> Removable Emulsion-acrylic
<u>Materials</u>			
Glass	++	+++	++
Stainless steel		++	+
Glazed ceramics	++	+++	++
Polymeric (PET/PP/HDPE)		++	++
Unvarnished wood		++	++
Cardboard		++	+
Greeting cards	+++	++	+

+ good ++ better +++ best

Please note: all adhesives should be tested thoroughly under end-user conditions to ensure label performance expectations are satisfied in the specific application.

Order your sample today!

Contact your local Avery Dennison sales representative for A4 or roll sample availability to facilitate pre-testing in your specific application. For more information on technical performance and printing recommendations, please refer to the respective datasheets.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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