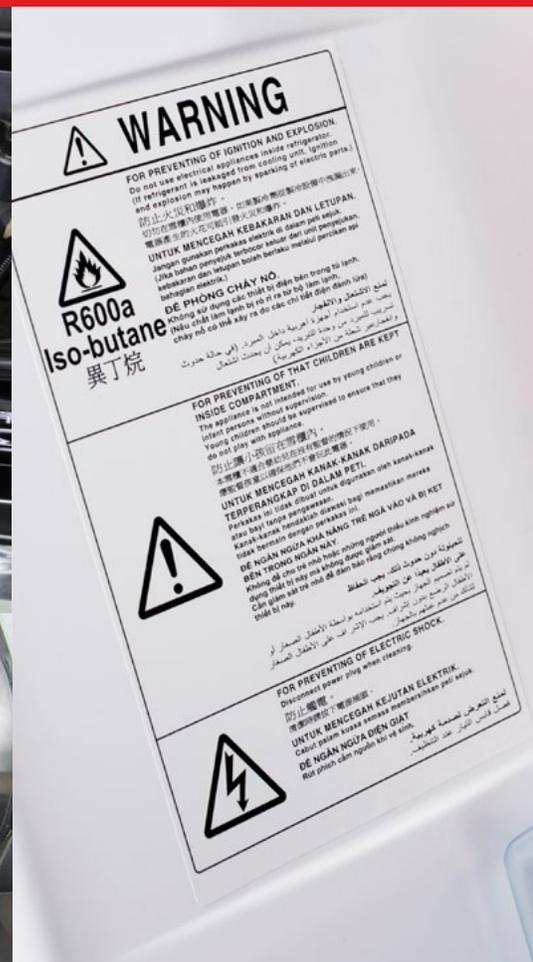
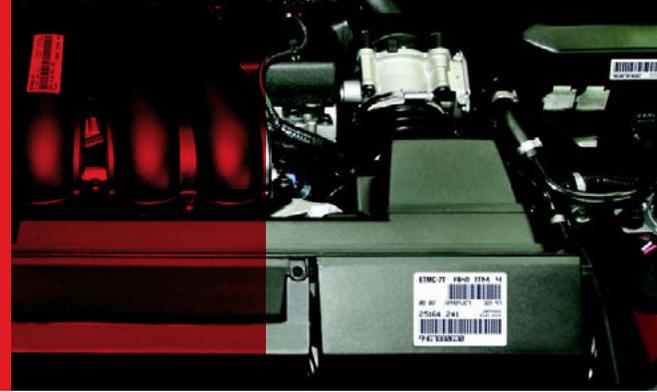


A high-performance solution for rough, oily and low surface energy substrates

Fasson® S8049 adhesive



The pressure-sensitive adhesive you have been waiting for.



Over the last few decades, there has been an increased use of low surface energy plastics in the automotive, appliance, HVAC, lawn and garden, and industrial segments. Pressure-sensitive label materials with current adhesive technology do not perform adequately with regards to adhesion. They also are difficult to convert and in many cases exhibit adhesive ooze.

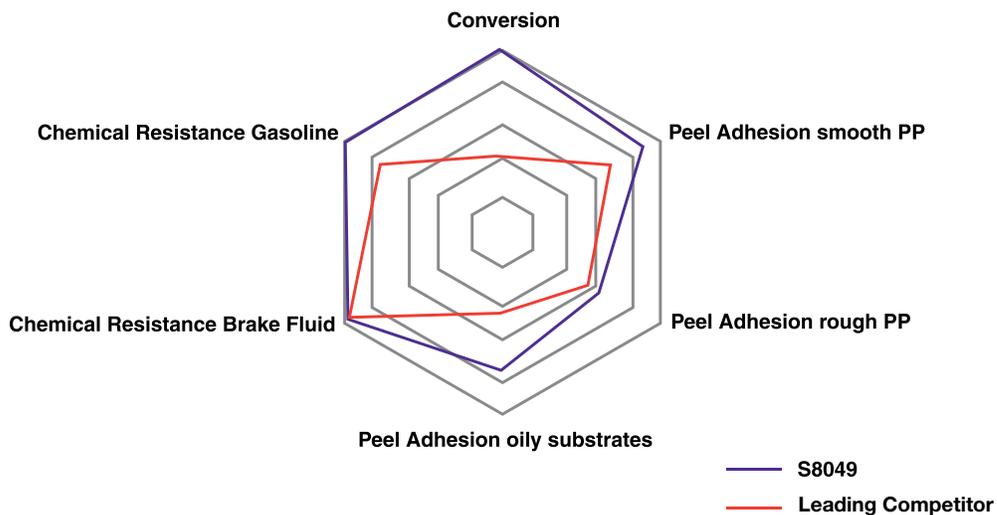
To solve these problems, Avery Dennison has developed a pressure-sensitive solution, combining rubber and acrylic adhesive technology.

Fasson® S8049 adhesive

A proprietary rubber and acrylic hybrid product, S8049 is well-suited for use in applications where labels must adhere to rough, oily and low surface energy substrates.

The adhesive offers short-term repositionability allowing for labels to be moved without damage to the facestock if applied incorrectly (dependent on substrate characteristics). Plus, the product offers converters benefits that significantly reduce production costs.

Groundbreaking adhesion and conversion properties

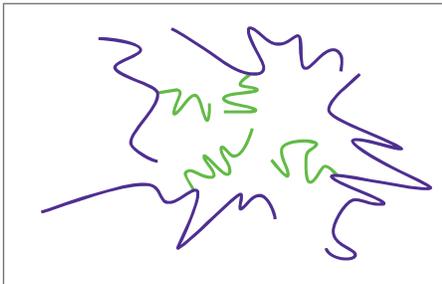


Tested extensively in our laboratory and by our customers.

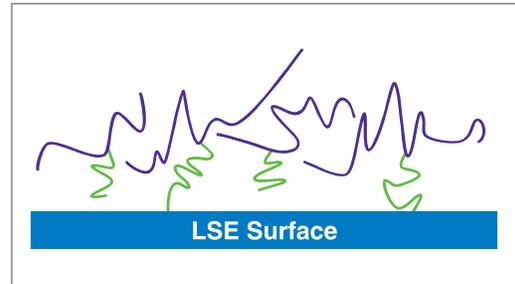


Innovative patented pressure-sensitive technology.

S8049 adhesive products use a new Avery Dennison patented pressure-sensitive technology: rubber hybridised acrylic (RHA).



Rubber side chains cluster together inside the adhesive layer and "hide" the rubber properties inside the acrylic backbone. Adhesive appears like an acrylic and is easy to die-cut.



Rubber side chains move down to the surface upon adhesion to a plastic substrate. This starts happening after a few minutes. The adhesion has noticeably increased after 15 minutes and has reached its maximum power within a few hours.

Combining rubber and acrylic to achieve the best of both worlds:

- Exceptional adhesive performance onto rough, slightly oily or very low surface energy substrates
- Provides short-term repositionability
- High resistance to heat, oils, solvents and other harsh chemicals
- Easy conversion and application reducing production costs, saving money

A dedicated S8049 product range

Spec#	Facestock	Adhesive	Liner	Features and Benefits	Stock	UL®
79453	2 Mil White PET TC	S8049	50# SCK	Complies	X	X
79534	2 Mil Matte Chrome PET TC	S8049	50# SCK	Complies	X	X

UL and CSA compliance

These products meet the requirements as stated in UL® 969 and CSA C22.2 No. 0.15 for indoor and outdoor use. The UL file number is MH27538.

For specific information on approved conditions, please refer to the data sheets.

Next Steps

For more information about S8049 adhesive contact your sales representative or technical solutions leader. For additional background about the Avery Dennison Durable Goods offering visit, www.label.averydennison.com/durablegoods.

Statement of Practical Use

All pressure-sensitive materials should be tested thoroughly under end-use conditions to ensure they meet the requirements of the specific application.

Warranty

All sales and contracts for sale are expressly conditioned on the buyer's assent to Avery Dennison's terms and conditions found on its website at www.label.averydennison.com. Avery Dennison hereby objects to any term, different from or additional to Avery Dennison's terms, contained in any buyer communication in any form, unless agreed to in a writing signed by an officer of Avery Dennison.

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