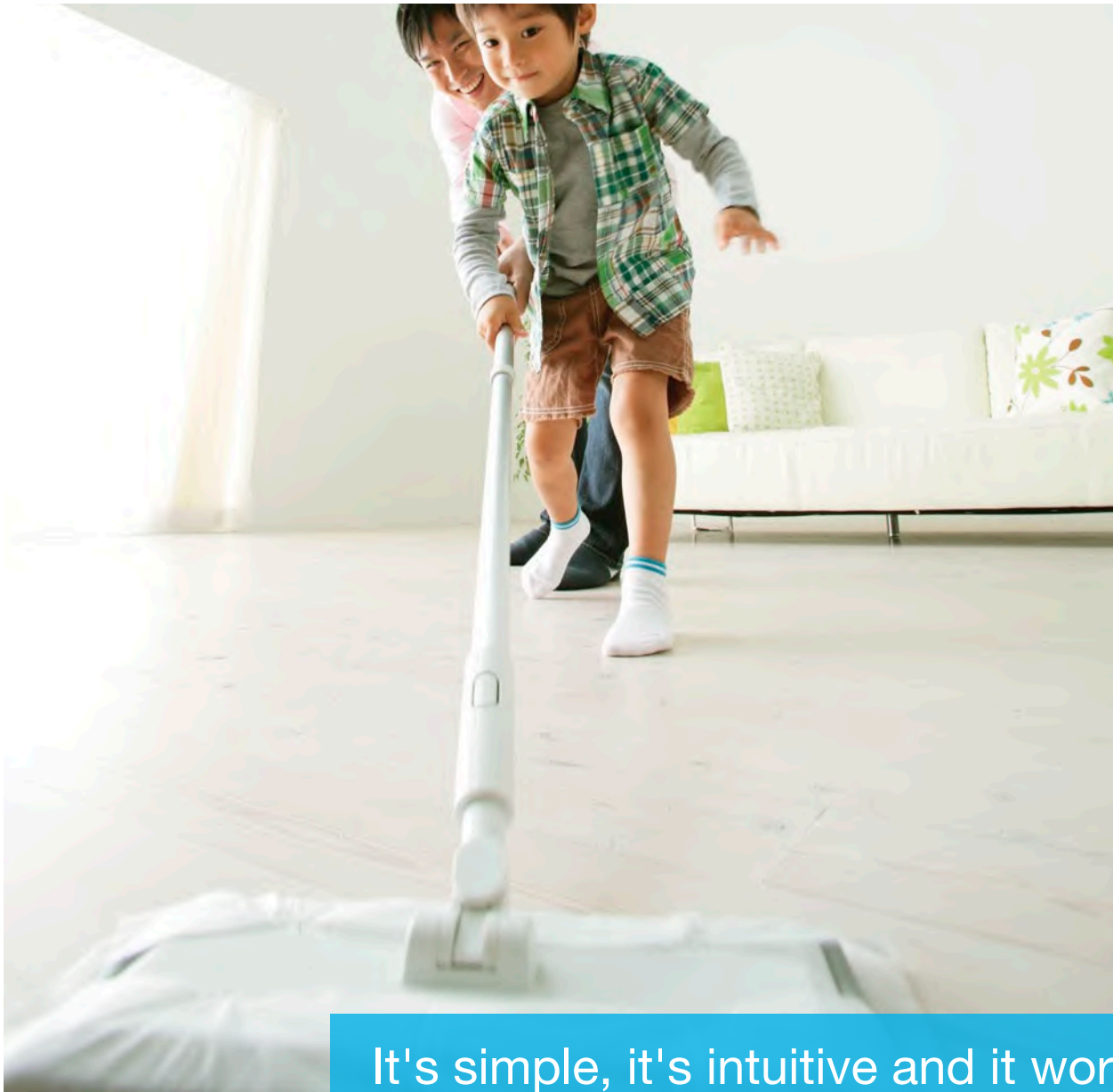




Easy access,  
secure closure

The appeal of resealable packaging





## It's simple, it's intuitive and it works.

Look in your handbag and your household, and you will likely find a packet of tissues with a resealable tab. The simple adhesive tab protects the contents of the packet, and yet opens easily when you need it.

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.**

## 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-irritative, 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

# Avery Dennison product portfolio for wet applications

## FACESTOCK

Facestock color	Facestock type	Description	Characteristics
White	White MDO	A white satin finished, co-extruded polyolefin film, optimally designed for roll label use	<ul style="list-style-type: none"> <li>- Matte white film</li> <li>- Machine direction orientation (MDO) film</li> <li>- Comfortable on flexible package to prevent leakage</li> <li>- High seal strength</li> </ul>
	White BOPP	A bi-axially oriented, gloss or matte polypropylene film with a print-receptive top coating	<ul style="list-style-type: none"> <li>- Bright or matte white film</li> <li>- Excellent printability</li> <li>- Good stiffness</li> </ul>
	White PVC	A white polyvinyl chloride film	<ul style="list-style-type: none"> <li>- Comfortable on flexible package</li> <li>- Good printability</li> </ul>
	White PET	A gloss white polyester film with "print treated" surface for enhanced ink anchorage	<ul style="list-style-type: none"> <li>- Excellent chemical and UV resistance</li> <li>- Excellent stiffness and printability</li> </ul>
Clear	Clear MDO	A matte clear satin finished, co-extruded polyolefin film, optimally designed for roll label use	<ul style="list-style-type: none"> <li>- Matte clear film, no label look on matte package</li> <li>- Machine direction orientation (MDO) film</li> <li>- Comfortable on flexible package to prevent leakage</li> <li>- High seal strength</li> </ul>
	Clear BOPP	A bi-axially oriented, gloss transparent polypropylene film with a print-receptive top coating	<ul style="list-style-type: none"> <li>- Excellent die cutting, strip performance</li> <li>- Excellent transparency with PET liner or polycoated liner</li> </ul>
	Clear PET	A glossy clear polyester film with "print treated" surface for enhanced ink anchorage	<ul style="list-style-type: none"> <li>- Excellent chemical and UV resistance</li> <li>- Excellent stiffness and printability</li> </ul>

## ADHESIVES

Adhesives	Description	Characteristics
UVR145	A removable acrylic based adhesive with excellent clarity and UV resistance	<ul style="list-style-type: none"> <li>- Labels for air-fresheners and wet wipes</li> <li>- Clear, higher adhesion</li> <li>- Good performance with high moisture content</li> <li>- Excellent chemical resistance</li> </ul>
SR106	A removable solvent adhesive featuring excellent die cutting and strip performance	<ul style="list-style-type: none"> <li>- Clear, higher adhesion</li> <li>- Excellent chemical and UV resistance</li> <li>- Fit-for-use on package with high moisture content</li> </ul>
AR800	A removable acrylic-based emulsion adhesive	<ul style="list-style-type: none"> <li>- More environmentally friendly emulsion adhesive compared to solvent adhesive</li> <li>- Good chemical and UV resistance</li> </ul>
SR101	A removable solvent adhesive featuring excellent die cutting, strip performance and UV resistance on various substrates	<ul style="list-style-type: none"> <li>- Clear, solvent adhesive</li> <li>- Good chemical and UV resistance</li> <li>- Standard adhesion</li> <li>- Fit-for-use on package with low moisture content</li> </ul>

# 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”



# Avery Dennison product portfolio for dry applications

## FACESTOCK

Facestock	Description	Characteristics
White BOPP	A bi-axially oriented, gloss or semi-gloss polypropylene film with a print-receptive top coating	- Bright white solution - Excellent printability - Good stiffness and UV resistance
Clear BOPP	A bi-axially oriented, gloss transparent polypropylene film with a print-receptive top coating	- Excellent die cutting, strip performance - Good chemical and UV resistance - Excellent transparency with PET liner or polycoated liner

## ADHESIVES

Adhesives	Description	Characteristics
R5050	A removable adhesive suitable for applications where a higher tack is required. The adhesive is also suitable for chill and deep freeze applications. Available with both filmic and paper face materials	- Clear, higher tack adhesive - Not suitable for removing off paper based substrate
C3	A highly transparent adhesive with high aging stability for removable labels	- High transparent adhesive - Dispersion-based removable, acrylic adhesive
S692N	A clear permanent adhesive featuring excellent UV resistance and weatherability together with good adhesion performance	- Clear emulsion adhesive - Specifically designed to exhibit excellent wet-out characteristics
SR101	A removable solvent adhesive featuring excellent die cutting, strip performance and UV resistance on various substrates	- Clear, solvent adhesive - Good chemical and UV resistance - Standard adhesion - Fit-for-use on less than 10 pcs package

To learn more about creating resealable labeling solutions for your home and personal care products, please contact us at [hpcteam@averydennison.com](mailto:hpcteam@averydennison.com).



## 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.

*Nothing comes close when it comes to reclosure labels.*

## About Avery Dennison®

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. For more than 75 years the company has been a global leader in pressure-sensitive technology and materials, retail branding and information solutions, and organization and identification products for offices and consumers. A FORTUNE 500® company with sales of \$6.5 billion in 2010, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit [www.averydennison.com](http://www.averydennison.com).

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