

# Avery Dennison® **Select Solutions™** Collection

Your Guide to Avery Dennison Application-specific Portfolios














## Select Solutions Experts: Help Across the Board.

Have a specific need?  
Our Technical Team can help you develop  
Engineered Solutions that grow your  
business and expand your product line.



# Select Solutions™

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# Select Solutions™

## Application-specific constructions

**Grow your business; expand your product line and bottom line.**

This catalogue will provide you with insights into our application-specific product ranges, with some product recommendations, but also more. For more information, please contact your local sales representative and ask for available samples today.



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.

## Application-specific Portfolios

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.



Piggyback



Drum



Cover-up



Brand Protection & Security



Reclosure



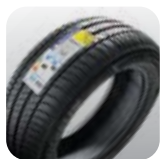
Apparel



Removables



Promotion



Tyre Labelling



Durable Goods

## Mix & Match™ Capabilities



Mix & Match

- Mix & Match™ Service allows you to customise, innovate and differentiate

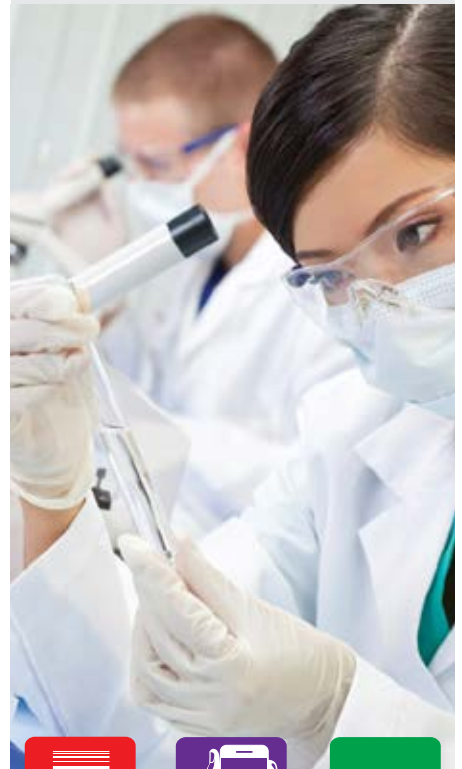
## Engineered Solutions for your individual needs



Engineered Solutions

- Engineered Solutions Service for your individual application and performance requirements
- Dedicated Professionals help you develop custom products and grow your bottom line
- Differentiate your company and provide your customer with a sound solution

## Service



LOW  
MOQ

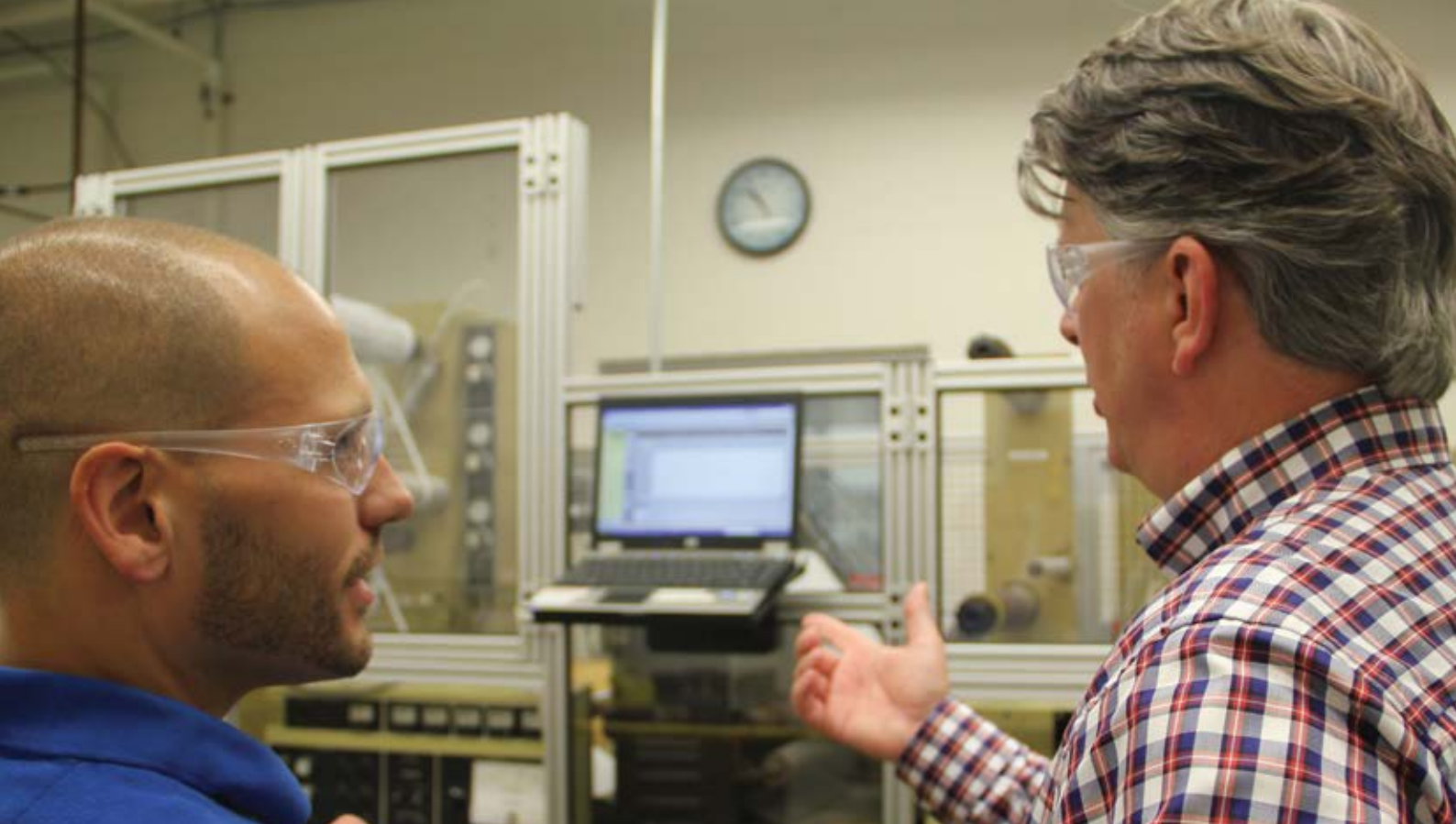


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We always strive to provide you with the service you expect. We offer customised label solutions with low minimum order quantities, rapid pricing and delivery you expect. Ask us for sample availability to facilitate your testing.



# Engineered Solutions



'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.

New Ideas

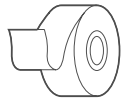
New Approaches

New Products

New Opportunities



Label and Packaging Materials



# Mix & Match™

Customise, Innovate, Differentiate  
Custom Constructions Simplified for Optimal Performance

The Select Solutions Mix & Match Service leverages Avery Dennison's expertise in helping customers find the right labelling solutions for their specific application needs, including specialty and challenging label constructions.

## Thousands Possible Combinations

Many different face materials, adhesives and liners are available from stock under Avery Dennison's Mix & Match Service, with a low minimum order quantity (MOQ) and fast shipping. Extensive customisation is possible to achieve high performance.

Mix & Match products are typically one metre wide. Note that if none of the thousands possible Mix & Match combinations meet your requirements, Avery Dennison can work closely with you to find and produce the right engineered solution.

## Portfolio Characteristics

- Custom facestock, adhesive and liner combinations on request
- Low MOQs and short lead times

## Application Areas

Primary, enhanced and premium Avery Dennison laminates already cover a vast range of potential applications. The Mix & Match service is designed for those projects that need a little bit extra - very specific label properties that may not be available off the shelf.

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.

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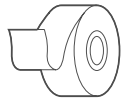
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# Select Solutions™ Piggyback Portfolio

Dynamic and unique

## “Label-on-label” constructions speed handling, save cost.

Piggyback labels are multi-layer constructions featuring one self-adhesive label on top of another. The top label is removable 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 and metals. Top labels can be smaller than bottom labels for fast and easy removal, or they can be the same size with or without tabs for removal.

## Portfolio Components

- Semi-gloss paperr
- Thermal transfer paper

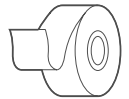
## Portfolio Characteristics

- “Label-on-label” multi-layer constructions
- Available in general-purpose permanent, acrylic-emulsion adhesive

## Applications and Markets

- Inventory management
- Promotional labels
- Work-in-process labels





**LOW  
MOQ**



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Product Code	Product Description	Width(mm) x Length (Mtrs)
SW7004P	Transtherm 2C PB/S2090/BG40 Wh Imp	1000 x 2000
SW7045	Fascoat 2 PB/S2090/BG40 Wh Imp	1000 x 2000

\* ASEAN stocked, please check with sales representative on forecast needed for large order or continuity business.

\* MOQ may vary depending on country.



For more information on technical performance and printing recommendations, please refer to the respective datasheets.

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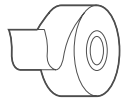
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# Select Solutions™ Drum Portfolio

Versatile • Durable • Proven

## Wide Range of Material with Proven Performance

Seeking a reliable solution for labelling industrial drums carrying critical chemicals? The Avery Dennison Select Solutions Drum portfolio offers an impressive track record of proven performance on a broad range of container sizes, diameters and surfaces.

Whether for painted steel or molded polyethylene drums, our film and heavyweight paper facestocks have been chosen for their ability to withstand harsh environments and outdoor exposures. Heat, cold, rain, snow, saltwater... our drum labels can handle it all, offering consistent printability and readability over the life of the drum, no matter the climate or environmental changes. In fact, some of our drum portfolio facestocks have passed BS 5609 Section 2 Marine Immersion label testing, including a three month exposure to saltwater, as part of International Maritime Dangerous Goods (IMDG certification).

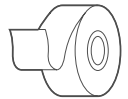
Our drum portfolio facestocks are combined with our best in-class adhesives to offer needed versatility. It is important for the adhesive to wet out quickly to become permanent, remaining highly durable over a drum's long-term exposure to the elements.

## Portfolio Components

- Durable, pressure-sensitive films for point-of-use labels printed on-site at various manufacturing and shipping locations

## Portfolio Characteristics

- Consistent adherence to a range of drum surfaces
- Strong enough to withstand ongoing outdoor exposure
- Weather- and temperature-resistant
- Highly adaptable to varying container sizes and diameters
- A range of cost and performance options
- Materials suitable for thermal transfer and laser printing



**LOW  
MOQ**



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## Select Solutions Experts. Across-the-board Help.

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Product Code	Product Description	Width(mm) x Length (Mtrs)
72197	TransCode/S475/50#SCK	1372 x 500
79348	5 Mil Matte White Kimdura InkJet/S4600/50#SCK	1524 x 500
78037	Laser Code™ Drum Label TC/S4600/79MF	1372 x 500
ADS1378	WHTPPinkjet/AT20/G80	1065 x 1000
ADS1389	Synthetic Paper 3 TC/HP104/BG40#WH	1070 x 1000
BW0264	Synthetic Paper 65/S4700N/BG40Wh Imp	1525 x 1000
OW2350	Gloss Inkjet Paper /AP103/BG40Wh Imp	1000 x 2000
OZ2120	100mic Inkjet Synthetic Paper/AF101/BG40	1070 x 1000
OZ2180	127mic IJ Synthetic Paper Premium/S6600/BG40Wh Imp	1530 x 1000
OZ2400	127mic IJ Synthetic Paper Premium/S333/BG40Wh Imp	1530 x 1000

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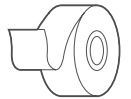
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# Select Solutions™ Cover-up Portfolio

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

Typos, changes, omissions, updates ... no matter the mistake or need to re-label, Avery Dennison's Select Solutions Cover-up portfolio can make it right.

Our Cover-up labels are suitable for many applications – and many application environments. Cardboard, wood, textured surfaces ... no matter the material, Cover-up has it covered and obscuring information. Sell it to brand owners or use it on press to re-run jobs – Cover-up cuts the high cost of having to start over from scratch.

Lay-flat liner option available for sheeted applications.

## Portfolio Components

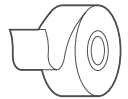
Matte Litho and uncoated paper

## Portfolio Characteristics

- More cost-effective and convenient than removing old labels or replacing entire packages
- Easily masks obsolete information

## Applications

- Logistics and Transport
- Pharmaceutical
- Industrial Chemical Labelling
- Food and Retail Promotions
- Home and Personal Care



**LOW  
MOQ**



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Product Code	Product Description	Width(mm) x Length (Mtrs)
06263	Matte Litho FasCover™2/AT20/40#SCK	990 x 1000
AA755	Vellum Opg/S2045N/BG40BR	1000 x 1000

\* ASEAN stocked, please check with sales representative on forecast needed for large order or continuity business.

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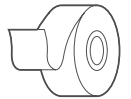
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With more than \$4B revenue lost globally each year from counterfeited consumer goods, brand protection and security are a number one priority. Counterfeiting can impact brand's revenue and negatively affect consumer perception, further eroding its value.

Avery Dennison's Select Solutions Brand Protection and Security portfolio products provide you with a tier of anti-tamper and anti-counterfeit solutions that deliver peace of mind to you and your customers. From destructible films to void materials, our solutions combine the best of global security with shelf appeal. Whether you select overt, covert or customised solutions, our technologies will protect both the immediate and long-term value of your brand.

# Select Solutions™ Brand Protection and Security Portfolio

Anti-tamper and anti-counterfeit solutions reinforce quality and assure authenticity

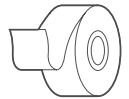


## Portfolio Characteristics

- Can be printed by conventional printing technologies
- Facestock suitable for thermal transfer printing
- Adhesion to a wide range of substrates including paper, cardboard, metals, plastics, glass and even fabrics

## Applications and Markets

- Home and Personal Care
- Consumer Packaged Goods
- Pharmaceutical
- Automotive
- Medical Durable Goods



**LOW  
MOQ**



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Product Code	Product Description	Width(mm) x Length (Mtrs)
079449	Tamperfas Vinyl /S730/50#SCK	1220 x 500
074599	2M Silver Voidable PET/S727/50#SCK	1372 x 500
074600	2M White Void PET/S727/50#SCK	1372 x 500
AFM822	Foamtac II/S2000/BG40Wh	1000 x 1000
AGY343	PEHD TC/S700/BG45WH LR	1000 x 1000

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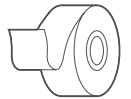
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On-the-go consumers are demanding more convenient, easy-to-use functional packaging; Avery Dennison's Select Solutions Reclosure Portfolio has been designed to deliver just that. Our innovative packaging solutions meet various application parameters 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.

# Select Solutions™ Reclosure Portfolio

Cost-effective, user-friendly alternatives combine convenience with branding.



- 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

- Synthetic Paper
- BOPP Films
- Reclose Adhesives

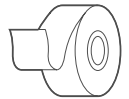
## Portfolio Characteristics

- 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

## Applications and Markets

- Home and Personal Care
- Food





## Select Solutions Experts. Across-the-board Help.

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Product Code	Product Description	Width(mm) x Length (Mtrs)
A0633	PP Light Top Clear/R1490M/BG40WH	1000 x 2000
AQ959	PP Light Top White/R1490M/BG40WH	1000 x 2000
BWS365	Synthetic Paper 6/SR101/P140 White ni	1070 x 2000
BW7513	Synthetic Paper 6/SR101/BG50WH	1530 x 1000
BW7516	50µ Clear BOPP/ SR110/ Polycoated Liner Imp	1070 x 3000
BW7517	Synthetic Paper 7NTC/SR106/BG50# White ni	1530 x 2000

\* ASEAN stocked, please check with sales representative on forecast needed for large order or continuity business.

\* MOQ may vary depending on country.



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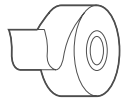
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# Select Solutions™ Apparel Portfolio

Thermal transfer printable options for sizing strips and other pressure-sensitive graphic apparel applications

The new Avery Dennison Select Solutions Apparel portfolio gives you more pressure-sensitive options for greater opportunities with brand owners and retailers looking to differentiate their products at the store level. From a rustic, natural-look paper to clear and white Transcode films featuring exceptional thermal transfer and rotary press printability, our new Apparel Portfolio provides the application flexibility you need for brand-focused apparel and textile labelling.

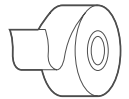
Adhesives designed for good adhesion to and easy removal from many fabrics, including sports performance fabrics.

## Portfolio Components

- A range of clear, white materials
- Adhesives specifically designed for application to and easy removal from fabrics without residue

## Applications

- Apparel – jeans, pants, sportswear, menswear, children's wear, socks, shoes, sweaters and more
- Textiles – blankets and bedding



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MOQ**



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Product Code	Product Description	Width(mm) x Length (Mtrs)
SY0038	Transcode Clear Plus/S4900/P140 Wh Imp	1530 x 2000
SY0039	Transcode White Plus/S4900/P140 Wh Imp	1530 x 2000
SY0046	Transcode White Plus/R110/P140 Wh Imp	1530 x 2000
SY0047	Transcode White Plus/S4900/BG40 WHT N.I	1530 x 2000
SY0048	Transcode Clear Plus/R110/P140 White Imp	1000 x 2000

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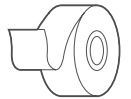
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## Make It Easy to Choose the Right Removable for the Job.

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

- A proven core of robust, multipurpose products that address a range of application needs from simple to complex
- Separate paper and film featuring solutions developed for a variety of performance requirements
- Cost-effective, application-based solutions with shorter time to market, due to regional service programs, fast quotes and fast shipping

## Broad Selection of Purpose-Built Removables

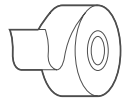
You can depend on our Removables portfolio to deliver a breadth of technologies that can position you to move into new markets with confidence. Suited for an array of applications, the portfolio provides targeted solutions with stable tack across the label's lifespan, clean removal and the substrate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

# Select Solutions™ Removables Portfolio

Taking the Time and Complexity Out of Removable Labelling

## 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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A03846	Vellum Extra/R100/BG40Br Imp	1000 x 2000
AA0965	MC Primecoat/R100/BG40Br Imp	1000 x 2000
AA1450	HGW Premium/R100/BG40Br Imp	1000 x 2000
AW0361	High Gloss Paper/R450/BG40Wh Imp	1200 x 2000
AW0362	Fascoat Elite/R450/BG40Wh Imp	1200 x 2000
AW0363	Vellum Elite/R450/BG40Wh Imp	1200 x 2000
F31200	PPNg Top White/R480/BG40Wh Imp	1200 x 2000
SY7049	PPNg Top Trans/R480/BG40Wh	1200 x 2000
SW7050	Direct Thermal Premium2/R423/BG40BI	1000 x 2000
SY7050N.1200	Synthetic Paper/R480/BG40Wh Imp	1200 x 2000
SY7051N.1200	PPNg Top White/R480/BG40Wh Imp	1200 x 2000

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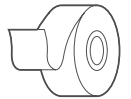
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## Promotion Labels

Available in a wealth of bold, bright colors, Avery Dennison promotional label materials for food industry applications are as versatile as they are functional, improving supply chain visibility, waste reduction and freshness labeling. Used as inventory and warning labels, as well as eye-catching advertising and promotional labels, fluorescents demand attention. They not only communicate important data, they also boost consumer impulse buying due to their immediate shelf impact.

# Select Solutions™ Promotion Portfolio

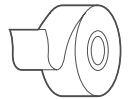


## Portfolio Characteristics

- Product for manual application to multiple substrate, rough surface.
- Excellent printed result film products by conventional press.

## Applications and Markets

- Promotional Labels
- Warning Labels
- Inventory Labels
- Container Date Code Labels



Product Code	Product Description	Width(mm) x Length (Mtrs)
AM11070	Fasfilm Clear/PER/S-2045L	1000 x 4000
AM09070	Fasfilm White/PER/S-2045L	1500 x 3000
AW0349	Radiant Orange/M3000/YKP80	1060 x 2000
AW0350	Radiant Green/M3000/YKP80	1060 x 2000
AW0351	Radiant Yellow/M3000/YKP80	1060 x 2000
AW0352	Radiant Pink/M3000/YKP80	1060 x 2000
AW0353	Bright Gold Foil/M3300/BG40Wh Imp	1060 x 2000
AW0354	Matte Gold Foil/M3300/BG40Wh Imp	1060 x 2000
AW0355	Bright Silver Foil/M3300/BG40Wh Imp	1060 x 2000
AW0356	Matte Silver Foil/M3300/BG40Wh Imp	1060 x 2000
BW0166	50u Clear BOPP TC/S692N/P140 White ni	1530 x 2000
BW0231	PP30 Clear TC/S692N/BG40Wh Imp	1000 x 2000
BW0236	PP30 Clear NTC/S692N/BG50Wh	1000 x 2000
BW0250	Pearlux 80N/S692N/BG40Wh Imp	1000 x 2000
BW0251	Opalux 65N/S692N/BG40Wh Imp	1525 x 2000
BW0256N	Opalux 80N/S692N/BG40Wh Imp	1000 x 2000
BW0330	Global MDO Matte WhiteTC/S692N/BG40WH Imp	1000 x 2000
BW0332	Global MDO Gloss WhiteTC/S692N/BG40WH Imp	1000 x 2000
BW9320	Bright Silver PE85 TC/AF101/BG40Wh	1000 x 2000
SW7037F	Fascoat 2 FSC/S2424/PET30	1525 x 2000
SW7039	Metallica/S2090/BG40Wh Imp	1000 x 2000
SW7304	Baggage Tag TC/S2090/BG40Wh	1000 x 2000
SY7057	Global MDO Matte WhiteTC/AT20T/BG40WH Imp	1000 x 2000

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MOQ**



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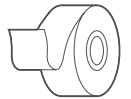
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# Tyre Labelling Solutions

Productive and reliable materials for tread labels

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.

Both brand labels and energy labels are now a standard requirement, with the latter now compulsory in the EU (since November 2012).

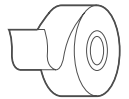
Avery Dennison offers the high performance labelling materials needed to make sure that labels look good and stay in position. Extensive segment experience means we can ensure that productivity remains high throughout, through the conventional print converting phase.

## Portfolio Characteristics

- Special silicone systems for easy automatic dispensing
- Back-side siliconisation option to avoid labels sticking to liner







**LOW  
MOQ**



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Product Code	Product Description	Width(mm) x Length (Mtrs)
AFU475	Fasson Tyre N/TS79/BG50	1000 x 2000
SD8310	PP Top NG White /TS79/BG50 Wh Double Siliconised	1000 x 2000
SW5003	Barrier Foil Semigloss Paper/TS79P95Wh	1070 x 2000
SY5003	25u PET Wh TC/TS79/P140 Wh	1070 x 2000
SYS508	PP Top NG White/TS80/80CCK Imp	1070 x 2000

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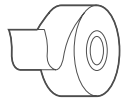
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Unit 2925, L29 Joy Nostalg Center, 17 ADB Avenue, Ortigas Center, Pasig City 1600 Philippines



# Durable Solutions

## High-performance Labels for Durable Applications

**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.

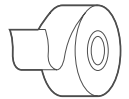
## Portfolio Characteristics

- 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

## Application Areas

- Automotive
- Electrical appliances
- Electronics





**LOW  
MOQ**



**Quick QUOTES –  
CALL TODAY**



**FAST  
SHIPPING**

## Select Solutions Experts. Across-the- board Help.

You can count on Avery Dennison experts to help you find the products and solutions that work for you and your customers. From sales representatives to technical support experts, the Avery Dennison team is 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 Mix & Match and Engineered Solutions

Let us know. Contact your Technical Marketing 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.

Product Code	Product Description	Width(mm) x Length (Mtrs)
41044	2M Matte Chrome PET TC/S730/50#SCK	1372 x 1000
40443	2M White PET TC/S730/50#SCK	1372 x 1000
70353	2M White PET TC/R143NC/50#SCK	1372 x 1000
72800	PRIMAX 350/R143/50#SCK	1372 x 1000
81127	2M White PET TC/R143NC/1.5M PET	1372 x 1000
MZ0363	50um White FR PET TCY/S8025/BG50#	1070 x 1000
MZ0369	125um White PET TC/TS8017/30mic PET ni	267 x 400
MZ0369A	125um White PET TC/TS8017/BG50#	267 x 400
MZ1067A	2M CL PET TC3/S8020/G80	1065 x 500
MZ2000W	25Mic Matte White PI HTC/S8088S/BG50#	250 x 500
MZ2001W	25um Gloss White PI HTC/S8088S/BG50#	250 x 500
MZ2002W	50um Matte White PI HTC/S8088S/BG50#	250 x 500
MZ2003W	50um Gloss White PI HTC/S8088S/BG50#	250 x 500

\* ASEAN stocked, please check with sales representative on forecast needed for large order or continuity business.

\* MOQ may vary depending on country.

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 [http://label.averydennison.asia/en\\_asean](http://label.averydennison.asia/en_asean) or contact your local Avery Dennison sales representative.



DISCLAIMER - 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.

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