

# Brand Embellishments

Elevating Brands and Accelerating Performance  
Throughout the Global Retail Supply Chain

## Avery Dennison® AD-718 & AD-907 Heat Transfer Label Bonders



Elevate brands through innovative embellishment and identification solutions that enable designers, improve manufacturing quality and efficiency, and increase consumer appeal and perceived value.

The AD-718 & AD-907 are heavy-duty, swing-away, cut single bonders for applying small to large heat transfer labels to the inside or outside of garments, footwear and other apparel products.

### Ensure accurate application settings:

- Fully adjustable pressure control (pneumatic) for accurate pressure settings
- Integrated digital controller for time and temperature, with five programmable presets
- Temperature can display either Fahrenheit or Centigrade



AD-718: For applying small to large Heat Transfer designs such as external embellishments

### Flexible Application Parameters:

- Interchangeable lower platen sizes allow for greater application flexibility
- Fully adjustable temperature settings for heat sensitive fabrics

### Track Production Output:

- Built-in cycle counter displays up to 9999 applications per setting for ease of tracking

### Options:

- Interchangeable lower platen sizes available:  
AD-718: 5"x4.5" (12.7 x 11.4 cm) (double sleeve), 6"x6" (15.2 x 15.2 cm), 6"x9" (15.2 x 22.9 cm), 6"x15" (15.2 x 38.1 cm), 10"x15" (25.4 x 38.1 cm), 15"x15" (38.1 x 38.1 cm)  
AD-907: 2.5"x2.5" (6.35 x 6.35 cm)

AD-907: For applying small Heat Transfer designs such as neck labels or decals



### Elevating Brands. Accelerating Performance.

Experience Avery Dennison supply chain solutions at our worldwide Customer Design and Innovation Centers.

For more information on Avery Dennison AD-718 & AD-907 Heat Transfer Label Bonder or to schedule a tour of our Customer Design and Innovation Centers, please call 800.543.6650, prompt 5, or e-mail [rbis.solutions@averydennison.com](mailto:rbis.solutions@averydennison.com).

To learn more or receive complete warranty information as well as other terms and conditions, please contact your Avery Dennison representative or visit our website at [www.rbis.averydennison.com](http://www.rbis.averydennison.com).

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### Avery Dennison® AD-718 & AD-907 Heat Transfer Label Bonders



| Technical Specifications                | AD-718   | AD-907   |
|---|--|--|
| Dimensions:                             | 30" deep (76.2 cm)<br>33" wide (83.82 cm)<br>25.75" high (65.4 cm)   | 29" deep (73.66 cm)<br>31.25" wide (79.37 cm)<br>35" high (88.9 cm)  |
| Standard Platen Size:                   | Standard platen size: 15" x 15" (38.1 x 38.1 cm) For applications with higher pressure requirements use platen size 10" x 15" (25.4 x 38.1 cm) or smaller  | 6" x 6" (152.4 x 152.4 mm)   |
| Shipping Weight:                        | 167 lbs (76 kilos)   | 94 lbs (43 kilos)  |
| Power:                                  | Standard: 115/120 volts, 1750 watts, 14.6 amps<br>Optional: 230 volts, 2000 watts, 8.3 amps  | Standard: 115/120 volts, 1000 watts, 8.3 amps<br>Optional: 230/240 volts, 920 watts, 4.0 amps<br>Rated Power Consumption: 1000 watts |
| Temperature Range:                      | 125° – 450°F (52° – 232°C)   |  |
| Recommended Air Pressure (not included) | <ul style="list-style-type: none"> <li>• Cylinder air pressure: ½ - ¾ horsepower</li> <li>• 10 – 12 gallon tank (38-45 liters)</li> <li>• 80 – 100 psi (5.6-7.0 kg/cm<sup>2</sup>) per machine</li> </ul>                                  |  |
| Dwell Timer:                            | Range: 1 second – 10 minutes   |  |
| Cycle Counter:                          | Range: 1 - 9999  |  |
| Alternative Financing:                  | Bundling option may be available to apply printer price to supply purchases.   |  |
| Technical Service:                      | <ul style="list-style-type: none"> <li>• Extend bonder life and productivity by adding a maintenance agreement option.</li> <li>• Installation and training available.</li> <li>• Telephone depot or on-site options available.</li> </ul> |  |
| Certifications:                         | UL, CuL, CE Approved, RoHS/WEE compliant   |  |

#### Bonding Force AD-718:

| Input Pressure                 | Pressure Head Size                                    |   |  |   |
|--------------------------------|---|---|--|---|
|                                | 6 x 15 (90 sq. in) 15.2 x 38.1 (579 cm <sup>2</sup> ) | 10 x 15 (150 sq. in) 25.4 x 38.1 (967.7 cm <sup>2</sup> ) | 15 x 15 (225 sq. in) 38.1 x 38.1 (1451.6 cm <sup>2</sup> ) | 15 x 20 (300 sq.in) 38.1 x 50.8 (1935.5 cm <sup>2</sup> ) |
| #/Sq. in (kg/cm <sup>2</sup> ) | Lbs/sq inch (kg/cm <sup>2</sup> ) (applied pressure)  |   |  |   |
| 20 (1.4)                       | 11.2 (0.8)  | 6.7 (0.5)   | 4.5 (0.3)  | 3.3 (0.2)   |
| 30 (2.11)                      | 16.7 (1.2)  | 10.0 (0.7)  | 6.7 (0.5)  | 5.0 (0.4)   |
| 40 (2.81)                      | 22.3 (1.6)  | 13.4 (0.9)  | 8.9 (0.6)  | 6.7 (0.5)   |
| 50 (3.52)                      | 27.9 (2.0)  | 16.7 (1.2)  | 11.2 (0.8)   | 8.4 (0.6)   |
| 60 (4.22)                      | 33.5 (2.4)  | 20.1 (1.4)  | 13.4 (0.9)   | 10.0 (0.7)  |
| 70 (4.92)                      | 39.1 (2.8)  | 23.4 (1.6)  | 15.6 (1.1)   | 11.7 (0.8)  |
| 80 (5.62)                      | 44.7 (3.1)  | 26.8 (1.9)  | 17.9 (1.3)   | 13.4 (0.9)  |
| 90 (6.33)                      | 50.2 (3.5)  | 30.1 (2.1)  | 20.1 (1.4)   | 15.1 (1.1)  |
| 100 (7.03)                     | 55.8 (3.9)  | 33.5 (2.4)  | 22.3 (1.6)   | 16.7 (1.2)  |

#### Bonding Force AD-907:

| Input Pressure                 | Pressure Head Size                                      |  |
|--------------------------------|---|--|
|                                | 2.5 x 2.5 (6.25 sq. in) 6.4 x 6.4 (41 cm <sup>2</sup> ) | 6 x 6 (36 sq. in) 15.2 x 15.2 (231 cm <sup>2</sup> ) |
| #/Sq. in (kg/cm <sup>2</sup> ) | Lbs/sq inch (kg/cm <sup>2</sup> ) (applied pressure)    |  |
| 20 (1.4)                       | 15.7 (1.1)  | 2.7 (0.2)  |
| 30 (2.11)                      | 23.6 (1.6)  | 4.1 (0.3)  |
| 40 (2.81)                      | 31.4 (2.2)  | 5.5 (0.4)  |
| 50 (3.52)                      | 39.3 (2.8)  | 6.8 (0.5)  |
| 60 (4.22)                      | 47.1 (3.3)  | 8.2 (0.6)  |
| 70 (4.92)                      | 55.0 (3.9)  | 9.5 (0.7)  |
| 80 (5.62)                      | 62.8 (4.4)  | 10.9 (0.8)   |
| 90 (6.33)                      | 70.7 (5.0)  | 12.3 (0.9)   |
| 100 (7.03)                     | 78.5 (5.5)  | 13.6 (1.0)   |

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