

Avery Dennison
Label and Packaging Materials
Product Guide

ASEAN
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Durables Labelling

A comprehensive collection of durable labels for electronics, general industrial, and automotive applications



Avery Dennison Durables Label Solutions

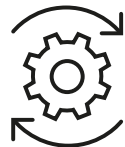
Avery Dennison's portfolio of Durables label solutions provides numerous options from simple to complicated substrates and applications.

With the latest AD NextGen+ in addition to Customer-Ready products, recycled facestocks and solvent-free adhesives, our Durables label portfolio now features a more comprehensive collection of solutions that address your varying needs — ranging from the most stringent applications requiring UL® certification, down to the very fundamental labelling projects — in the electronics, industrial, and automotive industries.

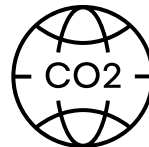
Our Durables label portfolio features:



Materials and solutions that meet compliance, durability and quality requirements

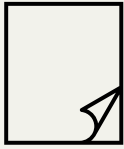


Leaner and more efficient product options offered at competitive prices, made possible through reduced engineering and certification



Sustainable and safer alternatives





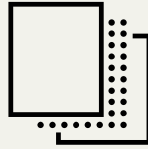
Facestock

Various colors and thickness that suit common market needs

Excellent topcoat suitable for most conventional presses, e.g., UV Letterpress, Flexographic

Excellent thermal transfer printability with the right choice of industrial ribbon

Sustainable options including recycled PET materials



Adhesive

Emulsion, solvent, and hotmelt adhesives featuring various adhesion performance levels for different surfaces and application environments

Safer options including 100% solvent-free adhesives



Liner

Standard glassine liners including 80 GSM and 60 GSM

Super-calendered materials for excellent convertibility and dispensability

Materials suitable for roll-to-roll application

Delivering value beyond products

Enhance your business through our industry-leading customer services, lower and flexible MOQs, shorter lead times, optimal stock availability, and dependable hands-on technical support – All backed by a global network of expertise.



Customer-Ready™ Durables Portfolio

Our Customer-Ready™ Durables Portfolio includes UL®/cUL/CSA-recognized material solutions that simplify servicing the durable goods market. This core group of multipurpose products helps shorten testing time, reduce expense, and respond to orders quickly for increased business opportunities.

It includes:

- Materials proven for electronics, general industrial, and automotive applications, including PET, synthetic paper, vinyl and overlamine films
- Cost-effective, fit-for-use solutions with options offered through the Avery Dennison EXACT™ service program
- UL®/cUL/CSA-recognized materials with flexo and digital inks, and thermal transfer ribbons
- A versatile overlamine that provides chemical, weathering, and abrasion resistance



As a go-to resource for converters and customers for over 10 years, we continue to add components in response to the introduction of new materials in the durables marketplace and converter requests, increasing the portfolio's versatility, and the breadth and depth of its application coverage.

Product information

To learn more, view our [Customer-Ready™ portfolio](#)

	Code	Description	Adhesive	Compliance
Overlamine Films	MZ0082G	Clear PET16 TCY/S8020D/PET23	Emulsion	UL
	MZ0111	1Mil Clear PET TC/S8020/PET30	Emulsion	UL
	MZ0111N	1Mil Clear PET TC/S8020/BG40WH Imp	Emulsion	UL
	MZ1081	1Mil Clear PET TTR/S8020/PET23	Emulsion	UL/cUL
	79325	1Mil Clear UV PET/S3000/1Mil PET	Emulsion	UL/cUL
	MZ0112	1Mil Matte Clear PET/S8020/G80	Emulsion	UL
	75850	5Mil Velvet Lexan/S730/1.5Mil Polyester	Solvent	UL/cUL
Industrial	MZS2601	50um White PET TC/UP601/BG50WH	Acrylic (AD TruKleen™)	UL/cUL
	MZ0097.1000	50um Matte White PET TC/S333/BG50WH Imp	Emulsion	UL
	MZ0102	2M White PET TC/S333/BG50WH	Emulsion	UL
	40443	2M White PET TC/S730/50SCK	Solvent	UL/cUL
	79453	2M White PET TC/S8049/50SCK	Rubber Hybridized Acrylic	UL/cUL
	MZ0104	2M Matte Chrome PET TC/S333/BG50WH	Emulsion	UL
	MZ0054	50um Bright Silver PET TC/S333/BG50WH	Emulsion	UL
	BW9664.1000	3mil Synthetic Paper/S333/BG50WH	Emulsion	UL
High Temperature	MZ2002W	50um Matte White PI HTC/S8088S/BG50WH NI	Solvent	UL
	MZ2003W	50um Gloss White PI HTC/S8088S/BG50WH NI	Solvent	UL
	MZ2000W	25um Matte White PI HTC/S8088S/BG50WH NI	Solvent	UL
	MZ2001W	25um Gloss White PI HTC/S8088S/BG50WH NI	Solvent	UL
Air Egress	MZ0330E	50um White PET TC/S333/Embossed Poly-Coated Liner	Emulsion	UL
Cable & Wire	MZS1032	50um White Flame Retardant PET TCY/EP118/BG50WH NI	Solvent	UL94 VTM-0
	MZ4119	3Mil Synthetic Paper 3/DS128S/BG50 NI	Solvent	UL
	79554	3.25Mil Clear Vinyl NTC/S8025/50SCK	Solvent	UL
	79139	4Mil White Flexible Vinyl TC/S8025/50SCK	Solvent	UL/cUL
	BWS707	63um FasClear 250/S8040/BG50WH	Solvent	UL
	BWS708	Primax250/S8040/BG50WH NI	Solvent	UL
Automotive	79732	2Mil White PET TC/S8029/50SCK ABC	Solvent	UL/cUL
	79453	2Mil White Polyester TC/S8049/50SCK ABC	Rubber Hybridized Acrylic	UL/cUL
	79534	2Mil Matte Chrome Polyester TC/S8049/50SCK	Rubber Hybridized Acrylic	UL/cUL
	79653	2Mil White Polyester TC/S8049A/90 EZ Liner	Rubber Hybridized Acrylic	UL/cUL
	BY086	PET50 Black Laser Etch/S8029/BG45WH FSC	Solvent	UL/cUL

Durables AD NextGen+ Portfolio

For customers seeking a more cost-effective alternative, Avery Dennison offers products made leaner and more efficient by eliminating over-engineering as well as unnecessary compliance and recognitions. They are specifically designed to perform just as well as Customer-Ready™ products at more competitive prices.

With AD NextGen+ added to our Durables portfolio, we now offer a much wider range of competitive label products that come in a variety of choices including thickness, color, and adhesion that are suitable from low to high volume general application projects such as product labelling, asset tagging, and instruction labelling, where performance and affordability are key.

You will also experience reliable printability as well as the heat and tear resistance needed in many durable goods applications and usage environments.



Product information

Code	Description	Adhesive	Compliance
ADS1583	2mil White PET TC/S8020EX/BG45WH	Emulsion	RoHS, HF
ADS1584	2mil White PET TC/P8030EX/BG50WH	Solvent	RoHS, HF
ADS1588	2mil Matte Chrome PET TC/S8020EX/BG45WH	Emulsion	RoHS, HF
ADS1621	1mil Clear PET TC/S8022/PET23	Solvent	RoHS, HF

rPET — Made 100% from PCR plastic

The Avery Dennison rPET label — made 100% from Global Recycled Standard certified post-consumer PET resin — is the first sustainable facestock option offered for general-purpose Durables applications. By using rPET, you can contribute to lowering carbon emissions while helping reach your organization's sustainability goals without compromising label converting or printing performances, durability, and quality that you can find in virgin PET labels.

rPET is available in white, clear, and bright silver facestocks which can be paired with our solvent-free AD TruKleen™ adhesive for an enhanced sustainable construction.

By switching to rPET, you can reduce carbon emissions and water usage. For example:

50 micron recycled white PET vs	Carbon emissions	-19%	Equivalent to 49,827 km driven by an average passenger vehicle
50 micron virgin white PET	Water usage	-10%	Equivalent to 93,046 minutes in the shower with an average flow

Volume: 1mil sqm

Scope: Cradle to Gate

Data provided by the Carbon Trust



Product information

Code	Description	Adhesive	Compliance
MZ2152	50um White rPET TC/DS019/BG50WH	Emulsion	RoHS, HF
MZ2153	50um Clear rPET TC/DS019/BG50WH	Emulsion	RoHS, HF
MZ2154	50um Bright Silver rPET TC/DS019/BG50WH	Emulsion	RoHS, HF

rPET label is currently undergoing UL certification.

AD TruKleen™ — 100% solvent-free

AD TruKleen™ is one of the latest innovations from Avery Dennison that provides a safe, compliant and sustainable alternative for an extensive range of labelling needs across diverse sectors, including automotive interior.

100% solvent-free in its components and manufacturing process and low in volatile organic compounds with less odor (AD-exclusive!), AD TruKleen™ is an excellent alternative to a solvent-based adhesive as it ensures less environmental impact without a compromise on the quality or performance (adhesion as high as 16N/25mm) level you've come to expect from Avery Dennison.

AD TruKleen™ is available in UL® and cUL compliant options, with white and matte chrome clear PET, synthetic paper, and rPET facestocks for an enhanced sustainable construction.



Product information

Code	Description	Adhesive	Compliance
MZS2601	50um White PET TC/UP601/BG50WH	Acrylic	UL, cUL, RoHS, HF
MZ2601	45um Matte Chrome PET TC/UP601/BG50WH	Acrylic	RoHS, HF
MZ2602	50um Clear PET/UP601/BG50WH	Acrylic	RoHS, HF
MZS2605	36um Clear PET TC/UP601/BG50WH	Acrylic	RoHS, HF
MZ2603	75um Synthetic Paper/UP601/BG50WH	Acrylic	RoHS, HF
MZ2604	Light Synthetic Paper/UP601/BG50WH	Acrylic	RoHS, HF

Who we are

As the pioneer in the pressure-sensitive industry, we bring one-of-a-kind capabilities to sustainable labelling. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our labels must perform and the technical challenges they have to meet. Whatever your product, wherever it's going, we can help you develop a sustainable label that performs.

What we stand for

Sustainability. Innovation. Quality. Service.

In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

Work with us

You're the expert in your business; we're the expert in labelling. Contact your local Avery Dennison sales representative or email us at durableshelp@averydennison.com to find out how we can meet and exceed your needs.

label.averydennison.com



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