

Avery Dennison  
Performance Materials  
Product Overview

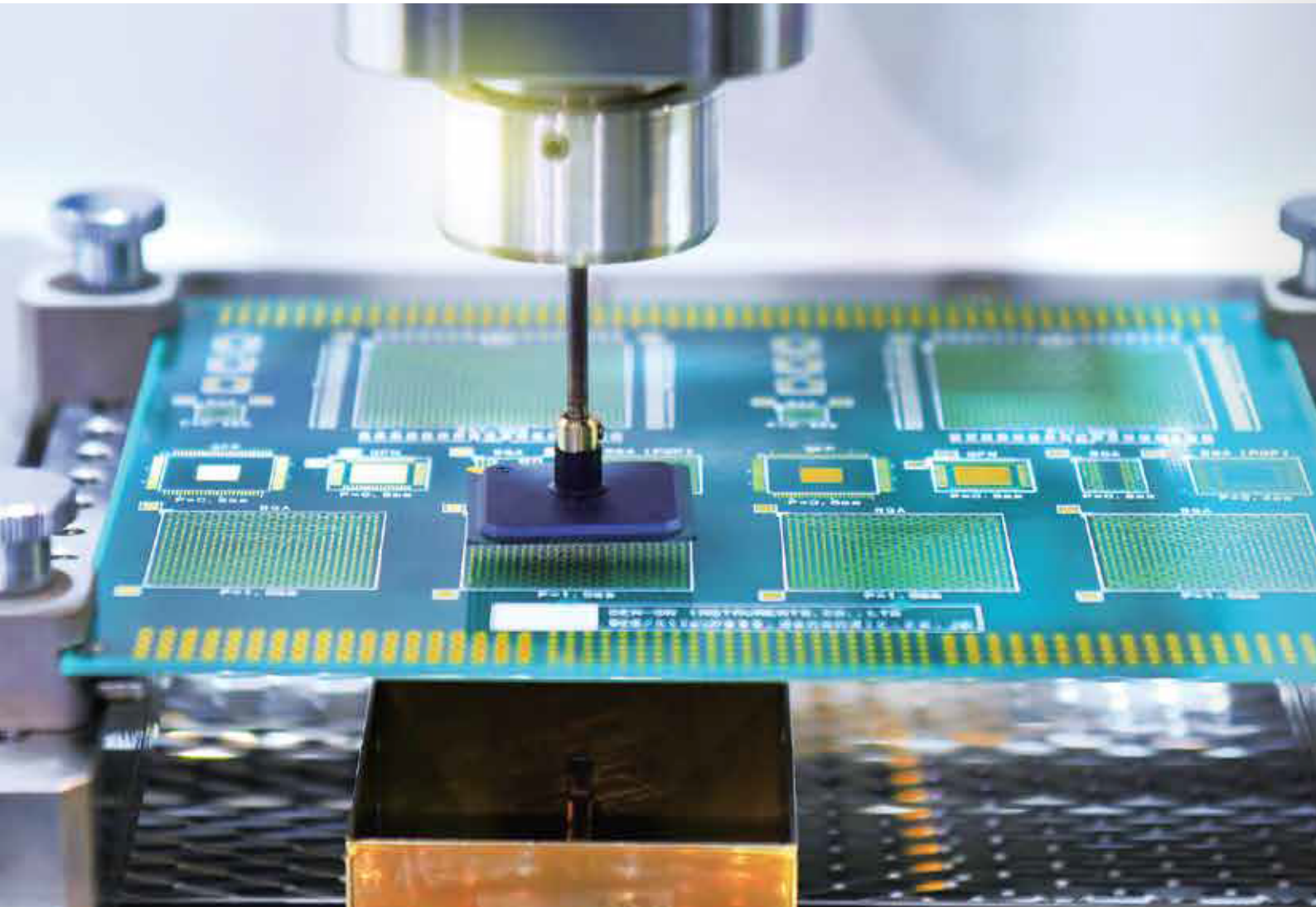
Asia Pacific  
2025

# Electronics Solutions

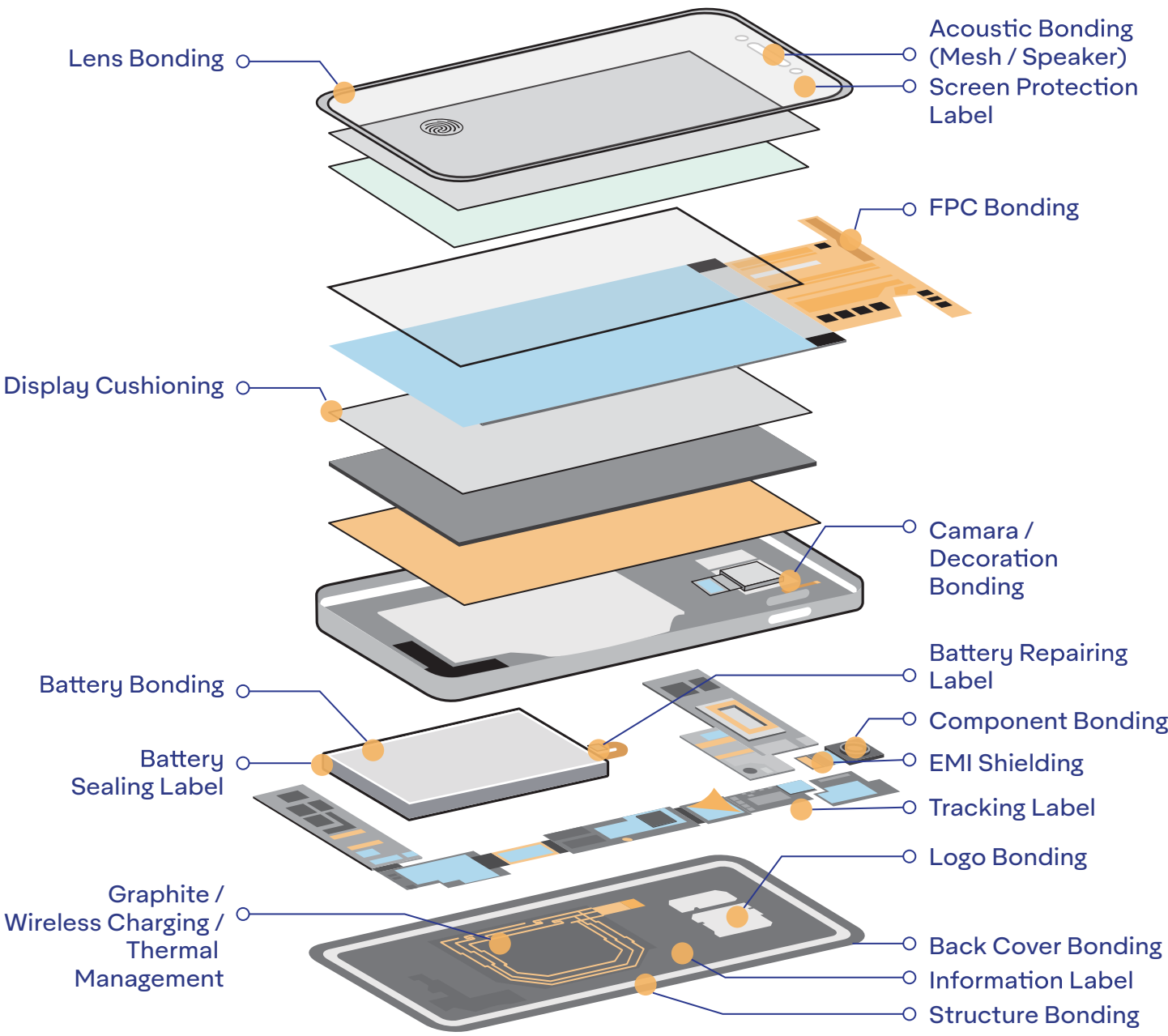


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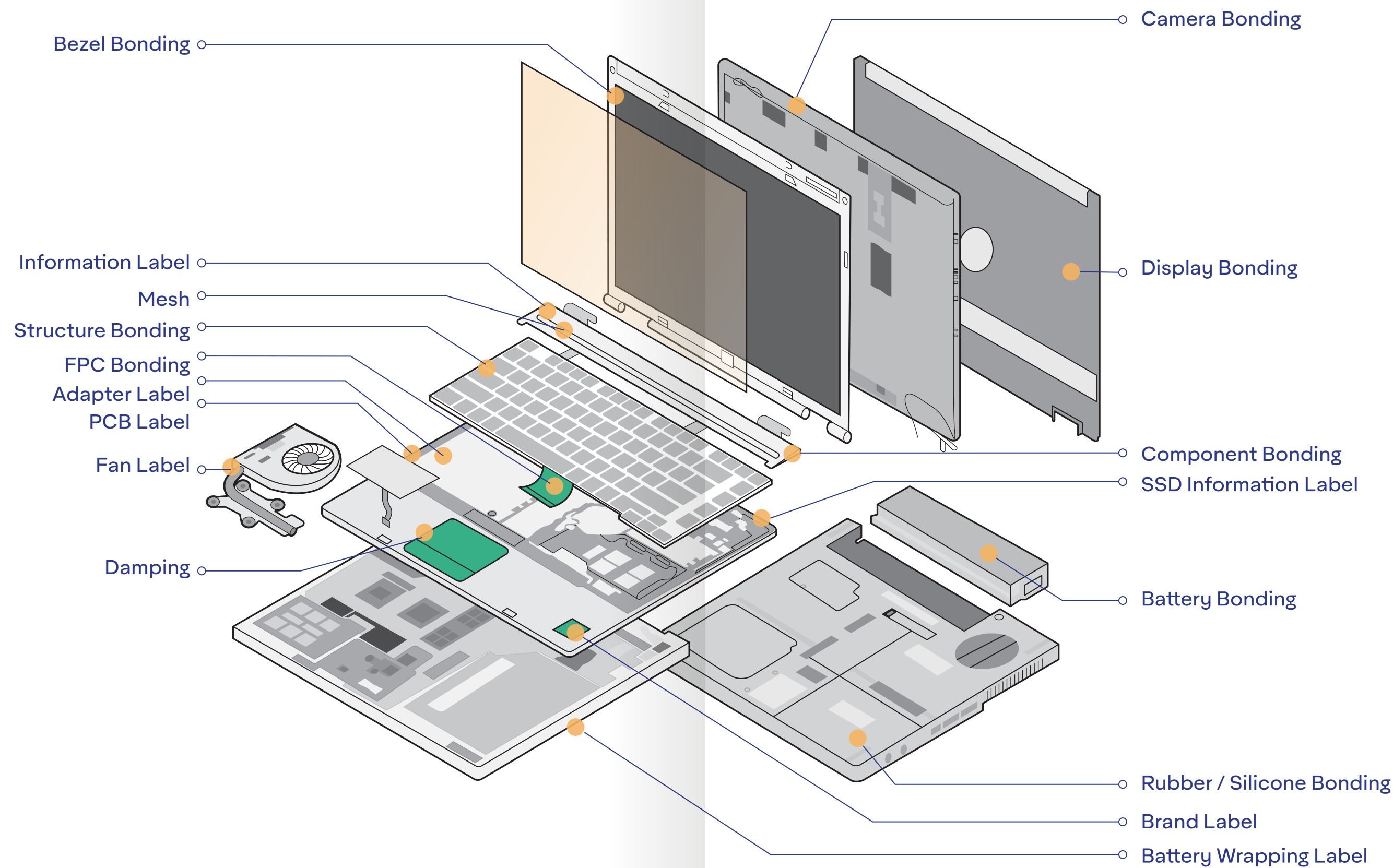
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# Mobile Phone Applications



# Laptop Applications



# Segment Overview

## Lens/cover Bonding

Our lens/cover bonding tapes provide excellent adhesion to various surfaces, including low surface energy materials. They offer superior environmental and impact resistance, ensuring reliable performance and protection against moisture and dust.

Our bezel bonding tapes securely bond displays and covers, protecting against moisture and dust ingress. Designed for easy removal and maintenance, these tapes also offer light-blocking properties, making them ideal for notebook applications.



### Key features & benefits

#### Lens Bonding

- Sealing and bonding of 2d/3D surfaces
- Excellent impact resistance
- IP”X”7/8 waterproof
- Anti-oil, anti-acid
- Good convertibility

#### Bezel Bonding

- Reworkable without residue
- Light blocking
- Heat and UV resistance
- Good bonding to glass
- Easy converting and process
- Stable dimension



### Product list

Categories	Product	Thickness (μm)*	Tape Structure	Application & Key Features
PE Foam Tape	FM 7666I	150	- Double coated - Color: Black - Carrier: PE foam - Adhesive: Acrylic - Liner: White PCK with AD logo	- Lens and back cover bonding - 2D~2.5D surface - IP X7/8 - Good adhesion to low surface energy material - Good converting - Cost effective
	FM 7669I	200		
	FM 7675I	250		
	FM 7680I	300		
Acrylic Foam Tape	FM 9815B	150	- Double coated - Color: Black - Carrier: Acrylic foam - Adhesive: Acrylic - Liner: PET	- Lens and back cover bonding - 2D~3D surface - Narrow bonding line - IP X7/8 - High bonding strength - Light blocking
	FM 9820B	200		
	FM 9825B	250		
	FM 9830B	300		
PET Differentiated Tape	FT 5292	100	- Double coated - Color: Black - Carrier: PET - Adhesive: Acrylic - Liner: White PCK with AD Logo	- Bezel bonding - Removable - Light blocking
	FT 5293	150		
	FT 5294	200		
	FT 5295	250		
	FT 5296	300		

\*Total thickness without liner



# Segment Overview

## Battery Label



### Key features & benefits

- Excellent adhesion and aging performance
- Special coating treatment can ensure excellent printing performance
- UL94VTM-0 yellow card flame retardant certification
- TT printing performance
- Solvent resistance
- Multiple color options
- ESD performance for special processes

Batteries face risks of ignition or combustion under high temperature, high humidity, impact, or drop conditions, necessitating labels that can inhibit flames or extinguish fires. To enhance safety, existing flame-retardant textured battery labels need to be upgraded to fully flame-retardant products.

Additionally, current non-noise-resistant textured battery labels can result in 3-5% noise defects after laptop assembly, leading to customer complaints and potential recalls for rework. Avery Dennison addresses this issue by modifying PET materials to improve the labels' resistance to bending and deformation. These enhancements significantly reduce noise generated during processes such as deformation, bending stress, and keyboard impacts after battery pack labeling, ensuring a quieter and more reliable user experience.

As technology continues to advance, smartphones are evolving to become lighter and thinner. The battery, as the core power source of mobile devices, faces the challenge of increasing capacity while minimizing size. Avery Dennison's battery wrapping, edge sealing, and repair labels utilize film materials ranging from 12.5 microns to 50 microns, enabling the smartphone industry to maximize battery capacity.



### Product list

Categories	Product	Structure	Key Features	Certification
Battery Package	MZS1230A	36µm black FR PET TCY/S8060/ Embossed Polycoated Liner ni	Flame-retardant surface design offering good fire resistance, effective air release structure, and reliable printability	Surface material VTM-0
	MZS1233	36µm White FR PET TCY/S8060/ Embossed Polycoated Liner ni		Surface material VTM-2
	MZS1234	36µm Black FR PET TCY/S8060/ Embossed Polycoated Liner ni		Surface material VTM-2
	MZS1260	36µm Black FR PET TCY/S8060/ Embossing Polycoated Liner ni		Surface material VTM-0
	MZS1261	50µm Black FR PET TCY/S8060/ Embossed Polycoated Liner ni		Surface material VTM-0
	MZS1262	50µm White FR PET TCY/S8060/ Embossed Polycoated Liner ni	Fully flame retardant structure	Surface material VTM-0
	MZS1001	36µm black FR PET TC/FR108 / Embossed Polycoated Liner ni		Fully flame retardant VTM-0
	MZS1002	50µm black FR PET TC/FR108 / Embossed Polycoated Liner ni		Fully flame retardant VTM-0
	MZS 1422	50µm black FR PET TCY/S8060/ Embossed Polycoated Liner ni	Noise reduction	
	MZS1412	25µm Yellow PI/DS128/PET50 ni	Flame-retardant PI materials with ultra-thin options for space efficiency and versatile surface treatments to meet diverse application needs.	UL94 VTM-0
Battery Sealing	MZS1675	12.5 micron matte black PI TC/ DS128/PET50 ni		UL94 VTM-0
	MZ2903	18micron Matte Black PI TC/S8060/ PET75 ni		UL94 VTM-0
	MZS1039	25µm matt black PI TC/S8060/ - PET75 ni		UL94 VTM-0
	MZS1039E	25µm matt black PI ETC/S8060/ PET75 ni		UL94 VTM-0
Battery Repairing	MZS1069	25µm Clear Total Flame Retardant PET TC/FR105/PET75 ni	Fully flame retardant structure	UL94 VTM-0
	MZS1069H	25µm Clear FR PET TC/FR102/ - PET75		UL94 VTM-0
	MZS1533	21µm Clear PET TC/S8060/ - PET50 ni	Cost competitive	

# Segment Overview

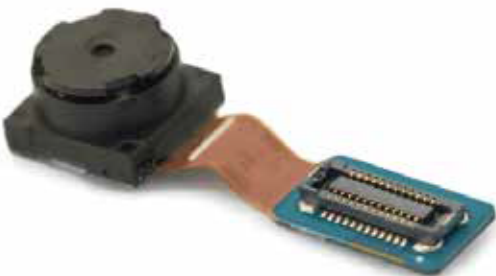
## Component Bonding & PCB

Our component bonding tapes, available in PET, tissue, and transfer tape constructions, offer versatile solutions for bonding various electronic components, including FPC, antenna, camera, finger modules, etc. These tapes provide reliable adhesion, ensuring secure and durable bonds for optimal device performance.

In the PCB assembly process, ensuring traceability is crucial. Clear and readable labels help identify the source of each batch of PCB products, enhancing production efficiency and quality control. Avery Dennison's specially developed high-temperature labels are designed to meet these requirements, featuring an exceptional thermal transfer printable heat-resistant coating that guarantees barcode readability, even under extreme heat conditions.



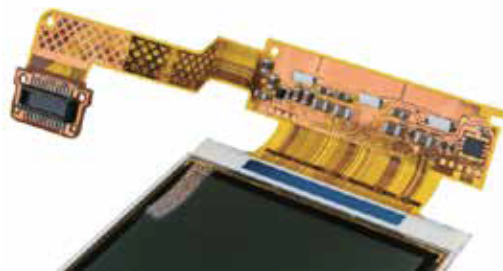
Speaker



Camera in smartphone



PCB



FPC

### Key features & benefits

#### Bonding Tape

- Thickness: 5-500 µm
- Anti-lift property
- Reliable under temperature/humidity conditions, anti-grease, anti-UV
- Good adhesion for LSE surface
- Dielectric insulation
- ESD performance

#### PCB Label

- High temperature resistance (up to 300°C for short time)
- Excellent TT printing performance
- Excellent Solvent resistance
- Multiple color options
- ESD performance
- Compliance: UL969 and RoHS

### Product list

Product	Thickness (µm)*	Construction	Adhesive Type	Key Features
HPA 9010	10	Double Coated PET Tape	Modified Acrylic	Ultra thin
HPA 9015	15	Double Coated PET Tape	Modified Acrylic	Ultra thin
FT 7346N	20	Double Coated PET Tape	Modified Acrylic	LSE bonding
FT 7383L	50	Double Coated PET Tape	Modified Acrylic	LSE bonding
FT 7384L/DL	100	Double Coated PET Tape	Modified Acrylic	LSE bonding
FT 7338L/B	150	Double Coated PET Tape	Modified Acrylic	LSE bonding
HPA 1952	60	Transfer Tape	High Performance Acrylic	Oozing/Adhesive picking resistant
HPA 1955	130	Transfer Tape	High Performance Acrylic	Oozing/Adhesive picking resistant
FT 7700	120	Double Coated tissue Tape	Modified Acrylic	LSE bonding
FT 7701	150	Double Coated tissue Tape	Modified Acrylic	LSE bonding
FT 9303C	110	Double Coated PET Tape	Silicone/Acrylic	Differentiated tape, bonding to silicone materials

\* Total thickness without liner

### Label

Categories	Product	Structure	Key Features
High Temperature Series	MZ2000W	25micron Matte White PI HTC/S8088S/ BG50 Wh ni	– Excellent thermal transfer printing – Chemical resistance – High temperature resistance – Good layflatness performance – UL certified with PGJ12
	MZ2001W	25micron Gloss White PI HTC/S8088S/ BG50 WH ni	
	MZ2002W	50micron Matte White PI HTC/S8088S/ BG50 Wh ni	
	MZ2003W	50micron Gloss White PI HTC/S8088S/ BG50 WH ni	
	ADS1622	25micron Matte White PI HTC/S8088C/BG50Wh ni	– Economical – Cost effective – Non-UL certified – Chemical resistance – High temperature resistance
	ADS1623	50micron Matte White PI HTC/S8088C/BG50Wh ni	
	ADS1684	25micron Gloss White PI HTC/S8088C/BG50Wh ni	
	ADS1685	50micron Gloss White PI HTC/S8088C/BG50Wh ni	
Anti-static Series	MZ2131	25micron Matte White PI TC/S8095SD/BG50# ni	– Excellent anti-static performance
	MZ2053	50micron Matte White PI TC/S8095SD/BG50# ni	

# Segment Overview

## Functional Materials

Conductive tape offers effective EMI shielding and grounding in electronic devices, ensuring the proper functioning of sensitive components. Its applications include mobile phones, laptops, and tablets where EMI shielding is crucial.

PI tape, with its exceptional high-temperature resistance, is ideal for demanding environments. It features excellent electrical insulation and dimensional stability and is widely used in the electronics industry for solder masking, heat masking, and component bonding.

### Key features & benefits

- Excellent initial & final bonding strength
- EMI shielding & grounding
- Ultra thin structure
- Different top coating available



Fiber tape



Copper Foil Tape

Categories	Thickness(μm)*	Adhesive Type	Application & Key Features
Single Coated Conductive Fiber Tape	30-100	Conductive Acrylic	<ul style="list-style-type: none"><li>– EMI shielding and grounding</li><li>– Matt black coating on fiber</li></ul>
Single Coated Conductive Copper Foil Tape	20-60	Conductive Acrylic	<ul style="list-style-type: none"><li>– EMI shielding and grounding</li><li>– Matt black coating on copper</li></ul>
Ultra Thin Single Coated & Double Coated PI Tape	5/10	Acrylic	<ul style="list-style-type: none"><li>– Graphite and other electronic component bonding</li><li>– Ultra thin</li><li>– Biobased black coating available</li></ul>
Single Coated PI Tape	25/50	Silicone or Acrylic	<ul style="list-style-type: none"><li>– High temperature resistant</li><li>– Anti-static coating available</li></ul>

### Product list

Product	Thickness	Construction	Application & Key features
FT 4990	25um	Single Coated PI Tape	<ul style="list-style-type: none"><li>– Resist temperature up to 260°C</li><li>– Anti-static cooling available</li></ul>
FT 4991	50um	Single Coated PI Tape	
FT 9664	60um	Single Coated PI Tape	
FT 9665	85um	Single Coated PI Tape	

# Segment Overview

## Damping

Avery Dennison's damping solutions provide impact absorption to protect delicate components and reduce noise and vibrations for enhanced user experience. Our adhesive design is effective across diverse temperatures and frequencies.

### Key features & benefits

- Good impact absorbing to protect OLED screen
- Excellent NVH performance to reduce noise for keyboard, HDD, etc.
- Special adhesive design to deal with different temperature and frequency



HDD



Keyboard

### Product list

Product	Thickness(μm)*	Construction	Adhesive Type	Application & Key Features
FT 1354L	100	Transfer Tape	Silicone	OLED cushion, impact absorption
FT 1355L	130	Transfer Tape	Silicone	OLED cushion, impact absorption
HD11M22	40	Transfer Tape	Acrylic	Damping

\* Total thickness without liner



# Segment Overview

## Packaging

Avery Dennison's packaging solutions offer versatile, sustainable options for a variety of packaging needs.

Avery Dennison offers a variety of solvent-free adhesives, including UVWM and high-performance emulsion adhesives, and a variety of rPET, fiber and other de-plasticized surface materials to reduce the use of petroleum materials.



White Sealing Label



Clear Sealing Label

### Key features & benefits

- Different structure design for packaging requirements
- Sustainable solutions available, including toluene free, PFAS free, de-plastic, removable
- Environmentally friendly adhesive platform meets more compliance requirements

### Product list

#### Tape

Product	Thickness(μm)*	Construction	Adhesive Type	Key Features
FT 5268L	60	Double Coated PET Tape	Modified Acrylic/Silicone	- Removable - Suitable for paper wrapping
FT 5225L	120	Double Coated Tissue Tape	Modified Acrylic/Removable Acrylic	- De-plastic - Removable - Suitable for paper wrapping
FT 8374	140	Double Coated PET Tape	Hot-melt Rubber	- Solvent free
FT 7886L	150	Double Coated Tissue Tape	Toluene Free Acrylic	- De-plastic - Toluene free

\* Total thickness without liner

#### Label

Categories	Product	Structure	Key Features
Screen Protection Label	MZS1610	110gsm Semigloss Paper FSC Mix Credit /SR127/PET 50 ni	- De-plastic solution
	MZS1612	110gsm Semigloss Paper FSC Mix Credit /SR127/BG#50 white ni	
Sealing Label	MZ2616	Semi-gloss Paper/UP601 / BG40# WH imp	- Excellent anti-opening - Aging performance - Solvent free adhesive
	MZ2617	Semi-gloss Paper/UP601 / BG40# WH imp	
	MZ0470	Low Synthetic Paper 3/DS128/BG40# White ni	- Excellent anti-opening - Aging performance
	MZS2703	25μm Clear PET TC6/UP601 / BG50# WH impA	- Excellent anti-opening - Aging performance - Solvent free adhesive
	MZS2613	Primax 250/UP601/BG40# WH ni	
	MZS1611	120g High Density Fiber Paper /DS128/ BG50# White ni	- De-plastic paper solution - High tensile strength on MD
	MZS1640	200g Complex Fiber Paper/DS012/ BG50# White ni	

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