

Removable



Select a removable adhesive that does the job

Choosing the right removable adhesive may be tricky due to the complexity of the interaction between the adhesive and the substrate.

However, the right removable solution can greatly enhance consumer experience, which makes the challenge worth taking.

Avery Dennison offers a highly comprehensive portfolio of removable solutions and can help you find the one that does the job.

Key features

The Avery Dennison Removables portfolio provides:

- A range of general purpose and application-specific adhesives that address various needs from simple to complex
- A plethora of performance information to help you select the best adhesive for your needs
- Adhesives for various substrates, from rough to smooth
- Face materials provided in film and paper, creating more options suitable for certain adhesives and use environments
- Solutions that help speed up time to market— reasonable price, low MOQ, fast quotes and reliable shipping

Application areas

- Promotional and retail
e.g. plastic packaging, kitchenware, magazines, books
- Windows
- Textiles
- Logistics



Adhesive list



R100

- A premium solvent rubber adhesive designed for applications requiring special-purpose removability
- Excellent low temperature and deep freeze performance

R423

- Low peel adhesive featuring long-term removability and outstanding die cutting and stripping characteristics
- Suitable for wallpaper, high gloss book covers and shelf marking, while proven excellent for Monroney labels

R480

- A general purpose removable adhesive for film facestock
- Moderate initial tack and consistent adhesion with clean, long term removability
- Suitable for shelf and tote marking used in logistics tracking

R450

- A general purpose removable adhesive for paper facestock
- Moderate initial tack and consistent adhesion with clean, long term removability
- Suitable for shelf, tote marking and promotional labels

Adhesive attributes

				More removable					Less removable
					R100	R423	R480	R450	
Adhesive Technology					Solvent Rubber	Emulsion Acrylic	Emulsion Acrylic	Emulsion Acrylic	
Initial Tack					Fair	Fair	Medium	Medium	
Ultimate Adhesion					Medium	Medium	Medium	Medium	
Min. App. Temp.					-20°C	-12°C	-15°C	-15°C	
Min. Service Temp.					-40°C	-40°C	-30°C	-30°C	
Max. Service Temp.					+80°C	+70°C	+70°C	+70°C	
UV Resistance*					●●●	●●	●●	●●	
Facestock					Paper	Paper & VI	Film	Paper & VI	
Substrates	Plastic	PET			✓	✓	✓	✓	
		PP			✓	✓	✓	✓	
		LDPE			✓	✓	✓	✓	
		HDPE			✓	✓	✓	✓	
	Paper	A4 Paper			✓				
		Glossy Paper			✓	✓			
		Newspaper			✓				
		Carton Board				✓			
	Others	Glossy Ceramics			✓	✓	✓	✓	
		Glass			✓	✓	✓	✓	
		Stainless Steel			✓	✓	✓	✓	

Considerations before choosing a removable solution

Facestock

Internal strength or weakness of a facestock is a significant factor for ultimate removability. Higher strength ensures a greater degree of removability.

Substrate

What kind of surface is the label being applied? Is it flat or curved, textured or corrugated, damp or dry? Is the material glass, paper, textile or polymeric?

Period of use

How long will the label need to stay on before it's removed? This will help select the right level of removability.

Exposure conditions

Are there any unusual environmental conditions during or after application? What is the application temperature of the adhesive?

Label size

The greater the area of adhesive contact, the greater the force required to remove the label. With large labels, a reduced adhesive weight or an ultra-removable adhesive should be considered.

Product information

Code	Description
Paper	
AAC777 (AA1450)	HGW Premium/R100/BG40Br Imp
AAD713 (AA0965)	MC Primecoat/R100/BG40Br Imp
AAG483 (A03846)	Vellum Extra/R100/BG40Br Imp
AAG532 (AW0253FM)	Fascoat 2 FSC/R423/BG40Wh FSC
AAG574 (AW0361N.1200)	High Gloss Paper/R450/BG40 Wh Imp FSC
AAG580 (AW0362F.1200)	Fascoat Elite FSC/R450/BG40 Wh Imp FSC
AAI016 (SW7114F)	Fascoat 2 FSC/R450/BG40Wh Imp FSC
AAG581 (AW0363F.1200)	Vellum Elite FSC/R450/BG40Wh Imp FSC
Film	
AAG731 (SY7049)	PPNg Top Trans/R480/BG40Wh FSC
AAG729 (SY7051N)	PPNg Top White/R480/BG40Wh Imp FSC
AAG730 (SY7050N)	Synthetic Paper/R480/BG40Wh Imp FSC
VI	
AAH598 (MW0068F.1000)	Transtherm 2C FSC/R450/BG40Wh Imp FSC
AAH590 (MW0057F)	Transtherm 2C FSC/R423/BG40Wh FSC
AAI014 (SW7096F)	Direct Thermal 200GP FSC/R450/BG40Wh Imp FSC
SW7082F	Direct Thermal 200GP FSC/R423/BG40BI FSC

Find more label solutions at
label.averydennison.com



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