

Wet Reclosure



If you're looking for a solution to keep wet wipes moist and effective in a flexible packaging, Avery Dennison reclosure labels can do the job.

Their tight barrier keeps the content safe from contamination while supporting consistent opening and closure. Our labels also follow the latest sustainability regulations, making it safe to use even for baby wipes.

The importance of using the right adhesive

The adhesive is at the core of successful reclosure technology. It plays an essential role in keeping the label effective during its use by providing a reliable seal that keeps the wipes away from external factors, retaining their condition. All the while, it must provide an unchanging opening and closing experience throughout the use of the product.

Avery Dennison offers a proven range of adhesives designed to ensure performance in baby, cosmetic, toilet and domestic products that can even handle contact with solvents, oils and chemicals.

Our experts are here to help you choose the right adhesive for your specific application needs.

Delivering the latest sustainability attributes

Compared to hard plastic lids, PET-based reclosure labels can reduce the amount of plastic used in wet wipes packaging by 60 to 80 percent, while providing the required functionality and ease of use. Our PP reclosure labels also support monomaterial packaging, which makes flexible packaging recyclable in communities where they are collected and sorted.



Introducing AD TruKleen™
— a 100% solvent-free adhesive

AD TruKleen™ is the latest addition to our reclosure portfolio which is completely free of solvents, meeting the needs of brands in search of a safe, compliant and sustainable alternative for their wet wipes applications. When you choose AD TruKleen™ as an alternative to a solvent-based adhesive, you're assured of getting label stock that's more environmentally friendly while still delivering on quality and high performance.

Wet reclosure adhesives

- SR134**
Solvent based acrylic adhesive with ultra high adhesion, suitable for household, cosmetic, and industrial wipes that require extra resistance to chemical and alcohol
- UR136 - AD TruKleen™**
100% UV-cured solvent-free acrylic adhesive with less volatile organic compounds and odor, suitable for baby and refreshing wipes
- SR136**
Acrylic based solvent adhesive with high adhesion, especially suitable for wet wipes using a plastic lid which can affect the shape of the entire packaging

Adhesive attributes

		SR134	SR136	UR136
Adhesive Technology		Solvent-based acrylic	Solvent-based acrylic	Solvent-free acrylic
Wet wipes application		Disinfectant, antibacterial, cosmetic, household, industrial	Baby, refreshing wipes	
Adhesion		●●●●●	●●●●	●●●
Moisture resistance		●●●●●	●●●	●●●
Alcohol resistance		●●●●●	N/A	N/A
Chemical resistance		●●●●●	N/A	N/A
Package size	<20 Pcs	●●●●●	●●●●●	●●●●●
	<80 Pcs	●●●●●	●●●●●	●●●
	<200 Pcs	●●●●●	●●●●●	●●
Package substrate	PET Gloss	✓		✓
	PP Matte	✓	✓	✓



Wet reclosure adhesives

Application Knowing the type of wet wipe that the label will be applied to such as disinfectant, industrial, and cosmetic, will help determine the adhesion needed and its resistance to chemical and alcohol.	Substrate Identify the substrate or packaging material onto which the label will be applied, as lower surface energy substrates will need a label with stronger adhesion.
Package Design If there is an additional lid on top of the label, stronger adhesion is needed for the label to endure any packaging deform that may happen due to the opening and closing of the lid.	Package Size The size of the wet wipes package will help determine the strength of the label adhesive as it needs to stay effective for longer and maintain the freshness of the content.

Product information

Code	Description	Household					
		Disinfectant	Antibacterial	Cosmetic	Industrial	Baby	Refreshing
AAG855 (BW7564)	Synthetic Paper 7 TC/ SR134/BG50#WH ni	✓	✓	✓	✓		
AAG921 (BW7924)	50u Clear BOPP TC/SR136/BG40#WH					✓	✓
AAH288 (BW7678)	100u White PP TC/ SR136/BG50#WH Ni					✓	✓
AAH317 (BWS701)	Synthetic Paper 7 TC/ SR136/BG50#WH imp					✓	✓
BAA924 (BW5208)	Clear BOPP TC/ UR136/BG50#WH FSC Mix Credit Imp					✓	✓

Find more sustainable label solutions at
label.averydennison.com



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