

2021 Product Component Guide ASEAN



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How to Use this Guide

Facestocks

Basis Weight

The average weight of the liner in grams per square meter of material.

Thickness

The thickness of the facestock in microns.

FSC® Certification

Products that have been certified by the Forest Stewardship Council® are marked with this symbol 



The mark of responsible forestry

Adhesives

Initial Tack

Defines the degree to which the product adheres to the substrate on first contact.

Ultimate Adhesion

Identifies the long-term adhesive strength.

Minimum Application Temperature

The minimum temperature at the time of application of the label. The substrate must be clean at the time of application.

Service Temperature Range

The range of temperatures within which the properties of the applied label are substantially unchanged over a prolonged period of time. The actual duration and temperature extremes depend also on the type of face material used, the substrate and environment.

Applications

- **Freezer**
Adhesives suitable for application to substrates at temperatures down to -20°C
- **Chilled**
Suitable for use on dry surfaces that may be exposed to condensation after application.
- **Wet Surfaces**
Suitable for use on surfaces where partially exposed to limited moisture or condensation.
- **Tight Mandrel**
Suitable for low diameter substrates greater than 15mm on glass and PE. Prior testing is highly recommended.
- **Ice Bucket**
Suitable for submersion in ice bucket for periods of up to 2 hours.

Liners

Basis Weight

The average weight of the liner in grams per square meter of material.

Thickness

The thickness of the facestock in microns.

Important Information (1/2)

Avery Dennison provides a broad range of solutions from Paper to Films, with many different adhesives available for different application needs.

Critical Substrates

Substances such as textiles, plasticised vinyls, apolar and rough surfaces.

Food Contact Status

For direct or indirect contact to food, adhesives must be certified to comply with international standards. The two most widely recognised standards are:

- **FDA (Food and Drug Administration) from the United States.**
 - Indirect food contact (separated by a functional barrier) – FDA 21CFR175.105
 - Direct contact to poultry, dry food, and processed, frozen, dried, or partially dehydrated fruits and vegetables – FDA 21CFR175.125 (a)
 - Direct food contact to raw fruit and raw vegetables – FDA 21CFR175.125 (b)
- **BfR (Federal Institute for Risk Assessment) from Germany.**
 - Direct contact with dry and moist non fatty foodstuffs for Plastic Dispersions (e.g., acrylic emulsion adhesives) – Bfr XIV
 - Direct contact with dry and moist non fatty foodstuffs for Natural & Synthetic rubbers (e.g., hot melt adhesives) – Bfr XXI

A number of Avery Dennison's adhesives are certified to these standards. Please contact your local Avery Dennison representative for an up-to-date listing of food-certified adhesives.

Quality Assurance

Avery Dennison self-adhesive materials are manufactured to high quality standards and are certified to ISO 9001:2008.

Regulations and Specifications

Many Avery Dennison products have been tested to, and meet the various requirements of important regulations and international specifications such as toy labelling, labels for marine use, food labelling, industrial specifications, etc. Details can be made available upon request for each individual product.

Important Information (2/2)

Recommended Storage Conditions

- Store at a temperature of 20–25°C and a relative humidity of 40–50%.
- Original Packaging.
- Away from direct sunlight.
- Store reels of printed labels horizontally.
- Rotate stocks so that oldest material is used first.
- Ensure that winding tension of printed label reels is not too tight in order to prevent adhesive bleed.
- Repack partly-used reels of raw material or printed labels in their original packaging or identical packaging material.

Important Notice

Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of any material for a specific purpose.

Warranty

Avery Dennison products are manufactured under careful quality control and are warranted to be free from defect in materials and workmanship. Any material shown to our satisfaction to be defective at the time of delivery will be compensated as per local country policy on the roll(s) returned. The manufacturer will not be responsible for claims beyond replacement of the material.

No sales person, representative or agent is authorised to give any guarantee, warranty or make any representation contrary to the foregoing.

All products described herein are sold subject to Avery Dennison's standard conditions of sale, a copy of which is available upon request.

Environmental Aspects

Avery Dennison is committed to protecting the environment and manufacturing safe products. We are actively involved in a continuous search for base materials and manufacturing technologies that have the least possible impact on the environment. For information on individual products or components please contact your Avery Dennison representative.

Disclaimer Information

Specific products must be used for the following applications – hot-fill or freshly blown molded bottles, blood bags, and products for primary food contact. Outdoor use of PVCs (due to plasticiser migration) and synthetic films when exposure to direct UV light can in no way be guaranteed. Check with Marketing on recommended life. Wine labels – The selection of suitable varnishes for white wine applications needs to be made in conjunction with your ink supplier and with the knowledge that uncoated paper stocks will exhibit higher moisture ingress versus alternative substrates.

Quick Compare Guide – Facestock (1/2)

Prime Papers

Category	Facestock	Printability	Water Resistance	OBA	Stiffness	Tensile Strength
Cast Coated	High Gloss Paper	★★★★★	★★★★	Yes	★★★★☆	★★★★☆
	High Gloss Elite FSC	★★★★☆	★★★★	Yes	★★★★☆	★★★★☆
Machine Coated	MC Prime FSC	★★★★☆	★★★★	Yes	★★★★	★★★★
	MC Primecoat GP FSC	★★★★	★★	Yes	★★★	★★★★
	MC Elite FSC	★★★★	★★★★	Yes	★★★	★★★
	LW 60 FSC	★★★★	★★	Yes	★★	★★★
Uncoated	Vellum	★★★	-	Yes	★★★	★★
	Vellum Elite FSC	★★★	-	Yes	★★★	★★

Clear Films

Category	Facestock	Printability	Stiffness	Conformability
Polyethylene	PE85 Top Trans	★★★★★	★★	★★★★
	PE85 NTC Trans	★★★★★★★★	★★	★★★★
Polypropylene	PPNg Top Trans	★★★★★	★★★★★	★★★
	PP50 Clear TC	★★★★★	★★★★★	★★★
	PP30 Clear TC	★★★★★	★★★★★	★★★
	PP50 Clear	★★★	★★★★★	★★★
	PP30 Clear NTC	★★	★★★★★	★★★
	Overlaminating Gloss PP	★★	★★★★	★★
	Overlaminating Matte PP	★★	★★★★	★★
Polyolefin	Fasclear® 250	★★★★★	★★	★★★★★
	Fasclear® 300	★★★★★	★★	★★★★★
	Global Co-Ex™ Clear NTC	★★★★★	★★★★★	★★★★
	Global MDO Clear NTC	★★★★★	★★★★	★★★★

White Films

Category	Facestock	Printability	Stiffness	Conformability
Polyethylene	PE85 Top White	★★★★☆	★★	★★★★
	PE85 NTC White	★★★★	★★	★★★★
Polypropylene	Synthetic Paper II	★★★★☆	★★★★★	★★
	Synthetic Paper TR75	★★★★★	★★★★☆	★★
	PPNg Top Pearlized White	★★★★★	★★★★★	★★
	PP50 Top White	★★★★★	★★★★☆	★★
	PP40 Top White	★★★★☆	★★★★★	★★★
	Opalux 65	★★★	★★★★☆	★★★
Polyolefin	Primax® 300	★★★★★	★★★★	★★★★★
	Global Co-Ex™ White NTC	★★★★★	★★★★★	★★★★
	Global MDO White NTC	★★★★★	★★★★☆	★★★★

Quick Compare Guide – Facestock (2/2)

Metalized Films

Category	Facestock	Printability	Stiffness	Conformability
Polyethylene	Bright Silver PE85 TC	★★★★★	★★	★★★★★
Polypropylene	PP50 Metalized Top XK™	★★★★★	★★★★★☆	★★
	PP50 Silver TC	★★★★★	★★★★★	★★
	PP TC Silver Elite	★★★★☆	★★★★☆	★★☆

Variable Information Papers

Category	Facestock	Print Definition	Print Durability
Direct Thermal	Direct Thermal Premium FSC	★★★★★	★★★
	Direct Thermal 200GP FSC	★★★★★	★★☆
	Direct Thermal 200WS FSC	★★★★★	★★☆
	Direct Thermal 150RL FSC	★★★	★★
	Direct Thermal 300LD BPA-Free FSC	★★☆	★★
Thermal Transfer	Transtherm 2C FSC	★★★★★	★★★★★
	Transtherm Plus FSC	★★★★★	★★★★★

Specialty/Durables Films

Category	Facestock	Printability	Stiffness	Conformability
Polypropylene	Synthetic Paper	★★★★★	★★★★★	★★
	3 Mil Synthetic Paper	★★★★★	★★★★★	★★
	Synthetic Paper 65	★★★★★	★★★★★	★★
Polyester	2M White PET TC	★★★★★	★★★★★	-
	2M Matte Ch PET TC	★★★★★	★★★★★	-
	1M Clear PET TC	★★★★★	★★★	-
	1M Matte Ch PET TC	★★★★★	★★★	-
	75µm Matte White PET TC	★★★★★	★★★★★	-
	50µm Matte White PET TC	★★★★★	★★★★★	-
	50µm Bright Silver PET TC	★★★★★	★★★★★	-
	Copy Code CH PET Plus	★★★	★★★★★	-
	2M White PETC TC	★★★★★	★★★★★	-

★★★★★ Excellent

★★★★ Very Good

★★★ Good

★★ Fair

- Not Applicable

Facestock – Prime Paper (1/2)

		Basis Weight (g/m ²)	Thickness (µm)
Cast Coated	High Gloss Paper	80	88
	A white, one side gloss finished cast coated paper. • Suitable for a wide range of promotional and industrial labels whereby brilliant multicolour print quality and attractive gloss appearance are required. • Typical applications include labels for use in the cosmetic, pharmaceutical, food industry, chemical products and promotional labels.		
	High Gloss Elite FSC	80	84
	An FSC® certified white, one-side cast coated, gloss finished woodfree printing paper. • High gloss coating giving brilliant multicolour print quality and attractive gloss appearance. • Typical applications include labels for cosmetic, pharmaceutical, food products and promotional labels.		
Machine Coated	MC Prime FSC	80	70
	An FSC® certified semi-gloss, one side machine coated, calendered white printing paper. • Suitable for a wide range of promotional and industrial labels applications whereby attractive semi-gloss appearance with heavy multicolor ink coverage work is required. • Typical applications include labels for cosmetic, pharmaceutical and food products industry.		
	MC Primecoat GP FSC	80	63
	An FSC® certified semi-gloss, machine coated, calendered white printing paper. • Good gloss appearance and suitable for heavy multicolor ink coverage work. • Typical applications include labels for cosmetic, pharmaceutical and food products industry.		
	MC Elite FSC	70	61
	An FSC® certified semi-gloss, machine coated, calendered white printing paper. • Suitable for a wide range of promotional and industrial labels applications whereby attractive semi-gloss appearance		
	LW 60 FSC	60	52
	An FSC® certified semi-gloss, one side machine coated, calendered white printing paper. • Low memory, makes it ideal for tight mandrel applications such as labelling small cylindrical substrates. • Provides excellent functionality for labelling pharmaceuticals in vials, syringes, dropper bottles, etc.		

Facestock – Prime Paper (2/2)

Uncoated

	Basis Weight (g/m ²)	Thickness (µm)
Vellum A white, machine finished, woodfree-printing paper. - Designed for the manufacture of continuous forms products for use in high speed impact printers. - Excellent fanfolding and refanfolding properties, even in high speed wide web EDP printers. - The facestock's surface structure provides excellent print resolution. - Ideal for label applications requiring variable information.	70	90
 Vellum Elite FSC An FSC® certified white, machine finished, woodfree-printing paper. - Typical applications for this product include industrial labeling, supermarkets, food packaging, catch-weight, cosmetics, toiletries, chemical products and promotional labeling. - Designed to give optimum performance by giving very good results with heavy ink coverage printing while still maintaining enough opacity required for the applications.	60	78

Facestock – Prime Film (1/11)

Polyethylene (PE) – Clear

	Basis Weight (g/m ²)	Thickness (µm)
PE85 Top Trans A blown co-extruded, transparent polyethylene film with a print receptive top coating • Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill. • Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers. • Can be used for applications where PVC labels are not wanted for environmental reasons.	78	82
PE85 NTC Trans A blown co-extruded, corona-treated transparent polyethylene film • Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill. • Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers. • Can be used for applications where PVC labels are not wanted for environmental reasons.	77	82
PE75 NTC Trans A blown co-extruded, corona-treated transparent polyethylene film • Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill. • Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers. • Can be used for applications where PVC labels are not wanted for environmental reasons.	70	75

Facestock – Prime Film (2/11)

		Basis Weight (g/m ²)	Thickness (µm)
Polyethylene (PE) – White	PE85 Top White	83	82
	A blown co-extruded, white polyethylene film with a print receptive top coating • Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill. • Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers. • Can be used for applications where PVC labels are not wanted for environmental reasons.		
	PE85 NTC White	82	82
	A blown co-extruded, corona-treated white polyethylene film • Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill. • Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers. • Can be used for applications where PVC labels are not wanted for environmental reasons.		
	PE75 NTC White	74	75
	A blown co-extruded, corona-treated white polyethylene film • Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill. • Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers. • Can be used for applications where PVC labels are not wanted for environmental reasons.		
Polyethylene (PE) – Metalized	Bright Silver PE85 TC	78	85
	A bright metallic polyethylene film with a print receptive top coating on the metallised surface • Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill. • Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers. • Can be used for applications where PVC labels are not wanted for environmental reasons.		

Facestock – Prime Film (3/11)

		Basis Weight (g/m ²)	Thickness (µm)
Polypropylene (PP) – Clear	PPNg Top Trans A bi-axially oriented, glossy transparent polypropylene film with a print-receptive top coating • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	46	50
	PP50 TC Clear A bi-axially oriented, glossy transparent polypropylene film with a print-receptive top coating • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Not suitable for application where re-positionability is required. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	46	50
	PP50 NTC Clear A biaxially oriented, glossy transparent polypropylene film with corona-treated print skin layer • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	45	50

Facestock – Prime Film (4/11)

Polypropylene (PP) – Clear

	Basis Weight (g/m ²)	Thickness (µm)
PP40 Top Clear A bi-axially oriented, glossy transparent polypropylene film with a print-receptive top coating • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Ideal for applications requiring 'substrate identical labeling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.	37	40
PP30 Clear TC A bi-axially oriented, glossy transparent polypropylene film with a print receptive top coating • Ideal for daily, food and household product packaging. • Ideal for applications requiring 'substrate identical labeling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.	27	30
PP30 Clear NTC A biaxially oriented, glossy transparent corona treated polypropylene film • Ideal for daily, food and household product packaging. • Ideal for applications requiring 'substrate identical labeling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.	27	30
Overlaminating Gloss PP A bi-axially oriented, glossy transparent polypropylene film • Suitable for use as an overlaminating film providing maximum protection to both film and paper base materials. • However, depending on the aesthetic requirements, this construction may not be suitable as an overlaminate on dark printed background film labels.	18	20
Overlaminating Matte PP A bi-axially oriented, matte transparent polypropylene film • Suitable for use as an overlaminating film providing maximum protection to both film and paper base materials. • However, depending on the aesthetic requirements, this construction may not be suitable as an overlaminate on dark printed background film labels.	17	20

Facestock – Prime Film (5/11)

Polypropylene (PP) – White

	Basis Weight (g/m ²)	Thickness (µm)
PP Top Matte White A bi-axially oriented, high opacity, matte white polypropylene film with a print-receptive top coating • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • The “matte white” appearance of the facestock gives a unique and premium look offering excellent shelf appeal. • The facestock can be printed well with conventional printing techniques and with thermal transfer printing, when matched with the correct ribbon. Therefore this product is suitable for variable information labels applications. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	54	75
PP50 Top White A bi-axially oriented, glossy white polypropylene film with a print-receptive top coating • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	50	50
PPNg Top Pearlized White A bi-axially oriented, glossy, pearlized white polypropylene film with a print-receptive top coating. • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • The “pearlized white” appearance of the facestock gives a unique and premium look offering excellent shelf appeal. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	45	60

Facestock – Prime Film (6/11)

Polypropylene (PP) – White

	Basis Weight (g/m ²)	Thickness (µm)
PP60 Top White A bi-axially oriented, glossy white polypropylene film with a print-receptive top coating • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Not suitable for application where re-positionability is required. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	44	60
rPP Top White A bi-axially oriented, glossy white polypropylene film with a print-receptive top coating. Film contains 30% post-industrial waste (PIW) recycled content. • The recycled PP film contains 30% PIW making this is a more sustainable label option, helping brands achieve higher recycled content in the packaging. • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	42	65
PP50 Top Pearlized White A bi-axially oriented, glossy, pearlized white polypropylene film with a print-receptive top coating. • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • The “pearlized white” appearance of the facestock gives a unique and premium look offering excellent shelf appeal. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	36	50

Facestock – Prime Film (7/11)

Polypropylene (PP) – White

	Basis Weight (g/m ²)	Thickness (µm)
PP40 Top White A bi-axially oriented, glossy white polypropylene film with a print-receptive top coating • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Ideal for applications requiring 'substrate identical labeling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.	40	40
PP40 Top Matte White A bi-axially oriented matte white polypropylene film with a print-receptive top coating. The metalized coating is applied to the non-printing side of the film for better block-out feature. • Ideal for daily, food and household product packaging. • Ideal for applications requiring 'substrate identical labeling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.	28	38
Opalux 55 A bi-axially oriented, glossy white polypropylene film with corona-treated print skin layer • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Ideal for applications requiring 'substrate identical labeling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.	39	56

Facestock – Prime Film (8/11)

		Basis Weight (g/m ²)	Thickness (µm)
Polypropylene (PP) – Metalized	PP50 Silver TC A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Can be used as a cost effective alternative to metallic foil blocking. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	47	50
	PP TC Silver Elite A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Can be used as a cost effective alternative to metallic foil blocking. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	41	47
	PP40 Top Silver A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating • Applications are predominantly in market segments where rigid containers are used. • Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labeling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required. • Can be used as a cost effective alternative to metallic foil blocking. • Ideal for applications requiring ‘substrate identical labeling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs. • Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.	36	40

Facestock – Prime Film (9/11)

		Basis Weight (g/m ²)	Thickness (µm)
Polyolefin (PO) - Clear	Fasclear® 300 A corona-treated, flexible, matte transparent polyolefin film with exceptional dimensional stability • Applications are predominately in home and personal care, requiring excellent shelf appeal and consistent product performance during automatic label application. • The film is specially engineered to give good balance between machine direction rigidity and cross direction squeezability. • The matte transparent finishing allow the label to blend well onto any matte plastic containers, offering the “no-label” look. • A layer of vanish can be applied to achieve a glossy look. • Can be used for applications where PVC labels are not wanted for environmental reasons. • Can be printed via thermal transfer when matched with the correct ribbon.	72	76
	Fasclear® 250 A corona-treated, flexible, matte transparent polyolefin film with exceptional dimensional stability • Applications are predominately in home and personal care, requiring excellent shelf appeal and consistent product performance during automatic label application. • The film is specially engineered to give good balance between machine direction rigidity and cross direction squeezability. • The matte transparent finishing allow the label to blend well onto any matte plastic containers, offering the “no-label” look. • A layer of vanish can be applied to achieve a glossy look. • Can be used for applications where PVC labels are not wanted for environmental reasons. • Can be printed via thermal transfer when matched with the correct ribbon.	62	63
	Global Co-Ex™ Clear NTC A corona-treated, flexible, co-extruded clear polyolefin film • Has a machine direction orientation (MDO) which offers exceptional dimensional stability and cross directional conformability. • Globally available and designed for the prime label market. • Applications are predominantly in home and personal care, suitable for labelling of quality products such as cosmetics and toiletries, where shelf appeal, conformability and strong adhesion to HDPE and PET containers are required. • Recommended for markets that require the recycling of polyolefin containers.	61	63

Facestock – Prime Film (10/11)

		Basis Weight (g/m ²)	Thickness (µm)
Polyolefin (PO) - Clear	Global MDO Clear NTC	46	50
	A corona-treated, flexible, co-extruded clear polyolefin film • Has a machine direction orientation (MDO) which offers exceptional dimensional stability and cross directional conformability. • Globally available and designed for the prime label market. • Applications are predominantly in home and personal care, suitable for labelling of quality products such as cosmetics and toiletries, where shelf appeal, conformability and strong adhesion to HDPE and PET containers are required. • Recommended for markets that require the recycling of polyolefin containers.		
	Flex+ Clear NTC	50	55
	A corona-treated, flexible, co-extruded clear polyolefin film • Designed for the prime label market, specifically the cosmetics, home and personal care segments, where clarity, conformability and adhesion to HDPE and PET containers are required. • Recommended for those markets that require the recycling of polyolefin containers. • Designed for the “No-Label” look decoration.		

Facestock – Prime Film (11/11)

		Basis Weight (g/m ²)	Thickness (µm)
Polyolefin (PO) - White	Primax® 300	80	76
	A corona-treated, flexible, white opaque polyolefin film with exceptional dimensional stability • Applications are predominately in home and personal care, requiring excellent shelf appeal and consistent product performance during automatic label application. • The film is specially engineered to give good balance between machine direction rigidity and cross direction squeezability. • The matte white finishing allow the label to blend well onto any matte plastic containers, offering the “no-label” look. • A layer of vanish can be applied to achieve a glossy look. • Can be used for applications where PVC labels are not wanted for environmental reasons. • Can be printed via thermal transfer when matched with the correct ribbon.		
	Global Co-Ex™ White NTC	64	63
	A corona-treated, flexible, co-extruded white polyolefin film • Has a machine direction orientation (MDO) which offers exceptional dimensional stability and cross directional conformability. • Globally available and designed for the prime label market. • Applications are predominantly in home and personal care, suitable for labelling of quality products such as cosmetics and toiletries, where shelf appeal, conformability and strong adhesion to HDPE and PET containers are required. • Recommended for markets that require the recycling of polyolefin containers.		
	Global MDO White NTC	51	50
	A corona-treated, flexible, co-extruded white polyolefin film • Has a machine direction orientation (MDO) which offers exceptional dimensional stability and cross directional conformability. • Globally available and designed for the prime label market. • Applications are predominantly in home and personal care, suitable for labelling of quality products such as cosmetics and toiletries, where shelf appeal, conformability and strong adhesion to HDPE and PET containers are required. • Recommended for markets that require the recycling of polyolefin containers.		
	Flex+ White NTC	50	55
	A corona-treated, flexible, co-extruded white polyolefin film • Designed for the prime label market, specifically the cosmetics, home and personal care segments, where conformability and adhesion to HDPE and PET containers are required. • Recommended for those markets that require the recycling of polyolefin containers.		

Facestock – VI Paper ^(1/2)

		Basis Weight (g/m ²)	Thickness (µm)
Direct Thermal	Direct Thermal Premium FSC An FSC® certified, smooth, bright, white woodfree paper with a barrier coated thermosensitive layer. - Offers excellent resistance to moisture, fat, oil, etc. - Typical applications include barcode labels for pre-packed food (e.g. meat, fish, poultry, cheese) and industrial barcoding (e.g. tracking, shelf edge, laboratory, hospital) whereby a high level of image resistance is required.	74	77
	Direct Thermal 200GP FSC An FSC® certified, smooth, white woodfree paper with a barrier coated thermosensitive layer. - Designed with essential resistance to oil, water and heat suited for pre-packed food. - Typical applications include barcode labels for typical weight scale applications where moderate to high barcode image is required.	76	80
	Direct Thermal 200WS FSC An FSC® certified, smooth, white matte paper with a barrier coated thermosensitive layer suitable. - Suitable for general purpose barcode labeling for retail and weight scale printing with medium to low speed barcode thermal printing. - Thinner and lighter facestock with added conformability	67	70
	Direct Thermal 150RL FSC An FSC® certified, white woodfree paper with a barrier-coated thermo-sensitive layer. - Moderate print quality for barcode labelling where the environment is dry and label life cycle is short - Suitable for applications such as weighing scale, dry pre-packed food (deli, nuts, etc), e-commerce, ship & track for short distance.	73	74
	Direct Thermal 300LD BPA-Free FSC An FSC® certified, white, woodfree paper with a thermo-sensitive layer - Designed for barcode labelling where the environment is dry and the label life cycle is short e.g. warehouse logistics labelling, address labelling, and dry retails barcode labelling. - Suitable for barcode labelling with less demanding on image durability.	72	79

Facestock – VI Paper (2/2)

		Basis Weight (g/m ²)	Thickness (µm)
Direct Thermal	Baggage Tag FSC An FSC® certified, smooth, white woodfree paper with a barrier coated thermosensitive layer. - Laminated with special BOPP film featuring very good tear resistance. - Ideal application is labels for airport baggage tag thermal printing system with good print quality and definition. - The ink receptive and protective layer features very good resistance to moisture, abrasion, etc., which the baggage tag might contact to during transportation.	121	124
	Baggage Tag Elite FSC An FSC® certified, white woodfree paper with a barrier-coated thermo-sensitive layer - Good tear resistance with heat sensitive paper is laminated with special BOPP film - Designed for airport baggage tag thermal printing systems with moderate to good print quality and definition. - The ink receptive and protective layer features essential resistance to moisture, abrasion, etc., which the baggage tag might contact to during transportation	114	118
Thermal Transfer	Trantherm 2C FSC An FSC® certified, bright white, ultra-smooth coated facestock. - Designed for high quality barcode printing. Compatibility with a wide range of wax and wax-resin thermal transfer ribbons. - Offers excellent smudge resistance. - Applications include address, identification, tracking, and shipping labels for offices, industrial as well as retail.	81	89
	Trantherm Plus FSC An FSC® certified, bright matte white, pigmented woodfree printing paper. - Designed for use in thermal transfer printers running at slow to high speed. - Good print resolution with good smudge resistance. - Applications include address, identification, tracking, and shipping labels for offices, industrial and retail.	62	66
Laser/Inkjet Paper	LCJ Premium FSC An FSC® certified, matte white, woodfree, machine finished paper with good opacity, excellent absorption and superior toner bonding characteristics - Designed for the manufacture of A4 sheets for use in laser printers, copiers and monochrome inkjet printer. - The facestock's surface structure provides excellent toner bonding and print resolution. - Ideal for label applications using variable information such as address, instruction and inventory labels, labels for office use and many other applications.	64	74

Facestock – VI Film

		Basis Weight (g/m ²)	Thickness (µm)
Direct Thermal	Baggage Tag 300BA A direct thermal opaque white polypropylene film, coated with thermal sensitive material formulation • Excellent tear resistance and durability during baggage handling at airport. • Offers excellent print quality and definition. • Ink receptive and protective layer features very good resistance to moisture, abrasion, etc., which the baggage tag might contact to during transportation.	70	85
	Direct Thermal PP 300BL A white BOPP film with a barrier-coated thermosensitive layer. • Designed for high speed barcode thermal printing with good print definition • Offers excellent facestock durability, with added conformability. • Suitable for barcode labelling where excellent resistance to moisture, oils and fats is required in the retail and industrial sectors e.g. pre-packed food, meat and fish, laboratory items and pharmaceutical applications. • Additional durability including smudge and moisture resistance is required.	70	85

Facestock – Specialty Paper (1/2)

		Basis Weight (g/m ²)	Thickness (µm)
Foil	Matte Silver Foil	80	65
	A top coated aluminium foil, laminated to a white woodfree printing paper, with a matte silver finish - Designed to provide metalized appearance which is ideal for primary labeling of premium goods such as cosmetics, household goods, toiletries or promotional labels. - Typical applications include labels for cosmetic, food products and promotional labels.		
	Bright Silver Foil	80	65
	A top coated aluminium foil, laminated to a white woodfree printing paper, with a bright silver finish. Provide metalized appearance which is ideal for primary labeling of premium good such as cosmetics, household goods, toiletries or promotional labels		
Radiants	 Radiants Range FSC	78	73
	A one side fluorescent coated, woodfree printing paper, available in yellow, orange, red, pink, green - Designed for applications requiring fluorescent colors to distinguish products. - General purpose labels for eye-catching applications such as warning, instruction, promotional, advertising labels and price marking. - Available in various colours to cater for specific needs.		

Facestock – Specialty Paper (2/2)

		Basis Weight (g/m ²)	Thickness (µm)
Wine – Uncoated Paper	Vintage FSC A white uncoated paper facestock featuring wet strength properties and a new generation coating that provides higher opacity in wet conditions and higher resistance to moisture. • Primary labeling of wine and premium beverage. • Delivers good scuff resistance and environmental resistance – when offered with a suitable varnish. • Where sharp multi-colour work is required. Where high gloss levels are required.	110	130
	Estate #4 PE FSC A white vellum uncoated paper facestock featuring wet strength properties and a new generation extruded film under-laminate. • Primary labeling of wine, beverage and specialist foods. • Polymer layer greatly improves moisture barrier properties. • Polymer layer reduces the severity of paper fiber swelling induced “bubbling” on difficult substrates.	109	139
	Estate #8 PE FSC An FSC certified, white vellum uncoated paper facestock featuring wet strength properties and a new generation extruded film under-laminate. • Primary labeling of wine, beverage and specialist foods. • Polymer layer greatly improves moisture barrier properties. • Polymer layer reduces the severity of paper fiber swelling induced “bubbling” on difficult substrates.	114	140

Facestock – Specialty Film (1/2)

		Basis Weight (g/m ²)	Thickness (µm)
Synthetic Paper	Synthetic Paper TR75 A matte white, high opacity polypropylene film which is suitable for flexographic, letterpress, screen & thermal transfer printing and has high strength and durability as well as good moisture and chemical resistance. • Gives printing performance in thermal transfer printing as well as conventional printing techniques. • Can be printed well with flexographic and letterpress. • Can also be printed with thermal transfer when matched with the correct ribbon.	59	75
	Synthetic Paper A matte white, high opacity polypropylene film which is suitable for flexographic, letterpress, screen & thermal transfer printing and has high strength and durability as well as good moisture and chemical resistance. • Gives excellent printing performance in thermal transfer printing as well as conventional printing techniques. • Suitable ribbon and print setting should be carefully selected to achieve optimum thermal transfer print performance. • Can be printed well with flexographic, letterpress and screen printing techniques. • Due to semi-rigid nature of polypropylene, care should be taken with 'non-uniform' surfaces or highly squeezable applications. • Suitable for use in a wide range of durable labeling applications whereby UL recognition (Indoor Service) is required	68	75
	Synthetic Paper II A bi-axially oriented, matte white polypropylene film with a print receptive top coating. • Gives excellent printing performance in thermal transfer printing when matched with the correct ribbon as well as conventional printing techniques including flexographic, letterpress, and screen printing techniques. • Applications include labeling of quality products such as cosmetics, toiletries, luxury articles and promotional labeling as well as automotive lubricants and household chemicals, whereby durability and resistance to moisture as well as variable information printing are required. • Due to semi-rigid nature of polypropylene, care should be taken with 'non-uniform' surfaces or highly squeezable applications.	62	78

Facestock – Specialty Film (2/2)

		Basis Weight (g/m ²)	Thickness (µm)
Synthetic Paper	3 Mil Synthetic Paper A bi-axially oriented, matte white polypropylene film with a print receptive top coating, which is suitable for conventional and thermal transfer printing, with good durability. • Gives excellent printing performance in thermal transfer printing as well as conventional printing techniques. • Can be printed well with flexographic, letterpress and screen printing techniques. • Can also be printed with thermal transfer when matched with the correct ribbon. • Therefore, careful selection of ribbon and preliminary testing is essential. In case solvent screen inks are used, please consult your ink manufacturer.	59	75
	Synthetic Paper 65 A matte white, high opacity polypropylene film which is suitable for conventional and thermal transfer printing, with durability and good moisture resistance. • The facestock can be printed with conventional printing techniques. • This product also gives excellent thermal transfer printing performance when matched with the correct ribbon and print setting. • Product with high strength and good moisture resistance. • Therefore, this product can be used for applications requiring durable, variable information labels. • Due to semi-rigid nature of polypropylene, care should be taken with 'non uniform' surfaces or highly squeezable applications. This product is suitable for use in a wide range of durable labeling applications.	51	65
Polyester (PET) – Clear	1M Clear PET TC A top coated, glossy and highly transparent overlaminating film • Featuring excellent tear strength, heat resistance, dimensional stability and chemical resistance.	33	25

Facestock – Durables Film (1/2)

		Basis Weight (g/m ²)	Thickness (µm)
Polyester (PET) – White	2M White PET TC	76	50
	A homogeneously pigmented white facestock featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance. - Designed for printing with most solvent, UV cured and some water-based flexographic inks. - Suitable for thermal transfer printing applications with select thermal transfer ribbons. Specific testing is required.		
	75µm Matte White PET TC	84	75
	A matte white polyester facestock with a smooth, absorbent ink-receptive top coating. - Features excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance. - Suitable for use in a wide range of durable labeling applications.		
	50µm Matte White PET TC	60	50
	A matte white polyester facestock with a smooth, absorbent ink-receptive top coating. - Features excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance. - Suitable for use in a wide range of durable labeling applications.		
Polyester (PET) – Metalized	50µm Bright Silver PET TC	71	50
	A bright metallic polyester facestock with a smooth, absorbent ink-receptive top coating. - Suitable for a wide range of promotional labels. - Features excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance.		
	2M Matte Ch PET TC	72	50
	A matte finished metallic film featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance. - Designed for printing with most solvent, UV cured and some water-based flexographic inks. - Suitable for thermal transfer printing applications with select thermal transfer ribbons.		

Facestock – Durables Film (2/2)

		Basis Weight (g/m ²)	Thickness (µm)
Polyester (PET) – Metalized	1M Matte Ch PET TC	35	25
	A matte finished metallic, top coated polyester film featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance. - Designed for printing with most solvent UV cured and some water-based flexographic inks. - Suitable for thermal transfer printing applications with select thermal transfer ribbons.		
	Copy Code CH PET Plus	75	58
	A matte finished metallic film featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance. - Designed for printing with most solvent, UV cured and some water-based flexographic inks. - Suitable for use in a wide range of durable labeling applications whereby UL recognition is required.		
Polyester (PETC) – White	2M WH PETC TC	71	50
	A semi-gloss finished white polyester film with a smooth, absorbent ink-receptive top coating. - Designed for printing with most solvent UV cured and some water-based flexographic inks. - Suitable for thermal transfer printing applications with select thermal transfer ribbons.		

Adhesives – General Purpose – Papers (1/3)

Permanent					Application								Substrates						Indirect Food
	Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Cardboard	Glass	PET	HDPE	LDPE	PP		
S1002 Emulsion Acrylic	*	*	5°C	-20°C to 80°C									✓	✓	✓		✓	✓	
A general purpose permanent acrylic based adhesive suitable for paper reels																			
• Good adhesion to high surface energy substrates. • Exhibits low bleed characteristics. • Good diecutting and stripping properties.																			
S1005 Emulsion Acrylic	**	**	5°C	-20°C to 80°C									✓	✓	✓		✓	✓	
A general purpose permanent acrylic based adhesive suitable for paper reels																			
• Good initial tack and adhesion on a variety of substrates. • Exhibits low bleed characteristics • Good diecutting & guillotining properties.																			
S1010 Emulsion Acrylic	***	***	5°C	-20°C to 80°C									✓	✓	✓		✓	✓	
A general purpose permanent acrylic based adhesive for paper reels																			
• Excellent initial tack and adhesion on a variety of substrates. • Exhibits low bleed characteristics. • Good diecutting & guillotining properties. • Demonstrates good UV resistance and aged performance.																			
M3000 Emulsion Acrylic	***	***	5°C	-20°C to 80°C									✓	✓	✓		✓	✓	
A general purpose permanent acrylic based adhesive for paper reels																			
• Provides optimum “price-performance” factor suitable for mid-high surface energy substrates. • Recommended for paper products with kraft liner.																			
M3300 Emulsion Acrylic	***	***	5°C	-20°C to 80°C									✓	✓	✓		✓	✓	
A general purpose permanent acrylic based adhesive for paper reels																			
• Provides optimum “price-performance” factor suitable for mid-high surface energy substrates.																			
S2492 Emulsion Acrylic	***	***	5°C	-20°C to 80°C									✓	✓	✓		✓	✓	
A general purpose permanent acrylic based adhesive																			
• Featuring high cohesive strength, which is necessary for LCJ applications • Designed to give good adhesion to plastic and paper substrates on which the mailing address label is applied.																			

Adhesives – General Purpose – Papers (2/3)

Permanent	Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Application							Substrates						Indirect Food
					Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Cardboard	Glass	PET	HDPE	LDPE	PP	
S2090 Emulsion Acrylic	****	****	5°C	-20°C to 80°C				✓				✓	✓	✓	✓		✓	✓
A general purpose permanent acrylic based adhesive suitable for paper reels - High initial tack with excellent adhesion properties. - Good diecutting and stripping properties. - Excellent adhesion to a wide range of substrates, e.g. HDPE, recycled corrugated cardboard and difficult substrates. - Suitable for use on rough surfaces, such as recycled board.																		
S2420 Emulsion Acrylic	*****	*****	5°C	-20°C to 80°C				✓				✓	✓	✓	✓	✓	✓	✓
A general purpose permanent acrylic based adhesive suitable for paper reels - Featuring ultra-high initial tack with excellent adhesion properties on a wide range of substrates. - Suitable for low surface energy or textured substrates like HDPE or PP and textured substrates like carton box.																		
S2010N Rubber-based Hotmelt	*****	***	0°C	-40°C to 70°C				✓				✓	✓	✓	✓	✓	✓	✓
A general purpose permanent hotmelt adhesive with high tack and good adhesion, enabling enhanced converting performance - High tack and good adhesion on a wide variety of substrates, including apolar, slightly rough and curved substrates. - Improve convertibility by enabling higher die-cutting speed. - Good die-cutting & stripping properties																		
S2025N Rubber-based Hotmelt	*****	****	0°C	-40°C to 70°C				✓				✓	✓	✓	✓	✓	✓	✓
A general purpose permanent hotmelt adhesive with superior tack and adhesion. - Excellent tack and adhesion on a wide variety of substrates, including apolar, slightly rough and curved substrates. - This adhesive is designed specifically for application at room temperature onto cardboard substrates. - Developed to facilitate conversion speed - similar to acrylic emulsion adhesives																		

Adhesives – General Purpose – Papers (3/3)

Removable	Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Application							Substrates						Indirect Food
					Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Cardboard	Glass	PET	HDPE	LDPE	PP	
R423 Emulsion Acrylic	Medium	Medium	-12°C	-40°C to 70°C							✓	✓			✓	✓	✓	✓
A removable adhesive featuring long term removability and excellent die-cutting and stripping characteristics - Featuring clean removability on a wide range of substrates over long periods of time depending on several factors i.e. type and shape of substrate, temperature, exposure to UV light, etc. - preliminary testing is essential prior using																		
R450 Emulsion Acrylic	Medium	Medium	-15°C	-30°C to 70°C							✓	✓			✓	✓	✓	✓
A removable adhesive featuring excellent long term removability - Featuring excellent removability on a wide range of substrates over a period of time depending on type of substrates. - Therefore, preliminary testing is essential prior using the product.																		

Adhesives – General Purpose – Films (1/2)

Permanent					Application							Substrates						Indirect Food
	Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Cardboard	Glass	PET	HDPE	LDPE	PP	
S6800 Emulsion Acrylic	Medium	High	5°C	-20°C to 80°C									✓	✓			✓	✓
A general purpose permanent, emulsion acrylic adhesive for films Specially formulated to provide excellent clarity on clear filmic facestocks.																		
S692N Emulsion Acrylic	High	High	5°C	-20°C to 80°C				✓					✓	✓	✓	✓	✓	✓
A general purpose permanent acrylic based adhesive designed for filmic facestocks - High degree of clarity and “wet out” for clear filmic facestocks - Good initial tack and adhesion on a variety of substrates including apolar surfaces - Exhibits low bleed characteristics - Good die-cutting and stripping properties - Offers a wide service temperature range - Demonstrates good UV resistance - Limited resistance to plasticisers found in PVC substrates and low molecular weight oils																		
S4700N Emulsion Acrylic	High	High	5°C	-20°C to 80°C						✓				✓	✓		✓	✓
A general purpose permanent, emulsion acrylic adhesive for films - Predominantly use in cosmetics, toiletries and luxury items - Also used for promotional labelling, as well as lubricant and household chemical labels where durability and resistance to moisture is required																		
S3000 Emulsion Acrylic	High	Very High	5°C	-20°C to 80°C				✓					✓	✓	✓	✓	✓	✓
A general purpose permanent, clear acrylic based adhesive - Designed for prime labeling - Suitable for squeezable and clear facestock applications - Exhibit low ooze and high temperature resistance properties - Designed to give balanced performance between good clarity and excellent resistance to various liquids																		
S3010N Rubber-based Hotmelt	Very High	High	5°C	-40°C to 70°C				✓				✓	✓	✓	✓	✓	✓	✓
A general purpose permanent hotmelt adhesive with high tack and good adhesion, enabling enhanced converting performance - High tack and good adhesion on a wide variety of substrates, including apolar, slightly rough and curved substrates. - Improve convertibility by enabling higher die-cutting speed. - Good die-cutting & stripping properties																		

Adhesives – General Purpose – Films (2/2)

Removable	Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Application							Substrates						Indirect Food
					Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Cardboard	Glass	PET	HDPE	LDPE	PP	
R480 Emulsion Acrylic	Medium	Medium	-15°C	-30°C to 70°C							✓	✓			✓	✓	✓	✓
A removable adhesive featuring long term removability and excellent die-cutting and stripping characteristics - Featuring excellent removability on a wide range of substrates over a period of time depending on type of substrates. - Therefore, preliminary testing is essential prior using the product.																		

Adhesives – Special Purpose (1/4)

Permanent					Application							Substrates						Indirect Food
	Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Cardboard	Glass	PET	HDPE	LDPE	PP	
S631 Emulsion Acrylic	High	High	5°C	-20°C to 80°C				✓					✓	✓	✓	✓	✓	✓
A dedicated adhesive suitable for beverage application - Designed specifically to address beverage market application needs. - Actual application test is necessary to determine the suitability of use.																		
SR3013 Emulsion Acrylic	High	High	5°C	-20°C to 80°C									✓	✓	✓	✓	✓	✓
A dedicated adhesive suitable for recycling of PET bottles and PET containers - Designed specifically for labeling and recycling of PET bottles and PET containers - Excellent clarity and “wet out” for clear filmic facestocks - Strong adhesion to PET containers until the very end of its life cycle, when in the sink/float process at the recycler the adhesive is deactivated in a caustic bath, allowing the facestock and adhesive to cleanly separate from the PET flakes. No residual adhesive remains on the rPET flakes																		
C7501 Emulsion Acrylic	Medium	Medium	-40°C	-50°C to 90°C	✓							✓	✓	✓	✓	✓	✓	✓
A permanent, emulsion acrylic adhesive featuring excellent cold temperature performance. - Provide good room temperature performance and excellent cold temperature performance without sacrificing good die-cutting and stripping properties. - Features good tack and adhesion to a wide variety of packaging materials, such as paper, cardboard and films. - Ideally suitable for labeling applications whereby application temperature is below freezing point e.g. labeling of chilled products.																		
S2800 Emulsion Acrylic	Medium	Medium	-15°C	-50°C to 80°C	✓	✓							✓	✓	✓	✓	✓	✓
A special purpose permanent, acrylic based adhesive for direct food contact. - Direct food contact. complies with European food regulation 1935/2004/EC. - A special purpose permanent, acrylic based adhesive for direct food contact is developed to provide good room temperature performance and excellent cold temperature. - S2800 is approved for direct food contact onto moist and fatty foods. - Typical applications include labels for food packaging and applications where contact with oils and greases are expected. - Designed for labelling cheese rinds on large cheeses and carcass labelling - A broad range of specialist adhesives and constructions																		
C2075 Rubber-based Hotmelt	High	High	-20°C	-50°C to 70°C	✓	✓		✓				✓	✓	✓	✓	✓	✓	✓
A global rubber based freezer grade permanent adhesive. - Excellent cold temperature performance but moderate room temperature performance. - Good adhesion performance can be achieved on slightly frosted surfaces. - Resistant to moisture during thawing. - Suitable for a wide variety of packaging materials and in particular flexible films																		

Adhesives – Special Purpose (2/4)

Permanent	Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Application							Substrates						Indirect Food
					Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Cardboard	Glass	PET	HDPE	LDPE	PP	
C2076 Rubber-based Hotmelt	High	High	-10°C	-40°C to 70°C	✓	✓	✓					✓	✓	✓	✓	✓	✓	✓
A rubber based, high tack, cold temperature adhesive. - Features superior tack and adhesion to recycled and corrugated cardboard, for which it was developed. - Exhibits excellent performance at lower temperatures, e.g. labelling of chilled and frozen products.																		
C2076C Rubber-based Hotmelt	High	Medium	0°C	-40°C to 70°C		✓	✓					✓	✓	✓	✓	✓	✓	✓
A rubber based, high tack, chilling temperature adhesive. - Suitable for use under general-purpose temperatures. - Provides moisture resistance after application on a dry surface. - Suitable for a wide variety of substrates including apolar, slightly rough and curved surfaces and recycled board.																		
S333 Emulsion Acrylic	High	High	-4°C	-40°C to 145°C						✓			✓	✓	✓		✓	
An industrial general purpose durable acrylic based adhesive for filmic facestocks - High degree of clarity and “wet out” for clear filmic facestocks - Good initial tack and adhesion on a variety of substrates including apolar surfaces - Exhibits low bleed characteristics - Good die-cutting and stripping properties - Offers a wide service temperature range include high temp durable performance - Demonstrates good UV resistance - Durable application adhesive																		
S369 Emulsion Acrylic	Medium	High	-4°C	-40°C to 145°C						✓			✓	✓	✓		✓	
An excellent, general purpose industrial grade clear adhesive - Good initial tack and adhesion on wide variety of substrates - Exhibit low bleed characteristics - Excellent die-cutting and stripping properties - Durables application adhesive																		
S8020 Emulsion Acrylic	Medium	Medium	5°C	-20°C to 80°C						✓				✓	✓		✓	✓
A special purpose permanent, clear acrylic based adhesive - Featuring excellent UV resistance and weatherability together with good adhesion performance, even on apolar substrates. - Exhibits a balance of high cohesive strength and adhesion to low surface-energy substrates. - Specifically designed to exhibit excellent wet-out characteristics, good yellowing resistance, and excellent clarity.																		

Adhesives – Special Purpose (3/4)

Permanent					Application							Substrates						Indirect Food
	Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Cardboard	Glass	PET	HDPE	LDPE	PP	
S2060 Rubber-based Hotmelt	High	Very High	0°C	-40°C to 70°C						✓		✓	✓	✓	✓		✓	✓
An excellent, high performance industrial grade adhesive • Suitable for use in a wide range of durable labeling application which do not need extremely high temperature resistance. • Featuring good initial tack and ultimate bond strength to a wide range of substrates.																		
S2059 Rubber-based Hotmelt	Very High	Very High	5°C	-40°C to 70°C				✓				✓	✓	✓	✓	✓	✓	✓
A specialty permanent rubber based adhesive suitable for demanding applications • Specially designed to meet the demands of rough and textured surfaces • Limited conversion speeds • The construction will have a tendency to bleed, so therefore avoid tight rewinding • Temperature levels of 50 degree celsius should not be exceeded • Excessive exposure to sunlight may also result in degradation of the adhesive																		
TS79 Rubber-based Hotmelt	Very High	Very High	0°C	-40°C to 70°C						✓		✓		✓	✓	✓	✓	✓
A special purpose permanent, rubber based adhesive designed for demanding applications • Specially designed to meet the demands of rough and textured surfaces, such as those in the tyre and textile industries • Limited conversion speeds • The construction will have a tendency to bleed, avoid tight rewinding • Temperature levels of 70° Celsius should not be exceeded • Excessive exposure to sunlight may result in the degradation of the adhesive																		
WLP Emulsion Acrylic	High	High	5°C	-20 °C to 70°C		✓			✓				✓	✓	✓		✓	✓
A special purpose permanent acrylic emulsion adhesive designed for the wine market • General purpose wine adhesive exhibiting excellent adhesive performance • Offers good ice bucket performance when used with appropriate varnished facestocks • Effective during extended storage in refrigeration • Good die-cutting amd stripping properties • Exhibits low bleed characteristics • Adhesive performance will be reduced if heavy embossing or foiling is applied – prior testing is strongly recommended. • Labels must have a 3mm grain free zone measured from label edges.																		

Adhesives – Special Purpose (4/4)

Permanent					Application							Substrates						Indirect Food
	Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Cardboard	Glass	PET	HDPE	LDPE	PP	
WLK202 Emulsion Acrylic	Very High	Very High	-5°C	-30°C to 70°C		✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓
A special purpose extra permanent acrylic based adhesive designed specifically for demanding wine label applications																		
• Special purpose aggressive wine adhesive exhibiting excellent adhesive performance • For use in difficult applications where moderate levels of moisture are present eg. sparkling wine • Offers good ice bucket performance when used with appropriate varnished facestocks • Effective during extended storage in refrigeration • Suitable for neck labelling applications when matchd with low memory facestocks • Adhesive performance will be reduced if heavy embossing or foiling is applied – prior testing is strongly recommended. • Labels must have a 3mm grain free zone measured from label edges. • Where high levels of moisture are present it is recommended in-line air blowers are used prior to application • The construction will have a tendency to bleed, so therefore avoid tight rewinding																		

S2030 Emulsion Acrylic	Very High	Very High	5°C	-20°C to 80°C		✓			✓				✓	✓				✓
A special purpose permanent acrylic emulsion adhesive designed for the wine market																		
• General purpose wine adhesive exhibiting excellent adhesive performance • The product is designed for use in the beverage industry, especially for the labelling of wine bottles when the advantages of front & back body labels and neck / shoulder labelling on the same adhesive is important • Adhesive performance will be reduced if heavy embossing or foiling is applied – prior testing is strongly recommended. • Labels must have a 3mm grain free zone measured from label edges.																		

Z3338N Emulsion Acrylic	High	High	-20°C	-50°C to 80°C		✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓
A special purpose extra permanent acrylic based adhesive designed specifically for heavy condensated applications such as sparkling wines and champagnes																		
• Special purpose wine adhesive engineered to perform on cold/condensated glass surfaces • For use in difficult applications where high levels of moisture are present eg. sparkling wine & champagne • Offers good ice biucket performance when used with appropriate varnished facestocks • Effective during extended storage in refrigeration • Withstands variable temperature and humid environments • Consistent label positioning on bottle surfaces with condensation																		

Liner (1/2)

Glassine

	Basis Weight (g/m ²)	Thickness (µm)
BG33Wh FSC A super calendered glassinated paper, available in white. The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.	50	48
BG40Wh FSC A super calendered glassinated paper, available in white. - Designed for medium to high speed conversion. Good caliper consistency allows accurate kiss die cutting. - The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.	57	51
BG50Wh FSC A super calendered glassinated paper, available in white. - Designed for medium to high speed conversion. Good caliper consistency allows accurate kiss die cutting. - The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.	78	69
BG33BI FSC A super calendered glassinated paper, available in blue. The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.	50	43
BG40BI FSC A super calendered glassinated paper, available in blue. - Designed for medium to high speed conversion. Good caliper consistency allows accurate kiss die cutting. - The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.	58	51

PET

PET23 A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness. For applications where highest clarity of the applied label is required i.e. the "no label look". The films high strength and uniform caliper permit very high speed conversion and dispensing.	33	23
PET30 A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness. For applications where highest clarity of the applied label is required i.e. the "no label look". The films high strength and uniform caliper permit very high speed conversion and dispensing.	43	30

Liner (2/2)

Kraft

	Basis Weight (g/m ²)	Thickness (µm)
CCK55 FSC A one side clay coated kraft liner, available in white - Features good dimensional stability. The Hygroflat liner suitable for high speed sheet fed laser printers and copiers. - Suited for roll to sheet label conversion.	55	58
rCCK80 A one side clay coated kraft liner, available in white and consists of recycled content. - Contains 5% recycled content, promote a more sustainable brand image and contribute to a circular economy. - Features good dimensional stability, uniform thickness, toughness, and tear resistance which is required for good die-cutting in rotary and flat-bed. - Exhibits good layflat property, which is necessary for sheets form applications, when paired with paper facestocks. - Suited for roll to sheet label conversion	80	80
CCK130 FSC A high strength clay-coated kraft paper. - Features excellent dimensional stability, toughness, and tear resistance which is required for good die-cutting in rotary and flat-bed. - Excellent layflat property, which is necessary for filmic sheets form applications - Suited for roll to sheet label conversion	130	130
B90 FSC A clay coated kraft liner, available in white. - Featuring good dimensional stability and flatness during processing, combined with the resilience to support die cutting. - Designed for excellent layflat needed in sheet products	87	91
B100 FSC A clay coated kraft liner, available in white. - Featuring good dimensional stability and flatness during processing, combined with resilience to support die cut. - Designed for excellent layflat needed in sheet products - Suitable for high quality process printing.	100	87

Product Selection Considerations (1/2)

As part of our commitment to improve and innovate, these selection considerations were written to guide you through the product selection process.

Choosing the right product can be a challenge, but with Avery Dennison it's easy. Simply understand your requirements then call your local Avery Dennison representative.

1. Is the label to be permanent or removable?

- a) For removable labels ensure the substrate is strong enough to withstand label removal.
- b) Larger labels may require a stronger facestock to prevent tear on removal.
- c) A label is considered permanent if the bond to the substrate is substrate is impossible to remove without tearing the material.

2. What is the composition of the substrate?

- a) The composition of the substrate that the label will be applied to can have an effect on the ultimate strength of the bond that the label will form.
- b) On low surface energy materials, initial tack is the most important criteria. Adhesive levels will improve with longer dwell.

3. What is the texture of the substrate's surface?

- a) The texture of a substrate can have an impact on the formation adhesive.
- b) Textured materials do not allow 100% contact of the adhesive. Less contact means a smaller bonding area which will result in lower adhesion.
- c) Performance on heavily textured materials is improved with careful product selection.
- d) A more aggressive adhesive will maximize the adhesion at contact area.

4. What is the shape of the substrate?

- a) The shape of the substrate along with the size and stiffness of the label must be considered to ensure proper end-use performance. Curved surfaces (less than 25mm in diameter) will require an aggressive adhesive combined with a flexible facestock featuring little or no memory.
- b) Small labels or stiff facestocks may not adhere well on curved or irregular surfaces.

Product Selection Considerations (2/2)

5. Is the application surface clean or contaminated?

- a) The cleanliness of the surface of the substrate when the label is applied will affect the ultimate adhesion of the label and the success of the application. Contamination from oil, grease, frost, dust, moisture and release agents are some causes of label failure.
- b) If contamination cannot be avoided, careful product selection can overcome the negative impact.

6. Are there any plasticisers present in the substrate?

- a) Plastics containing plasticisers (softeners) will degrade the adhesive bond strength and may render the label useless. Careful product selection can overcome the negative impact.

7. Are there any special application or exposure conditions that the label must withstand?

- a) Will the label be exposed to solvent/cleaning agents, large amounts of humidity or moisture, UV light or ozone?
- b) What is the application temperature of the label?
- c) Service Temperature - will the label be exposed to deep freeze conditions?

8. What are the printing, imprinting and conversion requirements?

- a) Most paper facestocks are suitable for all printing methods. Non-absorbent film facestocks require different considerations.
- b) When high quality process printing is required, careful selection of the facestock will be required.
- c) When imprinting is required, good resolution and smudge resistance is important.
- d) Corona treated films - effectiveness of the corona treatment reduces in time and can also be affected by abrasion or damage. To ensure optimum wettability and ink bond, additional in-line corona treatment is recommended for optimum ink key.
- e) All dies should be proofed to the construction.
- f) Complex shaped labels and square corners may limit the conversion speed.

Avery Dennison
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