Product Component Guide

Sub-Saharan Africa
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AVERY DENNISON

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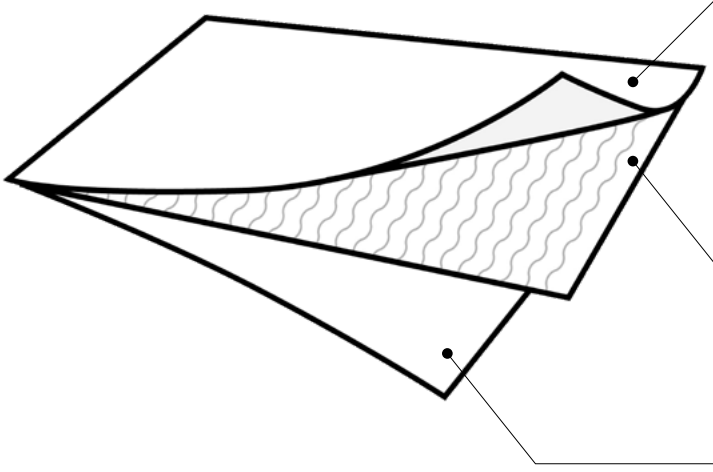
Welcome to the 2024 Product Component Guide

This guide provides an up-to-date listing of all core facestocks, adhesives, and release liners that make up Avery Dennison pressure-sensitive label materials. These product components deliver unique features and capabilities achieved through Avery Dennison's proprietary processes, technical knowledge, resources, and experience. The products included within this guide reflect our core portfolio of products. Product datasheets can be sourced online at label.averydennison.com/ap/en_sa/home/customertools/product-finder.html or available through your local customer service team member. Contact your sales representative if you have any further questions.

What makes a pressure sensitive label?

A pressure sensitive label is made up of 3 components, facestock, adhesive and liner. Each component is equally important for a label's functionality and performance.



Facestock
Made of filmic or paper materials, the facestock is the part of the label that is printed and applied on the container. Ranging from transparent filmic material that offers optimum clarity to attention grabbing fluorescent foils paper material. The facestock determines the final label appearance.

Adhesive
The adhesive forms the bond that holds the facestock to the substrate. Ranging from solvent, emulsion acrylic and rubber hotmelt adhesive. Adhesives operating at different temperatures and conditions are available

Liner
The liner serves as a label's backing before conversion and application, protecting the adhesive during shipment, storage, and converting

Important Information

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.

Recommended Storage Conditions

– Storage conditions as defined by FINAT (20-25°C; 40-50% RH)

– 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 ingression versus alternative substrates.

Label Selection Guidelines

The appearance of a label in important, but choosing a label that also performs well is vital. Selecting the right label can and will make a big difference in your business, especially when dealing with the challenges of both impressing customers and addressing application requirements. This guide will help you determine the best solution possible. We trust that you will find it useful in understanding the unique requirements of each job.

1) Determine the application

a) Durables application will require durable facestock such as PET and PI.

b) Application that requires moisture resistance is advised to use filmic labels

c) Over laminated labels are used for superior ink protection, scuff and chemical resistance

d) Paper labels is a sustainable choice for most common application while giving more option of finishes and embellishments.

2) Are there any special application or exposure conditions that the label must withstand?

a) Application temperature / humidity will determine whether a high temp, room condition, chiller or freezer adhesive should be used.

b) The presence of moisture on substrate is also an important consideration

c) Inline application will require adhesive that withstands high temperature and expands with the container during hot filling.

3) Is the label permanent or removable?

a) A label is considered permanent if the bond to the substrate is impossible to remove without damage to the material or substrate

b) For removable applications, selective adhesive is available for paper and filmic labels.

4) What is the label appearance needed?

a) Different colored labels (clear, white, metalized or colored) will result in different outcomes with the designed artwork.

b) Paper and filmic labels provide different print appeal.

c) For clear on clear labels, a PET backing liner should be used to achieve optimum clarity for no label look

Paper labels

White matte | White semi-gloss | White gloss | Colored* | Metalized | Textured

Filmic labels

Clear Gloss | Solid White Gloss | Cavitated White Gloss (only applicable for PP films) | Silver Gloss | Clear Matte | Solid White Matte

5) What is the shape and texture of substrate surface needed?

a) It is important to consider the shape of the substrate.

b) Tight curves need to be coupled with flexible facestocks as well as adhesives with higher bond strength

c) Textured substrates impact the bond of the label. Conformable and often high tack adhesives should be selected to compensate for this type of surface.

6) What is the composition of the substrate?

a) Substrate material composition is important as it has an impact on the ultimate strength of the bond that is formed with the label.

b) Low surface energy materials such as PP, PE and substrates made out of recycled content require a longer dwell time to achieve ultimate adhesion.

c) Plastics containing plasticizers such as PVC will degrade hotmelt adhesive bond strength Hence, it is not advised to use hotmelt adhesive on PVC substrates.

Plastic ID codes and their common usage:

PET

Water bottle
Soft drink bottle
Salad dome
Biscuit tray
Various dressing

HDPE

Milk bottle/jug
Freezer bag
Dip tub
Shopping bag
Ice cream container
Juice bottle
Shampoo bottle
Chemical bottle
Detergent container

PVC

Cosmetic container
Commercial cling wrap

LDPE

Squeeze bottle
Cling wrap
Shrink wrap
Trash bags

PP

Microwave dish
Ice cream tubs
Chip bags
Dip tubs

PS

Compact disc case
Water station cup
Plastics cutlery
Crystal glassware imitation
Video tape cases

EPS

Foamed polystyrene hot drink cup
Hamburger take-away clamshell
Foamed meat trays
Protective packaging for fragile items

OTHER

Water cooler bottle
Flexible film
Multi-material packaging

7) What is the label application methodology?

a) Manual and autolabelling application requires different backing liners.

b) High speed label application will require PET backing liner to prevent web break.

c) For layflat requirement and sheetform application, kraft liner will be recommended.

Facestock comparison

Prime Paper

		Basis Weight g/m²	Thickness (µm)	Printability	Tensile Strength	Label Dispensing	Glossiness
Cast Coated	High Gloss Elite FSC	80	84	●●●●●	●●●●◖	●●●●●	●●●●●
	Cast Gloss Premium FSC	87	90	●●●●●	●●●●●		
Machine Coated	rMC Primecoat FSC	80	70	●●●●○	●●●●●	●●●●○	●●●○○
	MC Prime FSC	80	70	●●●●◖	●●●●●	●●●●○	●●●○○
	MC Primecoat 70 FSC	70	61	●●●●○	●●●●○	●●●◖○	●●●○○
	LW 60 FSC	60	52	●●●●○	●●●○○	●●●◖○	●●●○○
Uncoated	Vellum FSC	70	90	●●●○○	●●○○○	●●●○○	
	Faslitho	70	61	●●●○○	●●○○○	●●●○○	
	Transfer Vellum FSC	68	66	●●●○○			
Coat	Fasmatt Vellum	70	68	●●●○○			

Clear Film

		Basis Weight	Thickness	Printability	Label Dispensing	Clarity	Die Cutting	Conformability
Polyethylene (PE)	PE85 Top Clear	74	79	●●●●●	●●●●○	●●●●○	●●●●●	●●●●●
Polyolefin (PO)	Flex+ Clear TC	51	55	●●●●●	●●●●●	●●●●○	●●●●○	●●●○○
Polypropylene (PP) - Clear	PP40 Top Clear	36	40	●●●●●	●●●●○	●●●●○	●●●●●	●●●○○
	PP50 TC Clear	45	50	●●●●●	●●●●●	●●●●●	●●●●●	●●○○○

White Film

		Basis Weight	Thickness	Printability	Label Dispensing	Opacity	Die Cutting	Conformability
Polyethylene (PE)	PE85 Top White	79	79	●●●●●	●●●●○	●●●●●	●●●●●	●●●●●
Polyolefin (PO) - White	Flex+ White TC	51	55	●●●●●	●●●●●	●●●●●	●●●●○	●●●○○
Polypropylene (PP) - White	PP50 Top White	35	50	●●●●●	●●●●●	●●●●●	●●●●●	●●○○○
	PP60 Top White	45	60	●●●●●	●●●●●	●●●●●	●●●●●	●●○○○
	rPP Top White	40	60	●●●●●	●●●●●	●●●●●	●●●●●	●●○○○
Synthetic Paper	Synthetic Paper	68	75	●●●●○	●●●●●	●●●●●	●●●●●	●○○○○

Metallized Film

		Basis Weight	Thickness	Printability	Label Dispensing	Gloss	Die Cutting	Conformability
Polypropylene (PP)	PP50 Silver TC	43	48	●●●●●	●●●●●	●●●●●	●●●●●	●●○○○

VI Paper

		Basis Weight	Thickness	Print Definition	Environmental Resistance: Dry	Moisture	Oil	Alcohol	Abrasion
Direct Thermal	Premium Therm TC25 Linerless	78	81	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
	Direct Thermal Premium FSC	74	77	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
	rDT Economy Thermal 70 FSC	70	75	●●●○○	●●○○○	●○○○○			
	rDirect Thermal 300LD FSC	70	75	●●◖○○	●●●●○	●○○○○			
	Baggage Tag FSC	121	124						
	Baggage Tag Elite FSC	114	118						

Specialty Paper

		Basis Weight	Thickness	Printability	Wet Opacity	Dry Opacity
Radiants	Radiants Range FSC	78	73	●●●●○		
Wine - Uncoated Paper	Vintage FSC	110	130			
	Artisan FSC	124	156		●●●●○	●●○○○
	Cotton Black	120	220		●●●●○	●●●●○
	ANTIQUE CREME FSC	90	108		●●●●○	●●○○○
	MARTELE EXTRA WHITE FSC	120	220	●●●●○	●●●●○	●●●●○
	Cast Gloss Premium FSC	89	86	●●●●●	●●●●●	●●●●●
	Cast Gloss Elite FSC	80	84	●●●●●	●●●●○	●●●●●
Wine -Coated Paper	Linen FSC	90	106		●●●●○	●●○○○

Specialty Film

		Basis Weight	Thickness	Printability
Polypropylene (PP) - White	WBIJ PP Top Gloss White	70	85	●●●●○

Durables Film

		Basis Weight	Thickness	Printability	Label Dispensing	Opacity	Die Cutting	Conformability
Polyester (PET) - White	2M White PET TC	76	50	●●●●●	●●●●●	●●●●●	●●●●●	●○○○○
Polyester (PET) - White	50µm Matte White PET TC	60	50	●●●●●	●●●●●	●●●●●	●●●●●	●○○○○
Polyester (PET) - Metalized	1M Matte Ch PET TC	35	25	●●●●●	●●●●○	●●●●○	●●●●●	●●○○○
Polyester (PETC)- White	2M WH PETC TC	71	50	●●●●○	●●●●○	●●●●○	●●●●○	●○○○○

Facestock - Prime Paper

Cast Coated

High Gloss Elite FSC

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.

Basis weight	80 g/m²
Thickness	84 µm
Printability	●●●●●
Tensile Strength	●●●●◖
Label Dispensing	●●●●●
Glossiness	●●●●●

Cast Gloss Premium FSC

A white, one side cast coated, gloss finished, wood-free printing paper

– FSC Certified

– High gloss coating giving brilliant multicolour print quality and attractive gloss appearance

– Good resistance to edge wicking where some contact with water may occur

– Good scuff and environmental resistance when offered with a suitable varnish, but is not suitable for outdoor use

Basis weight	87 g/m²
Thickness	90 µm
Printability	●●●●●
Tensile Strength	●●●●●

Machine Coated

rMC Primecoat FSC

An FSC® certified semi-gloss, one side machine coated, calendered white printing paper, consists of 50% recycled content.

– Designed for promotional and general industry label applications with attractive semi-gloss appearance and multicolor ink coverage work with very good sustainability credentials.

– Typical applications include labels for food and beverages, health and personal care industry.

– Being produced from 50% post consumer waste (PCW) paper, there is a possibility of higher impurities visibility in the product compared to virgin fiber products.

Basis weight	80 g/m²
Thickness	70 µm
Printability	●●●●○
Tensile Strength	●●●●●
Label Dispensing	●●●●○
Glossiness	●●●○○

MC Prime FSC

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.

Basis weight	80 g/m²
Thickness	70 µm
Printability	●●●●◖
Tensile Strength	●●●●●
Label Dispensing	●●●●○
Glossiness	●●●○○

MC Primecoat 70 FSC

An FSC® certified semi-gloss, machine coated, calendered white printing paper.

– Lighter facestock with good gloss appearance and suitable for heavy multicolor ink coverage work.

– Typical applications include labels for cosmetic, pharmaceutical, food products industry and general purposes.

Basis weight	70 g/m²
Thickness	61 µm
Printability	●●●●○
Tensile Strength	●●●●○
Label Dispensing	●●●◖○
Glossiness	●●●○○

Facestock - Prime Paper

Machine Coated (continued)

LW 60 FSC

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.

Basis weight	60 g/m²
Thickness	52 µm
Printability	●●●●○
Tensile Strength	●●●○○
Label Dispensing	●●●◖○
Glossiness	●●●○○

Uncoated

Vellum FSC

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.

Basis weight	70 g/m²
Thickness	90 µm
Printability	●●●○○
Tensile Strength	●●○○○
Label Dispensing	●●●○○

Faslitho

A white machine finished and surface sized wood free printing paper.

– The product is specially engineered to process through a wide range of impact printers.

– The product can be widely used in industrial and commercial label system, such as pharmaceutical, inventory, shipping labels or EDP labels. Good adhesion on garments.

Basis weight	70 g/m²
Thickness	61 µm
Printability	●●●○○
Tensile Strength	●●○○○
Label Dispensing	●●●○○

Transfer Vellum FSC

A FSC certified,matte white, surface-sized, supercalendered woodfree paper designed for use in thermal transfer printing.

– This white economical multipurpose paper provides good print resolution of picket fence barcodes and numeric data with thermal transfer print speed up to 150mm/sec.

– Main applications are print & apply, warehouse inventory labeling and other in- house product identification labels.

Basis weight	68 g/m²
Thickness	66 µm
Printability	●●●○○

Coat

Fasmatt Vellum

A coated, matte white wood free paper designed for use in thermal transfer printing.

Basis weight	70 g/m²
Thickness	68 µm
Printability	●●●○○

Facestock - Prime Film

Polyethylene (PE) - Clear

PE85 Top Clear

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.

Basis weight	74 g/m²
Thickness	79 µm
Printability	●●●●●
Label Dispensing	●●●●○
Clarity	●●●●○
Die Cutting	●●●●●
Conformability	●●●●●

Polyethylene (PE) - White

PE85 Top White

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.

Basis weight	79 g/m²
Thickness	79 µm
Printability	●●●●●
Label Dispensing	●●●●○
Opacity	●●●●●
Die Cutting	●●●●●
Conformability	●●●●●

Polyolefin (PO) - Clear

Flex+ Clear TC

Flexible, Co- extruded Clear polyolefin film with top-coating.

– Designed for the prime label market, specifically the cosmetics, home and personal care segments, where clarity, Semi 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.

Basis weight	51 g/m²
Thickness	55 µm
Printability	●●●●●
Label Dispensing	●●●●●
Clarity	●●●●○
Die Cutting	●●●●○
Conformability	●●●○○

Polyolefin (PO) - White

Flex+ White TC

Flexible, Co- extruded White polyolefin film with top-coating.

– Designed for the prime label market, specifically the cosmetics, home and personal care segments, where clarity, semi conformability and adhesion to HDPE and PET containers are required.

– Recommended for those markets that require the recycling of polyolefin containers.

Basis weight	51 g/m²
Thickness	55 µm
Printability	●●●●●
Label Dispensing	●●●●●
Opacity	●●●●●
Die Cutting	●●●●○
Conformability	●●●○○

Facestock - Prime Film

Polypropylene (PP) - Clear

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 labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring 'substrate identical labelling' 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.

Basis weight	36 g/m²
Thickness	40 µm
Printability	●●●●●
Label Dispensing	●●●●○
Clarity	●●●●○
Die Cutting	●●●●●
Conformability	●●●○○

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 labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring 'substrate identical labelling' 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.

Basis weight	45 g/m²
Thickness	50 µm
Printability	●●●●●
Label Dispensing	●●●●●
Clarity	●●●●●
Die Cutting	●●●●●
Conformability	●●○○○

Facestock - Prime Film

Polypropylene (PP) - White

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 labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring 'substrate identical labelling' 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.

Basis weight	35 g/m²
Thickness	50 µm
Printability	●●●●●
Label Dispensing	●●●●●
Opacity	●●●●●
Die Cutting	●●●●●
Conformability	●●○○○

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 labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring 'substrate identical labelling' 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.

Basis weight	45 g/m²
Thickness	60 µm
Printability	●●●●●
Label Dispensing	●●●●●
Opacity	●●●●●
Die Cutting	●●●●●
Conformability	●●○○○

rPP Top White

A bi-axially oriented, glossy white polypropylene film with a print-receptive top coating. Film contains 30% recycled content.

- The recycled PP film contains 30% recycled content, 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 labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring 'substrate identical labelling' 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.

Basis weight	40 g/m²
Thickness	60 µm
Printability	●●●●●
Label Dispensing	●●●●●
Opacity	●●●●●
Die Cutting	●●●●●
Conformability	●●○○○

Facestock - Prime Film

Polypropylene (PP) - Metalized

PP50 Silver TC

A bi-axially oriented, glossy bright metalized polypropylene film with a print-receptive top coating

Basis weight	43 g/m²
Thickness	48 µm
Printability	●●●●●
Label Dispensing	●●●●●
Gloss	●●●●●
Die Cutting	●●●●●
Conformability	●●○○○

– Applications are predominantly in market segments where rigid containers are used.

– Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, 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 labelling' 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.

Synthetic Paper

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.

Basis weight	68 g/m²
Thickness	75 µm
Printability	●●●●○
Label Dispensing	●●●●●
Opacity	●●●●●
Die Cutting	●●●●●
Conformability	●○○○○

– 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 labelling applications whereby UL recognition (Indoor Service) is required

Facestock - VI Paper

Direct Thermal

Premium Therm TC25 Linerless

A smooth white matte paper coated with a black imaging thermo sensitive coating & protective top coating. It has excellent resistance to water, oil, and moisture

– This product is designed for use in linerless weight scale & barcode printers.

– Suitable for general purpose barcode labeling for retail and industrial items (e.g. pre-packed food in dry environments, meat & fish, grocery weigh scale, industrial tracking and warehousing applications)

– For extremely demanding applications where the labels are in direct contact with fats and oil for extended periods

Basis weight 78 g/m²
Thickness 81 µm
Print Definition ●●●●●
Environmental Resistance
Dry ●●●●●
Moisture ●●●●●
Oil ●●●●●
Alcohol ●●●●●
Abrasion ●●●●●

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.

Basis weight 74 g/m²
Thickness 77 µm
Print Definition ●●●●●
Environmental Resistance
Dry ●●●●●
Moisture ●●●●●
Oil ●●●●●
Alcohol ●●●●●
Abrasion ●●●●●

rDT Economy Thermal 70 FSC

A FSC certified white, woodfree printing paper with a high sensitivity thermal coating providing good image resolution. Consists of 15% recycled content.

– Contains 15% recycled content, suitable as a barcode labelling material with very good sustainability credentials.

– Suitable for barcode labelling where the environment is dry and the label life cycle is short. i.e. Warehouse logistics and address labelling, barcode labels printed on in store price weight equipment and non-food items in retail stores (e.g. Magazines).

Basis weight 70 g/m²
Thickness 75 µm
Print Definition ●●●○○
Environmental Resistance
Dry ●●○○○
Moisture ●○○○○

rDirect Thermal 300LD FSC

An FSC® certified, smooth, white woodfree paper with a thermo-sensitive layer, consists of 15% recycled content.

– The recycled DT paper contains 15% recycled content, making this is a more sustainable label option, helping brands achieve higher recycled content in the packaging.

– 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.

Basis weight 70 g/m²
Thickness 75 µm
Print Definition ●●◖○○
Environmental Resistance
Dry ●●●●○
Moisture ●○○○○

Facestock - VI Paper

Direct Thermal (continued)

Baggage Tag FSC

Basis weight 121 g/m²
Thickness 124 µm

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.

Baggage Tag Elite FSC

Basis weight
Thickness 114 g/m²
Printability 118 µm

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

Facestock - Specialty Paper

Radiants

Radiants Range FSC

Basis weight 78 g/m²
Thickness 73 µm
Printability ●●●●○

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.

Wine - Uncoated Paper

Vintage FSC

Basis weight 110 g/m²
Thickness 130 µm

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 labelling of wine and premium beverage.

– Delivers good scuff resistance and environmental resistance ,Äì when offered with a suitable varnish.

– Where sharp multi-colour work is required. Where high gloss levels are required.

Artisan FSC

Basis weight 124 g/m²
Thickness 156 µm
Wet Opacity ●●●●○
Dry Opacity ●●○○○

A white, uncoated matt woodfree printing paper, with a felt marked finish, giving the paper a tactile, “hand-made” appearance and feel. FSC certified paper

– Primary labelling 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.

Cotton Black

Basis weight 120 g/m²
Thickness 220 µm
Wet Opacity ●●●●○
Dry Opacity ●●●●○

A Black, uncoated matt 100% cotton paper with a unique high texture appearance.

– Produced from 100% cotton material giving a unique textured finish

– Made from black paper to avoid white edges appearling on white labels printed black

– Contains wet strength and fungicidal treatments.

– Due to its high stiffness it is not recommended for labelling on small diameters, neck labels in particular.

– FSC certified

Facestock - Specialty Paper

Wine - Uncoated Paper (continued)

ANTIQUE CREME FSC

Basis weight 90 g/m²
Thickness 108 µm
Wet Opacity ●●●●○
Dry Opacity ●●○○○

An FSC certified cream uncoated, matt, laid watermarked, woodfree printing paper with a tactile, 'hand made' appearance and feel

– This product is designed for Wine labelling, it is suitable for primary labelling of high and premium goods with an 'old world' image eg: spirits, specialist foods.
– Contains wet strength and fungicidal treatments.
– Due to its high stiffness it is not recommended for labelling on small diameters, neck labels in particular.
– FSC certified

MARTELE EXTRA WHITE FSC

Basis weight 120 g/m²
Thickness 220 µm
Printability ●●●●○
Wet Opacity ●●●●○
Dry Opacity ●●●●○

An FSC certified extra white, uncoated, matt woodfree printing paper with a 'hammered' tactile embossed finish

– Contains wet strength and fungicidal treatments.
– Due to its high stiffness it is not recommended for labelling on small diameters, neck labels in particular
– Extra care should be taken in application phase
– FSC certified

Cast Gloss Premium FSC

Basis weight 89 g/m²
Thickness 86 µm
Printability ●●●●●
Wet Opacity ●●●●●
Dry Opacity ●●●●●

A premium quality, white one-side cast coated paper exhibiting a superior gloss white finish

– This product is suitable for a wide range of promotional and industrial labels whereby brilliant multicolour print quality and attractive gloss appearance are required.
– Good resistance to edge wicking
– Good opacity for labelling dark coloured wine bottles

Cast Gloss Elite FSC

Basis weight 80 g/m²
Thickness 84 µm
Printability ●●●●●
Wet Opacity ●●●●○
Dry Opacity ●●●●●

A white, one side cast coated, gloss finished, wood-free printing paper

– FSC Certified
– High gloss coating giving brilliant multicolour print quality and attractive gloss appearance
– Good resistance to edge wicking where some contact with water may occur
– Good scuff and environmental resistance when offered with a suitable varnish, but is not suitable for outdoor use
– High exposure to moisture may cause product to exhibit edge wicking

Facestock - Specialty Paper

Wine - Coated Paper

Linen FSC

An FSC certified white machine coated woodfree printing paper with a woven appearance.

– Contains wet strength and fungicidal treatments.

– Due to its high stiffness it is not recommended for labelling on small diameters, neck labels in particular.

– FSC certified

Basis weight 90 g/m²
Thickness 106 µm
Wet Opacity ●●●●○
Dry Opacity ●●○○○

Facestock - Specialty Film

Polypropylene (PP) - White

WBIJ PP Top Gloss White

A gloss white inkjet polypropylene film material with a highly absorbent surface structure specifically designed for water based inkjet printing approach (WBIJ).

– An ideal choice for printing labels by on-demand-color inkjet printers where full process color is used to add impact and/or functionality to the label.

– The high ink holdout and quick drying provide for excellent clarity and density of printed graphics, making it the perfect choice for primary and secondary packaging labels in retail, manufacturing, health care, and logistics etc.

Basis weight 70 g/m²
Thickness 85 µm
Printability ●●●●○

Facestock - Durables Film

Polyester (PET) - White

2M White PET TC

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.

Basis weight	76 g/m²
Thickness	50 µm
Printability	●●●●●
Label Dispensing	●●●●●
Opacity	●●●●●
Die Cutting	●●●●●
Conformability	●○○○○

50µm Matte White PET TC

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 labelling applications.

Basis weight	60 g/m²
Thickness	50 µm
Printability	●●●●●
Label Dispensing	●●●●●
Opacity	●●●●●
Die Cutting	●●●●●
Conformability	●○○○○

Polyester (PET) - Metalized

1M Matte Ch PET TC

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.

Basis weight	35 g/m²
Thickness	25 µm
Printability	●●●●●
Label Dispensing	●●●●○
Opacity	●●●●○
Die Cutting	●●●●●
Conformability	●●○○○

Polyester (PETC) White

2M WH PETC TC

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.

Basis weight	71 g/m²
Thickness	50 µm
Printability	●●●●○
Label Dispensing	●●●●○
Opacity	●●●●○
Die Cutting	●●●●○
Conformability	●○○○○

Adhesive comparison

General Purpose		Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Application								Substrates						
						Indirect Food	UL Recognized	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Corrugated	Cardboard	Glass	PET	HDPE	LDPE	PP
Permanent - Papers																				
S1010	Emulsion Acrylic	Medium	Medium	5°C	-20°C to 80°C	✓											✓	✓	✓	✓
S1005	Emulsion Acrylic	Fair	Fair	5°C	-20°C to 80°C	✓											✓	✓	✓	✓
S1002	Emulsion Acrylic	Fair	Fair	5°C	-20°C to 80°C	✓											✓	✓	✓	✓
S2050N	Rubber-based Hotmelt	Ultra High	Strong	10°C	-40°C to 70°C	✓					✓				✓	✓	✓	✓	✓	✓
S445N	Rubber-based Hotmelt	Strong	High	-5°C	-40°C to 70°C	✓			✓	✓	✓	✓				✓	✓	✓	✓	✓
S2025N	Rubber-based Hotmelt	High	High	10°C	-40°C to 70°C	✓					✓					✓	✓	✓	✓	✓
S2045N	Rubber-based Hotmelt	High	High	0°C	-40°C to 70°C	✓		✓	✓	✓	✓	✓				✓	✓	✓	✓	✓
S2047N	Rubber-based Hotmelt	Strong	High	5°C	-20°C to 70°C	✓		✓	✓	✓	✓	✓				✓	✓	✓	✓	✓
Permanent - Films																				
S4700N	Emulsion Acrylic	High	Strong	5°C	-20°C to 80°C	✓							✓					✓	✓	✓
S692N	Emulsion Acrylic	High	High	5°C	-20°C to 80°C	✓					✓						✓	✓	✓	✓
Films – Wash-off																				
SR3013 AD CleanFlake™	Emulsion Acrylic	High	High	5°C	-20°C to 80°C	✓											✓	✓	✓	✓
S7000ER AD CleanFlake™	Emulsion Acrylic	High	High	5°C	-20°C to 50°C	✓					✓						✓	✓	✓	✓
S7400ER AD CleanFlake™	Emulsion Acrylic	Medium	High	5°C	-20°C to 50°C	✓					✓						✓	✓		
Special Purpose																				
Permanent																				
C2075	Rubber-based Hotmelt	High	High	-20°C	-50°C to 70°C	✓		✓	✓	✓						✓	✓	✓	✓	✓
rS2030MB	Emulsion Acrylic	High	High	5°C	-20°C to 80°C	✓			✓	✓		✓					✓	✓		
WO1900	Emulsion Acrylic	Medium	Medium	5°C	-20°C to 80°C	✓						✓					✓			
S8020	Emulsion Acrylic	Medium	Medium	5°C	-20°C to 80°C	✓	✓						✓					✓	✓	✓
S2060	Rubber-based Hotmelt	High	Strong	10°C	-40°C to 70°C	✓							✓			✓	✓	✓	✓	✓
TS79	Rubber-based Hotmelt	Ultra High	Strong	0°C	-40°C to 70°C	✓							✓			✓		✓	✓	✓
S277	Solvent Rubber	High	High	5°C	-20°C to 80°C								✓					✓	✓	✓
S477	Emulsion Acrylic	High	High	0°C	-20°C to 80°C								✓					✓	✓	✓
Removable																				
R423	Emulsion Acrylic	Fair	Medium	-12°C	-40°C to 70°C	✓								✓		✓			✓	✓	✓
R450	Emulsion Acrylic	Medium	Medium	-15°C	-30°C to 70°C	✓								✓		✓			✓	✓	✓
R480	Emulsion Acrylic	Medium	Medium	-15°C	-30°C to 70°C	✓								✓		✓			✓	✓	✓
R5000	Emulsion Acrylic	Medium	Strong	-15°C	-20°C to 80°C	✓								✓		✓			✓	✓	✓

Adhesive - General Purpose

Permanent - Papers

S1010
Emulsion Acrylic

A general purpose permanent acrylic based adhesive for paper reels

– Good initial tack and adhesive properties on a variety of substrates.

– Exhibits low bleed characteristics.

– Good diecutting & guillotining properties.

– Demonstrates good UV resistance and aged performance.

Initial Tack	Medium
Ultimate adhesion	Medium
Min. app. temp.	5°C
Service temp	-20°C to 80°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	LDPE
Removable	✓ PP

S1005
Emulsion Acrylic

A general purpose permanent acrylic based adhesive suitable for paper reels

– Moderate initial tack and adhesive properties on a variety of substrates.

– Exhibits low bleed characteristics

– Good diecutting & guillotining properties.

Initial Tack	Fair
Ultimate adhesion	Fair
Min. app. temp.	5°C
Service temp	-20°C to 80°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	LDPE
Removable	✓ PP

S1002
Emulsion Acrylic

A general purpose permanent acrylic based adhesive suitable for paper reels

– Moderate initial tack and adhesive properties on high surface energy substrates

– Exhibits low bleed characteristics.

– Good diecutting and stripping properties.

Initial Tack	Fair
Ultimate adhesion	Fair
Min. app. temp.	5°C
Service temp	-20°C to 80°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	LDPE
Removable	✓ PP

Adhesive - General Purpose

Permanent - Papers (continued)

S2050N
Rubber-based Hotmelt

A general purpose permanent hotmelt adhesive with superior tack and adhesion.

– Ultra-high initial tack with strong adhesive properties 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.

Initial Tack	Ultra High
Ultimate adhesion	Strong
Min. app. temp.	10°C
Service temp	-40°C to 70°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	✓ Corrugated
Chilled	✓ Cardboard
Wet surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S445N
Rubber-based Hotmelt

– Highly aggressive adhesive suitable for use on difficult and rough surfaces, such as rubber goods, fiber drums, and plastic containers.

– Excellent performance at low temperatures.

Initial Tack	Strong
Ultimate adhesion	High
Min. app. temp.	-5°C
Service temp	-40°C to 70°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
✓ Chilled	✓ Cardboard
✓ Wet surfaces	✓ Glass
✓ Tight mandrel	✓ PET
✓ Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S2025N
Rubber-based Hotmelt

A general purpose permanent hotmelt adhesive with superior tack and adhesion.

– Excellent initial tack and adhesive properties 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.

Initial Tack	High
Ultimate adhesion	High
Min. app. temp.	10°C
Service temp	-40°C to 70°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

Adhesive - General Purpose

Permanent - Papers (continued)

S2045N
Rubber-based Hotmelt

– Global adhesive exhibiting excellent tack and adhesion on a wide variety of substrates, including apolar, slightly rough and curved substrates

– Particularly good performance at lower temperatures, e.g. labeling of chilled products

Initial Tack	High
Ultimate adhesion	High
Min. app. temp.	0°C
Service temp	-40°C to 70°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
✓ Freezer	Corrugated
✓ Chilled	✓ Cardboard
✓ Wet surfaces	✓ Glass
✓ Tight mandrel	✓ PET
✓ Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S2047N
Rubber-based Hotmelt

Wine and Spirits

– Adhesive with high tack and adhesion on difficult bottle surfaces. Good performance at lower temperatures, and excellent ice bucket resistance

Initial Tack	Strong
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp	-20°C to 70°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
✓ Freezer	Corrugated
✓ Chilled	✓ Cardboard
✓ Wet surfaces	✓ Glass
✓ Tight mandrel	✓ PET
✓ Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

Adhesive - General Purpose

Permanent - Films

S4700N
Emulsion Acrylic

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

Initial Tack	High
Ultimate adhesion	Strong
Min. app. temp.	5°C
Service temp	-20°C to 80°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	LDPE
Removable	✓ PP

S692N
Emulsion Acrylic

A general purpose permanent acrylic based adhesive designed for filmic facestocks

– High degree of clarity and “wet out” for clear filmic facestocks.

– Excellent initial tack and adhesive properties 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.

Initial Tack	High
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp	-20°C to 80°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

Adhesive - General Purpose

Films – Wash-off

SR3013 AD CleanFlake™
Emulsion Acrylic

A dedicated adhesive suitable for recycling of PET bottles and PET containers

– Designed specifically for labelling and recycling of PET bottles and PET containers

– Excellent clarity and “wet out” for clear filmic facestocks

– Excellent adhesion strength on 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

Initial Tack	High
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp	-20°C to 80°C
Indirect Food	✓
UL Recognized	-

Application	**Substrates**
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S7000ER AD CleanFlake™
Emulsion Acrylic

A dedicated adhesive suitable for recycling of PET bottles and PET containers

– A clear general purpose adhesive that functions as a permanent adhesive when applied on glass, PET, HDPE, PP, or metal.

– Enables high speed converting and dispensing and has excellent wetout and water whitening resistance.

– At the end of life of HDPE or PET packaging, S7000ER labels are compatible with recycling

Initial Tack	High
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp	-20°C to 50°C
Indirect Food	✓
UL Recognized	-

Application	**Substrates**
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S7400ER AD CleanFlake™
Emulsion Acrylic

A dedicated adhesive suitable for recycling of PET bottles and PET containers

– A clear adhesive for beer & beverage applications that enables recycling of rigid plastic packaging (PET).

– Functions as a permanent adhesive when applied on glass, PET, and metal.

– Enables high speed converting and dispensing.

– Excellent wet-out and water-whitening resistance.

Initial Tack	Medium
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp	-20°C to 50°C
Indirect Food	✓
UL Recognized	-

Application	**Substrates**
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	HDPE
Durable	LDPE
Removable	PP

Adhesive - Special Purpose

Permanent

C2075
Rubber-based Hotmelt

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.

Initial Tack	High
Ultimate adhesion	High
Min. app. temp.	-20°C
Service temp	-50°C to 70°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
✓ Freezer	Corrugated
✓ Chilled	✓ Cardboard
✓ Wet surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

rS2030MB
Emulsion Acrylic

A special purpose permanent acrylic emulsion adhesive designed for the wine market

– General purpose wine adhesive exhibiting excellent adhesive performance

– Contains a minimum of 30% renewable based resources as per Biomass Balance approach and is free of any APEO.

– 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.

Initial Tack	High
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp	-20°C to 80°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
✓ Chilled	Cardboard
✓ Wet surfaces	✓ Glass
Tight mandrel	✓ PET
✓ Ice bucket	HDPE
Durable	LDPE
Removable	PP

WO1900
Emulsion Acrylic

A permanent emulsion acrylic adhesive, designed to exhibit excellent and residue free removal of bottle labels in industrial automatic washing

– Specially developed adhesive for the decoration of returnable glass bottles in spirit, beer and beverage application. It facilitates excellent and residue free removal of glass bottle labels in industrial automatic washing with alkali solution.

– Designed for excellent wet-out, converting, stripping, dispensing and caustic wash off characteristics.

– Permits residue-free removal of labels from the bottle when washed in a hot alkali solution (recommend using 2% caustic soda solution, around 80°C, washing duration 5 to 7 mins).

Initial Tack	Medium
Ultimate adhesion	Medium
Min. app. temp.	5°C
Service temp	-20°C to 80°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	✓ Glass
Tight mandrel	PET
✓ Ice bucket	HDPE
Durable	LDPE
Removable	PP

Adhesive - Special Purpose

Permanent (continued)

S8020
Emulsion Acrylic

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.

Initial Tack	Medium
Ultimate adhesion	Medium
Min. app. temp.	5°C
Service temp	-20°C to 80°C
Indirect Food	✓
UL Recognized	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	LDPE
Removable	✓ PP

S2060
Rubber-based Hotmelt

An excellent, high performance industrial grade adhesive

– Suitable for use in a wide range of durable labelling application which do not need extremely high temperature resistance.

– Featuring good initial tack and ultimate bond strength to a wide range of substrates.

Initial Tack	High
Ultimate adhesion	Strong
Min. app. temp.	10°C
Service temp	-40°C to 70°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	LDPE
Removable	✓ PP

TS79
Rubber-based Hotmelt

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

Initial Tack	Ultra High
Ultimate adhesion	Strong
Min. app. temp.	0°C
Service temp	-40°C to 70°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet surfaces	Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	✓ LDPE
Removable	✓ PP

Adhesive - Special Purpose

Permanent (continued)

S277
Solvent Rubber

– Highly aggressive permanent adhesive with excellent tack and adhesion to a wide variety of surfaces including rough and apolar, e.g. freshly molded HDPE bottles.

Initial Tack	High
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp	-20°C to 80°C
Indirect Food	-
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	✓ LDPE
Removable	PP

S477
Emulsion Acrylic

– Clear adhesive for oil can applications, featuring excellent initial tack, adhesion, and wet-out performance, even on apolar surfaces such as HDPE. Improved temperature, water, solvent, and chemical resistance

Initial Tack	High
Ultimate adhesion	High
Min. app. temp.	0°C
Service temp	-20°C to 80°C
Indirect Food	-
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet surfaces	Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	✓ LDPE
Removable	PP

Removable

R423
Emulsion Acrylic

A paper 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

Initial Tack	Fair
Ultimate adhesion	Medium
Min. app. temp.	-12°C
Service temp	-40°C to 70°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet surfaces	Glass
Tight mandrel	PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
✓ Removable	✓ PP

Adhesive - Special Purpose

Removable (continued)

R450
Emulsion Acrylic

A paper 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.

Initial Tack	Medium
Ultimate adhesion	Medium
Min. app. temp.	-15°C
Service temp	-30°C to 70°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet surfaces	Glass
Tight mandrel	PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
✓ Removable	✓ PP

R480
Emulsion Acrylic

A filmic 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.

Initial Tack	Medium
Ultimate adhesion	Medium
Min. app. temp.	-15°C
Service temp	-30°C to 70°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet surfaces	Glass
Tight mandrel	PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
✓ Removable	✓ PP

R5000
Emulsion Acrylic

A removable adhesive featuring removability and excellent die-cutting and stripping characteristics

– Adhesive with good tack and adhesion, as well as clean removability across a broad spectrum of applications. Offered in combination with film and paper facestock

Initial Tack	Medium
Ultimate adhesion	Strong
Min. app. temp.	-15°C
Service temp	-20°C to 80°C
Indirect Food	✓
UL Recognized	-

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet surfaces	Glass
Tight mandrel	PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
✓ Removable	✓ PP

Liner comparison

		Description	Basis weight (g/m²)	Thickness (µm)
Glassine	BG33Wh FSC	A super calendered glassinated paper, available in white.	50	48
	BG40Wh FSC	A super calendered glassinated paper, available in white.	57	51
PET	PET23	A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness.	33	23
	PET30	A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness.	43	30
	rPET23	A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness.	33	23
	rPET30	A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness.	43	30
Kraft	CCK55	A one side clay coated kraft liner, available in white	55	58
	rCCK80	A one side clay coated kraft liner, available in white and consists of recycled content.	80	80
	CCK130	A high strength clay-coated kraft paper.	130	130

Liner

Glassine Paper

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.

Basis weight 50 g/m²
Thickness 48 µm

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.

Basis weight 57 g/m²
Thickness 51 µm

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.

Basis weight 33 g/m²
Thickness 23 µm

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.

Basis weight 43 g/m²
Thickness 30 µm

rPET23

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.

– Contains 30% Recycled Materials.

Basis weight 33 g/m²
Thickness 23 µm

rPET30

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.

– Contains 30% Recycled Materials.

Basis weight 43 g/m²
Thickness 30 µm

Liner

Kraft

CCK55

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.

Basis weight	55 g/m²
Thickness	58 µm

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

Basis weight	80 g/m²
Thickness	80 µm

CCK130

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

Basis weight	130 g/m²
Thickness	130 µm

Glossary

Facestock

Basis Weight
The average weight of the facestock in grams per square meter of material.

Thickness
The thickness of the facestock in microns.

Printability / Print definition
Refers to the quality of the printing, the sharpness and printing accuracy

Tensile Strength
Refers to the force required to break a film

Label Dispensing
Refers to ability of the material to be dispensed from a label dispenser without bending or folding

Die Cutting
Refers to ability of the material to be die-cut cleanly from the matrix

Comformability
Refers to ability of the material to adhere on non-flat surfaces without edge lifting.

Glossiness
The luster or mirror like finish of a facestock. Facestocks range in appearance from matte or dull to highly glossy

Clarity
The ability of film to show a color or object in the back of the sheet. A high clarity printed film allows one to read the print images on the back side.

Opacity
The ability of film to hide or mask a color or object in the back of the sheet. A high opacity in printed film allows one to read the front side of the page without being distracted by print images on the back side.

Environmental Resistance
- **Dry:** Readability in dry condition
- **Moisture:** eadability after exposure to moist conditions
- **Oil:** Readability after exposure to oily conditions
- **Alcohol:** Readability after exposure to alcohol
- **Abrasions:** Resistance to minor scratches and abrasive surfaces

Adhesive

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.

Special Application Condition
- **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.

Liner

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

Thickness
The thickness of the liner in microns

Sustainable ADvantage

Reduction in the Use of Materials
Use only what is necessary

Thinner facestock, adhesive, or liner that uses less raw materials to be manufactured

Contains Recycled or Renewable Content
Give a second life to what has already been used

Facestocks and liners that include post-industrial waste or post-consumer recycled content

Enables Recyclability, Reuse, or Compostability
What we use can be used again

Solutions that enable the reuse and recycling of packaging as well as the recycling and composting of label waste

Responsibly Sourced
Products sourced from a supply chain that shows care for people and the environment

Film made from renewable alternatives and paper certified by FSC® or other organizations

South Africa

Johannesburg
Cnr. Winze Drive & Leader Avenue,
Stormill Ext 4, Roodepoort 1709, Gauteng

Durban
24 Westmead Road
Westmead, Pinetown, KwaZulu Natal

Cape Town
11 Assegaai Road
Parow Industria, Parow, 7493, Western Cape

Kenya

Avery Dennison Kenya Ltd
WH 10 - 11, Saku Business Park
Mombasa Highway, Nairobi

Find more label solutions at
label.averydennison.com

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