

Product Services Guide

Kenya
October 2025

Need more information?

Business Support Team

**+254- 789 333 333 /
+254- 20 5030230**

Mon to Fri 8.00am – 5.00pm
(excluding Kenya public holidays)

Avery Dennison Business Support Team is ready to answer your questions. Call us to discuss product availability, ordering process, or anything else you need.

Account Business Manager

East and West Africa, SADC

Pramod Tiwari: +254 733943954

Technical Support

Sub-Saharan Africa

Scott Leatherbarrow +27 82 903 8776

Quality Department

South Africa

Thelma Ratshikhopha +27 82 883 6189

Account Enquiries

Kenya

Caroline Gitau +254 780 770994

Contact us:

Avery Dennison Kenya Ltd

WH 10 – 11, Saku Industrial Park,
Mombasa Highway, Nairobi

Data & Specification Sheets

label.averydennison.com

Should you require more technical data for any of our products, you can download specification sheets from our website. If you cannot find the specification sheet you are after, please contact your Avery Dennison representative.



Log in to MyAD

Introduction

Welcome to the October 2025 Product Services Guide. This Guide was created to provide you with a single document to inform you of the core product portfolios of Avery Dennison Label and Packaging Materials Kenya.

Item	Facestock	Adhesive	Liner	Service Program / Width (mm)	MOQ (m ²)	Length (m)	Sustainable Advantage	Comments
ALY89350F	*SEMIGLOSS 80 FSC	S2045(HM)	BG40BR IMP	FULL DECKLE 1500mm	3000	2000	 Responsibly sourced Renewable content (Adhesive Contains 30% Renewable Content)	
KMH4644	FASCOAT SUPERIOR 70	S2045(HM)	BG33 WH IMP	EXACT	1000	2000	 Reduction in material use Renewable content (Adhesive Contains 30% Renewable Content)	

How to read the Product Services Guide

Item:

The item number identifies the product on your delivery documents and invoices.

Facestock:

Identifies the facestock used in the construction.

Adhesive:

Identifies the particular adhesive used in the construction.

Liner:

When liner codes end in the letter 'N' this signifies a nil imprint. PET liners never have a backprint.

FSC® certified facestock or liner

* Only the products identified as such count with Forest Stewardship Council® certification.



Service Program:

The service program details how the product is sold to the market.

- FULL DECKLE
Signifies the product is sold with the complete web width and the minimum length of 1000 metres.
- EXACT
Items are sold in any width with fixed lengths that vary for each program.

MOQ (sqm):

All orders must meet Minimum Order Quantity. SQM is determined by multiplying width by length.

Length (LM):

Identifies the length in lineal meters, offered in a service program

Stocking Location:

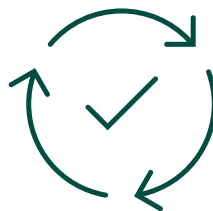
Indicates which AD site the product is stocked in

Sustainable Advantage:

Why the product is part of the Sustainable Advantage portfolio.



Look for the marked
Sustainable ADvantage
products in this
Product Services Guide

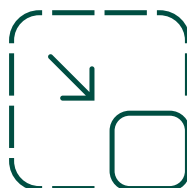


Contains Recycled or Renewable Content

Give a second life to what has already been used.

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

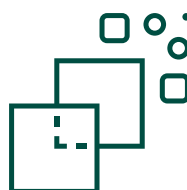
Renewable Content - The renewable sources can be used for facestocks, Adhesives and/or liners, and/or other coatings with at least 30% of the content of that specific component.



Reduction in the use of materials

Use only what is necessary.

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



Enables Recycling, Reuse or Compostability

What we use can be used again.

Solutions that enhance recyclability and enable 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



BG33 liner

Avery Dennison continually seeks to improve the sustainability credentials of our products where possible. Avery Dennison’s mission is to provide a portfolio of products that help advance the circular economy by providing products that reduce waste into the environment, are sustainably sourced, contain recycled materials, or enable recycling, reuse or compostability

- Avery Dennison will be introducing a new, more sustainable glassine liner, BG33. The BG33 liner has been designed to reduce waste to landfill while maintaining converting performance and press efficiency.
- BG33 liner is being successfully used in other regions and has been used for over 5 years across various printing presses.

Benefits

Sustainability

- Helps meet Extended Producer Responsibility (EPR) targets through lowering waste to landfill
- Maintains existing Forest Steward Council (FSC) certification

Avery Dennison Footprint

- Switching to BG33 liner results in a 4% saving in water and carbon emissions. The carbon emissions drop from 1.86 kg to 1.77 kg while the water consumption drops from 12,95 l/sqm to 12.43 l/sqm.

Environmental Impact

	Carbon	Water
		
Original BG40Y/Wh F	1.86 kgCO ₂ E/sqm	12.95 L/sqm
	Savings: 4%	Savings: 4%
Redesigned BG33Y/WH F	1.77 kgCO ₂ E/sqm	12.43 L/sqm
	Is equivalent to 209687 miles / 335500 km driven by an average passenger vehicle	Is equivalent to 55049.70 minutes shower with an average flow
		Based on 1,000,000 m ²

Testing detail	Unit	BG40	BG33
Basis Weight / GSM	gm/m ²	57	50
Caliper / Thickness	Micron	50	46



Avery Dennison Footprint Report

Avery Dennison Footprint tool is a Cradle-to-gate life cycle assessment (LCA) tool used to communicate a product’s carbon and water footprint, from material extraction, to processing by Avery Dennison and transport to customer.

Prime Papers

Item	Facestock	Adhesive	Liner	Service Program / Width (mm)	MOQ (m ²)	Length (m)	Sustainable ADvantage	Comments
MACHINE COAT								
AL89350F	*SEMIGLOSS 80 FSC	S2045(HM)	BG40WH IMP	EXACT	1000	2000	  Responsibly sourced, Renewable content (Adhesive Contains 30% Renewable Content)	
ALY89350F	*SEMIGLOSS 80 FSC	S2045(HM)	BG40BR IMP	FULL DECKLE 1500mm	3000	2000	  Responsibly sourced, Renewable content (Adhesive Contains 30% Renewable Content)	
KMH4644	FASCOAT SUPERIOR 70	S2045(HM)	BG33 WH IMP	EXACT	1000	2000	  Reduction in material use, Renewable content (Adhesive Contains 30% Renewable Content)	
AN589ZAF	*SEMIGLOSS 80 FSC	C2075 (HM) Freezer Grade	BG40BR IMP	FULL DECKLE 1000mm	2000	2000	  Reduction in material use, Renewable content (Adhesive Contains 30% Renewable Content)	
AM16450	FASPRINT 75	S2345(HM)	BG40WH IMP	FULL DECKLE 1500mm	3000	2000		
AMA4530KDC	FASPRINT NG	R5101(EM) Removable	BG40 IMP	FULL DECKLE 1500mm	3000	2000		
COLOURED AND SPECIALTY PAPERS								
AM21450(INT)F	*SILVER METALISED PAPER FSC	S2060(HM)	BG40WH IMP	FULL DECKLE 1500mm	3000	2000	  Responsibly sourced, Renewable content (Adhesive Contains 30% Renewable Content)	
AM89400	DUKUZA BOARD HM 160	S2050(HM)	BG40 IMP	FULL DECKLE 1000mm	2000	2000	 Reduction in material use (Facestock)	

Prime Films

Item	Facestock	Adhesive	Liner	Service Program / Width (mm)	MOQ (m ²)	Length (m)		Sustainable ADvantage	Comments
CONFORMABLE FILMS									
BW9579	PE85 TOP WHITE	S692N(EM)	BG40WH IMP	FULL DECKLE 1530mm	3060	2000	 	Reduction in material use, Enables Recycling, Reuse or Compostability (Monomaterial for labelled HDPE containers)	
RIGID WHITE FILMS									
BW8012	PP50 TOP WHITE CAVITATED	S692N (EM)	BG33WH	FULL DECKLE 1500mm	3000	2000		Enables Recycling, (Monomaterial for labelled HDPE containers), Reduction in material use	
SMP2239	PP60 TOP WHITE CAVITATED	S692N (EM)	BG40WH	FULL DECKLE 1500mm	3000	2000	 	Enables Recycling, (Monomaterial for labelled HDPE containers), Reduction in material use	
AMF1601	FASFILM PLUS WHITE	S2045(HM)	BG40WH IMP	EXACT	1000	2000		Renewable content (Adhesive Contains 30% of the Renewable Content)	
BW8018	PP60 TC WHITE	SR3013 (EM)	BG33WH	FULL DECKLE 1500mm	1500	1000		Enables Recycling, Reuse or Compostability (CleanFlake™), Reduction in material use (Liner)	CleanFlake™ Indent Product
RIGID CLEAR FILMS									
BW0299	PP50 TOP CLEAR	S692N(EM)	rPET30 IMP	FULL DECKLE 1530mm	3060	2000	 	Reduction in material use, Enables Recycling, Reuse or Compostability (Monomaterial for labelled HDPE containers)	
BW8000	PP50 TOP CLEAR	S692N (EM)	BG40BR	FULL DECKLE 1500mm	3000	2000	 	Enables Recycling, Reuse or Compostability (Monomaterial for labelled HDPE containers), Reduction in material use (Facestock)	
AMF0610	FASFILM PLUS CLEAR NG	S2045(HM)	BG40WH IMP	FULL DECKLE 1000mm	2000	2000	 	Renewable content (Adhesive Contains 30% Renewable Content)	
SPECIALTY FILMS									
LMH9602	2M Matt Chrome Void	S2080(HM)	CK40WH IMP	FULL DECKLE 1000mm	2000	2000			
BWS1324	Fasson® 45um PET PC	S6000(EM)	PET30	FULL DECKLE 1000mm	1000	1000		Enables Recycling, Reuse or Compostability (Wash-Off), Reduction in material use (Face)	Wash-Off Indent Product
METALLISED BOPP									
AMF9601KDC	2 Mil SILVER METALIZED BOPP TC	S2060(HM)	BG40WH IMP	FULL DECKLE 1500mm	3000	2000		Renewable content (Adhesive Contains 30% Renewable Content)	

Variable Information Papers

Item	Facestock	Adhesive	Liner	Service Program / Width (mm)	MOQ (m ²)	Length (m)		Sustainable ADvantage	Comments
DIRECT THERMAL PAPER									
NW6001F	*DIRECT THERMAL PLUS FSC	S2060(HM)	BG33WH IMP	FULL DECKLE 1500mm	3000	2000		 Reduction in material use(facestock). Responsibly sourced.	
ALY55845r	rDT ECONOMY THERMAL 70 FSC	S2045N(HM)	BG40BR	FULL DECKLE 1525mm	3050	2000		Renewable content (Facestock contains 15% recycled components from industrial materials). Responsibly sourced. Renewable content (Adhesive Contains 30% Renewable Content)	
ALY55860F	*DT ECONOMY THERMAL 60 FSC	S2045N(HM)	BG33BR	FULL DECKLE 1500mm	3000	2000		Renewable content (Adhesive Contains 30% Renewable Content), Responsibly Sourced.	
NW6004F	BAG TAG DT PLUS FSC	S2045(HM)	BG40WH NI	FULL DECKLE 1500mm	3000	2000	 	Renewable content (Adhesive Contains 30% Renewable Content), Responsibly Sourced.	
THERMAL TRANSFER FILM									
LMD7450	FASFILM TT MATT WHITE	S2050(HM)	CK40 IMP	FULL DECKLE 1500mm	3000	2000			
AME8644	FASDATA EDP	S2060(HM)	BG40BR IMP	FULL DECKLE 1000mm	2000	2000		Renewable content (Adhesive Contains 30% Renewable Content)	

Rapid Roll

Item	Facestock	Adhesive	Liner	Service Program / Width (mm)	MOQ (m ²)	Length (m)		Sustainable ADvantage	Comments
NW6005	BOARDING PASS 195GSM			FULL DECKLE 1000mm	2000	2000		Reduction in material use(Facestock)	

Operational Terms & Conditions

Any exceptions to the standards are subject to an upcharge unless otherwise noted

Core Diameter

- 76mm
- Specialties on Request

Splice Standard

- Up to 1000m: 1 splice
- 1000 – 2000m: 2 splices
- More than 2000m: 3 splices

Minimum Distance Between Splices and to Start/End of a Roll

200 m

Splice Tape

PVC Red/Brown Tape

Splice Indication

Number of splices is indicated on the roll label and position of splice indicated by stamp on side of the roll

Offcut Disposition

Customer will be charged for full deckle unless sales order is requested on Fasson Exact™ program

Slit Width

- Minimum slit width is 90mm
- Maximum slit width is 1500mm
- Maximum width dependent on master roll width

Slit Roll Width Tolerances

Width tolerance is +/- 1mm

Roll Length

Minimum Standard roll length is 1000m

Roll Length Tolerance

Roll length tolerance of +/- 10%

Maximum Roll Length

Up to 3000m – dependent on product

Total Order Quantity

Order supplied +/- 10%

Packaging Method

Rolls will be horizontally or vertically packed

Roll Tag Labels

Roll Labels on outside of roll and one in roll core

Palletized deliveries

- All deliveries as required are palletized
- These pallets remain the property of Avery Dennison and need to be returned.

Maximum Stack Heights

1m

Minimum Order Quantity

- Standard MOQ is 1000m of the full material width
- Fasson Exact program MOQ is 1000m². Certain Specialties may be 500m²

Material Quality Matters

- Material to remain at the customer's premises until final testing/evaluations have been done
- Complaints are attended to within the stipulated life of the product as per material data sheet
- Response to complaints within 2 working days
- Resolution within 21 working days – dependent on type of complaint

Technical Support

- Technical support and product training available for both converters and end users
- Training is offered at ADIKC

Cut-off Times For Orders

- All orders received at or before 1pm will be delivered within 48 hours unless confirmed otherwise
- Fasson EXACT products lead time is 2 working days to dispatch EXCEPT when product ordered is not offered at the local DC in which case transportation lead time of additional 2 working days applies.
- Collection from 8.30 am- 16.00 pm
- Customer must make collection arrangements at least 3 hours prior to collection
- Direct indent orders have 8 – 12 weeks lead time depending on freight mode and source

National Freight Charge

- Applicable freight charges:
- As per agreed pro-forma terms & conditions for exports orders
- Should customer require stock faster than the standard channel

Order Cancellation

- Not permitted once slit
- Fasson Exact Program sales order cancellation not permitted once Order Acknowledgment has been issued

Operational Terms & Conditions (continued)

Width Substitution

As agreed upon by both parties

Product Substitution

Substitution with the nearest alternate product allowed in the event of stock shortage and agreed by both parties

Changes on Service Programs

- Please note that the release of this Product Services Guide happens once in a quarter, therefore this release does not mean or suggest or be understood in any way to mean that the service programs listed in this document will remain the same throughout the quarter
- Lookout for communications from our Customer Services for any Service Program changes that may happen after this release
- We encourage the frequent use of the MyAD portal for Service Programs as it will always reference the most recent as per available inventory

Damaged Product on Delivery

- Customers to inspect all products on delivery.
- Any damages to be acknowledged at the time of delivery by being noted on the Delivery Docket
- Avery Dennison approval required before material is picked up
- Failure to acknowledge at the time of delivery will be deemed that the damage occurred at the customer's premises

Customer Purchase Order

- Email Purchase Order to Avery Dennison Order Centre email address: adkenya.cs@eu.averydennison.com and your Sales Account Manager
- Customer Purchase Order should include the following information:
 - Purchase Order number.
 - Company Name / Account number.
 - Delivery address, Required date.
 - Item required, Quantity required & Price.
 - Name & title and contact number for Buyer.
- Once purchase order has been processed by Avery Dennison; an order acknowledgment will be emailed to the customer
- Failure to clearly supply these details may result in delays

Proof Of Delivery

Material to be checked. Delivery Docket signed and returned to driver/courier

Price increase

- 30 days notice period
- Notice period may change subject to exceptional circumstances

Avery Dennison
Label and Packaging Materials

South Africa

Johannesburg

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

Durban

24 Westmead Road,
Westmead, Pinetown, KwaZulu Natal

Cape Town

11 Assegai Road, Parow Industria
Parow, 7493, Western Cape

Kenya

WH 10 - 11, Saku Business Park
Mombasa Highway, Nairobi

Learn more at label.averydennison.com



#MakingPossible



Log in to MyAD

© 2025 Avery Dennison Corporation. All rights reserved. The "Making Possible" tagline, Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands or product names are trademarks of their respective owners. Fortune 500® is a trademark of Time, Inc. Branding and other information on any samples depicted are fictitious. Any resemblance to actual names is purely coincidental.