

# Product Services Guide

Kenya  
January 2025



# Need more information?

Business Support Team

**+254- 789 333 333 /  
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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

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## Technical Support

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## Quality Department

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## Account Enquiries

### Kenya

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## Contact us:

### Avery Dennison Kenya Ltd

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## Data & Specification Sheets

[label.averydennison.com](http://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.

# Introduction

Welcome to the January 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 <sup>2</sup> )	Length (m)	Sustainable Advantage	Comments
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)	

## 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:

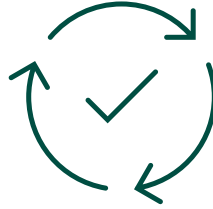
Indicates which AD site the product is stocked in

### Sustainable Advantage:

Why the product is part of the Sustainable Advantage portfolio.



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

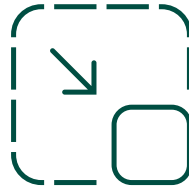


## Contains Recycled or Renewable Content

**Give a second life to what has already been used.**

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

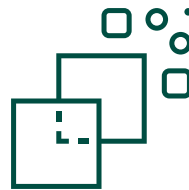
Renewable Content - The renewable sources can be used for facestocks, Adhesives and/or liners, and/or other coatings with at least 30% of the content of that specific component.



## 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






The mark of  
responsible forestry







# Prime Papers

Item	Facestock	Adhesive	Liner	Service Program / Width (mm)	MOQ (m <sup>2</sup> )	Length (m)	Sustainable ADvantage	Comments
<b>MACHINE COAT</b>								
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)	BG40BR IMP	FULL DECKLE 1000mm	2000	2000	Reduction in material use, Renewable content (Adhesive Contains 30% Renewable Content)	Freezer Grade
AM16450	FASPRINT 75	S2345 (HM)	BG40WH IMP	FULL DECKLE 1500mm	3000	2000		
AMA4530KDC	FASPRINT NG	R5101 (EM)	BG40 IMP	FULL DECKLE 1500mm	3000	2000		Removable
<b>COLOURED AND SPECIALTY PAPERS</b>								
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 <sup>2</sup> )	Length (m)			Sustainable Advantage	Comments
<b>CONFORMABLE FILMS</b>										
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)	
<b>RIGID WHITE FILMS</b>										
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	CleanFlake™ Indent Product (Liner)
<b>RIGID CLEAR FILMS</b>										
77138N	PP50 TOP CLEAR	S692N(EM)	PET30 IMP	FULL DECKLE 1500mm	3000	2000			Reduction in material use, Enables Recycling, Reuse or Compostability (Monomaterial for labelled HDPE containers)	
AMF0610	FASFILM PLUS CLEAR NG	S2045(HM)	BG40WH IMP	FULL DECKLE 1000mm	2000	2000			Renewable content (Adhesive Contains 30% Renewable Content)	
BW8019	PP50 TC CLEAR	SR3013 (EM)	BG40Y	FULL DECKLE 1500mm	1500	1000			Enables Recycling, Reuse or Compostability (CleanFlake™). Reduction in material use	CleanFlake™ Indent Product (Liner)
<b>SPECIALTY FILMS</b>										
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	Wash-Off Indent Product (Face)
<b>METALLISED BOPP</b>										
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 <sup>2</sup> )	Length (m)	Sustainable Advantage	Comments
<b>DIRECT THERMAL PAPER</b>								
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)	
NW6004F	BAG TAG DT PLUS FSC	S2045(HM)	BG40WH NI	FULL DECKLE 1500mm	3000	2000	  Renewable content (Adhesive Contains 30% Renewable Content), Responsibly Sourced.	
<b>THERMAL TRANSFER FILM</b>								
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 <sup>2</sup> )	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 1000m<sup>2</sup>. Certain Specialties may be 500m<sup>2</sup>

## 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**  
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Learn more at [label.averydennison.com](https://label.averydennison.com)



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