

Avery Dennison
Label and Packaging Materials

ASEAN
July 2023

Automotive Labels Portfolio

Labels for every part of the vehicle



Labelling solutions for every part of the car

Each part of an automobile does a particular job. The same is true of our automotive labelling materials. Purpose-engineered to meet the specific demands of automotive components, our materials get the job done while meeting stringent regulations and specifications. Our technical experts can help you make sense of it all, so that you're able to finish with flying colors.

Meeting your needs just got easier

The Avery Dennison Automotive Labels Portfolio features:

- The widest selection of materials to meet virtually any automotive need
- Purpose-engineered and pre-qualified labels for automotive, including electric vehicles
- Compliance with REACH, RoHS, IMDS and common testing parameters specified by automotive OEMs
- Materials expertise in automotive applications to guide you on your product selection
- Flexible service and product customization



Gear up for full speed

Automotive is a just-in-time business. We'll get you the materials you need, when you need them. With our global presence, streamlined logistics, standard-setting service, and flexible ordering policy, speedy delivery and low minimum orders are no problem.

Our capabilities ensure the dependability and sustainability of the products we offer:

- Manufacturing capabilities for top-coated and voidable film by AD-Hanita
- Team of experts to ensure labelling solutions are always compliant with global and local government regulations and OEM specifications – Fluency in all industry standards, including IATF 16949, UL, CSA, IMDS, ISO, and FMVSS 302
- Collaborative R&D services across the world to test quality, compliance, and longevity of tailored labelling solutions
 - Mentor Innovation Center - Mentor, USA
 - I.Lab - Oegstgeest, Europe
 - Neal Research Center - Kunshan, China
 - ADIKC - Pune, India





An end-to-end automotive experience

In addition to labels, Avery Dennison offers a variety of solutions for a complete automotive experience:

- Graphic materials for paint protection, window tinting, automotive decoration, and dealership signage
- Lab-tested performance tapes that provide strong, lasting adhesion for various bonding applications in automobiles whether rain or shine
- Digital solutions including RFID-enabled smart labels for enhanced visibility through track and tracing across the supply chain
- A full line of automotive engineered fasteners to keep wires, cables and components quiet and secure

Electric Vehicles Battery Labels

The industry for electric vehicles and the batteries that power them is moving fast. You need a partner who can keep up.

Our comprehensive electric vehicle battery portfolio features advanced products that address every element of a lithium ion battery, from cell to module, pack and the entire system, providing different bondings to thermal management and electrical insulation.

Together with our world-class pressure-sensitive label materials and RFID technology, Avery Dennison provides a wider range of electric vehicle battery solutions, informed by our deep understanding of the technology, and are engineered for maximum safety, long-term reliability, and traceability.

Digital Solutions: Preparing for industry 4.0

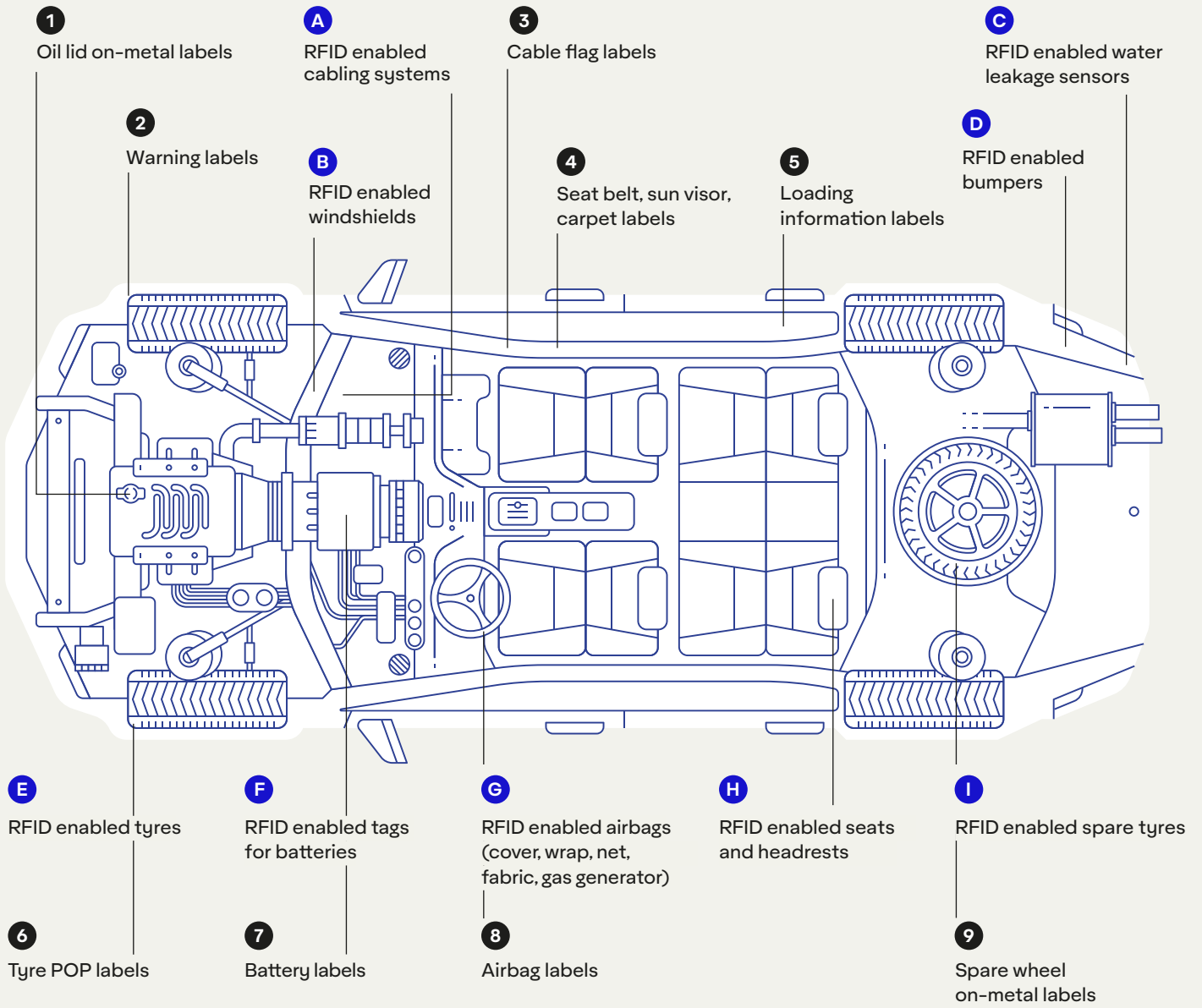
For today's fast-paced auto industry, durable RFID labels can meet the demands and rigors of manufacturing and long-term use.

The ability to use RFID to track and trace critical components dramatically increases supply chain integrity, improves customer safety and reduces liabilities, which is why industry observers are forecasting accelerated growth for RFID in the automotive industry over the next few years. Tracking industrial components has been a challenge, but new Avery Dennison RFID inlay designs have overcome these obstacles. No matter the tagging requirements Avery Dennison can help you build the right solution with our progressive family of intelligent labels and RFID technologies.



Automotive applications

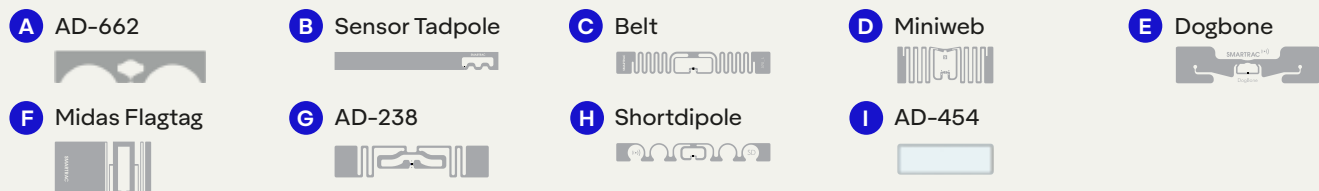
From bonnet to boot, we provide the widest selection available for automotive labelling. Together with the largest RFID portfolio globally, you can add a digital identity to almost any application, improving manufacturing efficiency.



Converter Labels



RFID Inlays Utilized (more options available)



Need custom materials for a unique application? We can develop those as well.

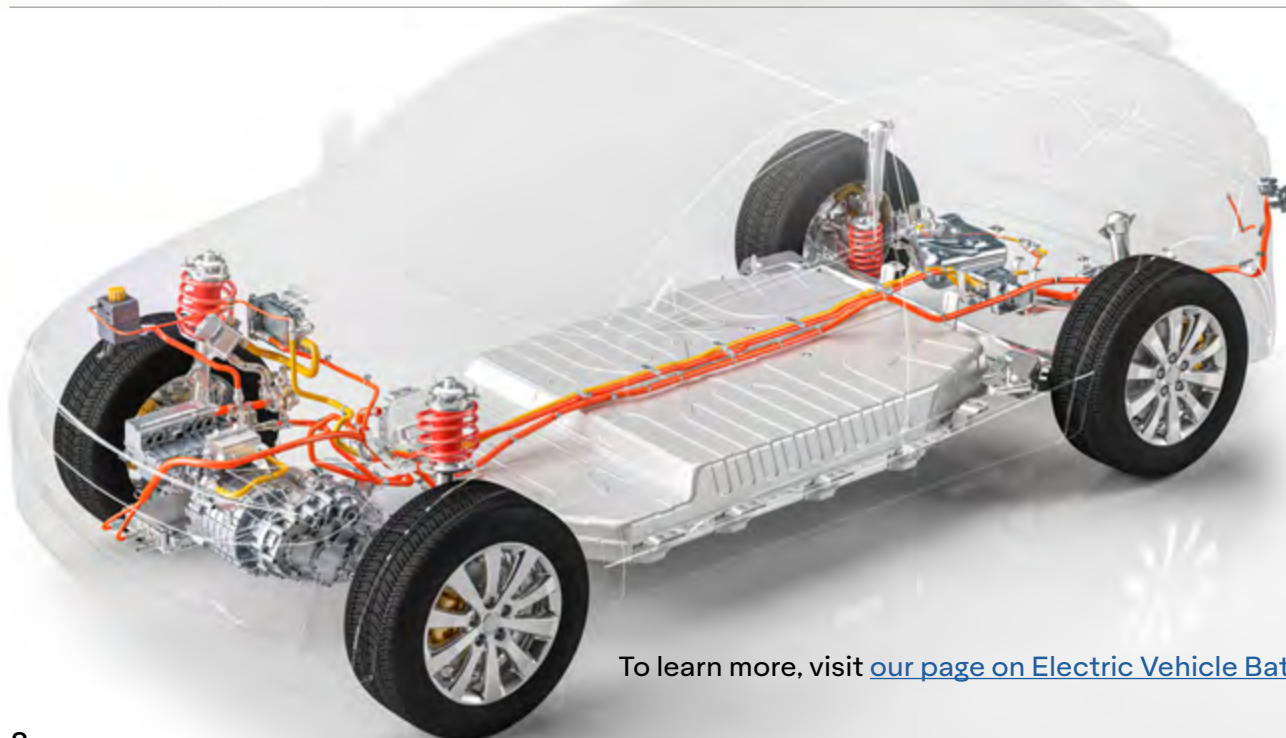
Automotive product information

Application Areas	Adhesive Code	Adhesive Type and Features	Label Code	Label Construction	Interior	Exterior	Under-the-Hood	UL recognition
Metal	AL170	Solvent acrylic • First choice in harsh environment • High shear strength	AA145	Transfer PET Matt White/AL170/BG42WH	•	●	●	✓
			AA146	Transfer PET Matt Silver/AL170/BG42WH	•	●	●	✓
			AA642	Transfer PET White Top/AL170/BG42WH	•	●	●	✓
			AA645	Transfer PET Matt Chrome Top/AL170/BG42WH	•	●	●	✓
			BS912	Transfer PET Platinum TC19/AL170/BG45WH FSC	•	●	●	✓
Wet cell battery	AS3015 DS129U	Solvent acrylic	MZ0459	Synthetic Paper 3 TC/AS3015/BG50WH ni	•	•	●	
			MZS1028	90mic White Gloss PVC/DS129U/BG50WH	•	•	●	
Overlamination	S3000 S8020 S8020D	Emulsion	75849	3mil Velvet Lexan/S730/1.5M PET	•	●	●	✓
			79325	1M CL UV PET/S3000/1M PET	•	●	●	✓
			MZ0111	1M CL PET TC/S8020/PET30	•	●	●	✓
			MZ0111N	1M CL PET TC/S8020/BG40WH	•	●	●	✓
			77843	1M Matte Clear Polyester/S8020/40#BG	•	●	●	✓
			MZ0082G	CLPET16TCY/S8020D/23PET	•	●	●	
Painted surface, Plastic	S8029	Resinated solvent acrylic	79732	2Mil White PET TC/S8029/50#SCK ABC	●	•	•	✓
			BH781	Transfer PET Matt Chrome Top/S8029/BG42WH	●	•	•	✓
			BN950	Transfer PET Matt Silver/S8029/BG42WH	●	•	•	✓
			BS913	Transfer PET Platinum TC19/S8029/BG45WH FSC	●	•	•	✓
Laser etch marking	S8029 S899	Resinated solvent acrylic	BY086	PET50 Black Laser Etch/S8029/BG45WH FSC	●	●	•	✓
			ADS1604	105mic Matte White Laser Etch PET TC/S899/BG50Blue	●	●	•	
		ADS1605	85mic Matte Silver Laser Etch PET TC/S899/BG50Blue	●	●	•		
Cable label	S8040	Solvent acrylic	BWS707	63mic FasClear250/S8040/BG50WH ni	•	●	●	✓
			BWS708	63mic Primax 250/S8040/BG50WH ni	•	●	●	✓
Rough, oily, low surface energy surfaces	S8049 S8049A	RHA • AD-patented rubber hybridised adhesive	79453	2Mil White Polyester TC/S8049/50#SCK ABC	•	●	●	✓
			79534	2Mil Matte Chrome Polyester TC/S8049/50#SCK	•	●	●	✓
			79653	2Mil White Polyester TC/S8049A/90# EZ liner	•	●	●	✓
			79654	2Mil Brushed Chrome Polyester TC/S8049A/90#EZ liner	•	●	●	✓
Sun Visor, Seat Belts	S8073	Two-stage heat-activated acrylic • Removable upon application but forms a strong, permanent bond with heat and pressure	CI832	Transfer PET White PT/S8073/BG45WH FSC	●	•	•	
			CK123	PET23 Clear/S8073/BG45WH FSC	●	•	•	
			CK199	Transfer PET125 White/S8073/BG45WH FSC	●	•	•	
	S8075	CI892	PET25 MATT WH OPQ/S8075/PET23	●	•	•		
	SD203	MZS1491	65 um White PVC/SD203/75um Clear PET Liner	●	•	•		
Siliconized fabrics	S8092	Silicone	AS191	Transfer PET36 Top White/S8092/PET75	●	•	•	
			CK785	TRANSFER PET50 TOP CLEAR/S8092/PET75	●	•	•	
Tire POP label	TS79N	Rubber hotmelt	SD8310.1525	PP Top NG White/TS79N/BG50WH double silicone	•	●	•	
			SY5003N.1525	Barrier Foil 25um WH PET/TS79N/P140	•	●	•	

Electric vehicle product information

Electric vehicle battery is a complex construction with many parts and pieces. With our expertise in labelling we have the right solution for every part of the battery.

Product Code	Thickness (um)	Facestock of Carrier	Prismatic Cell Wrapping	Pouch Cell Edge Protection	Cell-to-Cell Bonding	Thermal Runaway Bonding	Cushion Pad Bonding	Heating Film Bonding	FPC Bonding	Module/Pack Insulation	Thermal Interface Material Bonding	Gasket and Sealing Material Bonding	Wire Harness Label	Warning Label	Tracking Label
ES1501	110	PET	●	•	•	•	•	•	•	●	•	•	•	•	•
ES1502	110	PI/PET	●	•	•	•	•	•	•	●	•	•	•	•	•
ES14xx	75-100	PET	●	•	•	•	•	•	•	•	•	•	•	•	•
ES12xx	40-50	PI	•	•	•	•	•	•	•	•	•	•	•	•	•
FT73xx	50-200	PET	•	•	●	●	•	•	•	•	•	•	•	•	•
FT75xx	50-150	PET	•	•	●	●	•	•	•	•	•	•	•	•	•
FT9850	50	PET	•	•	•	●	●	•	•	•	•	•	•	•	•
FT9855	50	PET	•	•	•	●	●	•	•	•	•	•	•	•	•
FT5808	80	—	•	•	•	•	●	•	•	•	•	•	•	•	•
FT7512L	120	Tissue	•	•	•	•	•	●	•	•	•	•	•	•	•
FT7508L	80	Tissue	•	•	•	•	•	●	•	•	•	•	•	•	•
FT7700	120	Tissue	•	•	•	•	●	●	•	•	•	●	•	•	•
FT7701	150	Tissue	•	•	•	•	•	●	•	•	•	●	•	•	•
FT7829L	150	PET	•	•	•	•	•	•	●	•	•	•	•	•	•
ES24xx	80	PET	•	•	•	•	•	•	•	●	•	•	•	•	•
ES25xx	130	PET	•	•	•	•	•	•	•	●	•	•	•	•	•
FT0875	80	—	•	•	•	•	•	•	•	•	●	•	•	•	•
FT1270	70	—	•	•	•	•	•	•	•	•	•	●	•	•	•
FT9302A	105	PET	•	•	•	•	●	•	•	•	•	●	•	•	•
FT3102	51	—	•	•	•	•	●	•	•	•	•	●	•	•	•
ES34xx	75-100	PET	•	•	•	•	•	•	•	•	•	•	●	•	•
MZ0721	75	PET	•	•	•	•	•	•	•	•	•	•	•	●	●
MZS1089	75	PET	•	•	•	•	•	•	•	•	•	•	●	•	•
BY086	144	PET	•	•	•	•	•	•	•	•	•	•	•	●	●

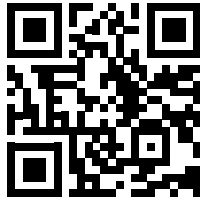


To learn more, visit [our page on Electric Vehicle Battery](#)

Discover more possibilities

What else do you need? Let us know and we'll help you find or develop your desired labelling solution.

Contact your trusted Avery Dennison sales representative, durableshelp@averydennison.com or submit a request by scanning the code below.



label.averydennison.com

Who we are

As the pioneer in the pressure-sensitive industry, we bring one-of-a-kind capabilities to sustainable labelling. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our labels must perform and the technical challenges they have to meet. Whatever your product, wherever it's going, we can help you develop a sustainable label that performs.

What we stand for

Sustainability. Innovation. Quality. Service.

In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

Work with us

You're the expert in your business; we're the expert in labelling. Contact your local Avery Dennison representative today or durableshelp@averydennison.com to find out how we can meet and exceed your needs.

label.averydennison.com



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