

Durables Advantage NextGen portfolio

Made Possible by Avery Dennison

Avery Dennison's vast portfolio of general purpose label solutions for Durables goods provides numerous options from simple to more complicated substrates and applications.

Introducing the Durables NextGen portfolio, Avery Dennison now offers a range of more competitive PET products that come in a wide variety of choices including thickness, color, and adhesion that are suitable from low to medium/high volume general application projects such as product labeling, asset tagging, and instruction labeling, where good performance and affordability are key.

On top of its competitiveness, the NextGen product range delivers performance in printability, heat resistance and tear resistance that are found in the polyester based label materials in our standard range.

With the new Durables NextGen in place, you now have access to a complete set of solutions to address your varying needs – ranging from the most stringent applications requiring UL certification, down to the very fundamental labeling projects.

Key features

Facestock

- Various colors (white, silver, clear) and thickness that suit common market needs
- Excellent top coating layer suitable for most conventional presses, e.g., UV letterpress, Flexographic
- Excellent thermal transfer printability with the right choice of industrial ribbon

Adhesive

- Emulsion, solvent, and hotmelt based adhesives featuring various adhesion for different surfaces and application environments

Liner

- Standard glassine liners (80gsm – BG50; 60gsm – BG40)
- Super-calendered for excellent convertibility and dispensability
- Suitable for roll-to-roll application
- Low to medium dispensing speed is advised

Application areas

- Electronics parts
- White goods products
- Promotional and work-in-progress labels
- Asset tagging
- Applications requiring heat and chemical resistance



More about Durables NextGen adhesives

S8020

- A general purpose permanent adhesive exhibiting good clarity with medium initial tack and adhesion strength
- Suitable on a wide range of substrates, from medium to high surface energy
- Resistant to a small degree of chemical and heat exposure

S369

- An emulsion based permanent adhesive exhibiting medium to high initial tack and adhesion strength
- Excellent on a wide range of substrates, from medium to high surface energy, with a small degree of roughness and curvature
- Excellent resistance against a small degree of chemical and heat exposure

DS015U

- A solvent based permanent adhesive exhibiting medium to high initial tack and peel strength
- Excellent on a wide range of substrates, from low to high surface energy, with a small degree of roughness and curvature
- Recommended on more demanding applications such as electronic parts involving heat and mild chemical cleaning

Durables Advantage product information

NextGen	
NEW	
Code	Description
25 micron series application requiring good conformability	
MZ0420	25mic White PET TC5/S8020/BG50Wh ni
MZ0421	25mic White PET TC5/DS015U/BG50Wh ni
MZS1247	25mic Matte Chrome TC5/S8020/BG50Wh ni
MZ3002	25mic Bright Silver PET TC/S8020/BG40Wh ni
MZ0497	25mic Clear PET TC5/S8020/BG50Wh ni
MZ0426	25mic Clear PET TC5/DS015U/BG50Wh ni
50 micron series standard label application	
MZ0212	2mil WH PETC TC/S369/BG50Wh Imp
MZS1324A	50mic White PET TC5/S369/BG50Wh ni
MZ0487	50mic White PET TC5/DS015U/BG50Wh ni
MZS1327	50mic Matte Chrome PET/S369/BG50Wh ni
MZS1228	50mic Matte Chrome PET/DS015U/BG50Wh ni
MZ3001	50mic Bright Silver PET TC/S8020/BG50Wh ni
MZ0425	50mic Clear PET TC5/S8020/BG50Wh ni
MZ0496	50mic Clear PET TC5/DS015U/BG50Wh ni

Competitive

- Non-UL
- Hotmelt, emulsion, and solvent based adhesives
- General Purpose application

MOQ

Get in touch with your local Avery Dennison sales representative to select the right service program for your needs.



General purpose

- UL recognized
- Emulsion based adhesives
- Suitable for MSE and HSE substrates
- Battery information label, product label on white goods, electronic and electrical appliances

Standard	
MZ0102	2M WH PET TC/S333/BG50Wh Imp
MZ0097	50mic Matte White PET TC/S333/BG50Wh Imp
MZ0098	50mic Matte White PET TC/S333/BG50Wh ni
MZ0104	2M Matte Chrome PET TC/S333/BG50Wh Imp
MZ0054	50mic Bright Silver PET TC/S333/BG50Wh Imp
MZ1067A	2M CL PET TC3/S8020/G80
72823	2mil Clear Polyester TC/S333/50#SCK

Engineered	
040443	2mil White Polyester TC/S730/50#SCK
079453 *	2mil White Polyester TC/S8049/50#SCK
041044	2mil Matte Chrome PET TC/S730/50#SCK
079534 *	2mil Matte Chrome PET TC/S8049/50#SCK
061320	2mil Clear PET TC/S730/50#SCK ABC

High performance

- UL recognised
- Solvent and RHA (Rubber Hybridized Acrylic) adhesives
- Suitable for LSE and difficult substrates
- Specific applications, e.g., automotive, electronics

Price

* RHA (Rubber Hybridized Acrylic) adhesive

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