



Clear Direct Thermal Films

Reveal the inner beauty

Avery Dennison's clear direct thermal product range now allows the development of high-impact and variable information labelling for fresh fruit, hams, cheeses, bakery items and much more. It also opens up new packaging and labelling strategies for applications as diverse as retail and healthcare.

Few food packaging strategies appeal more to consumers than transparent labelling – actually showing what is inside a package has proved to be very effective in driving purchase decisions in store.

The clear-on-clear or 'no label' look has long since entered the mainstream for many segments, where it has increased sales for products that range from food, home and personal care through to premium alcoholic beverages.

Now transparent labelling is set to make a similar impact across a much wider span of segments, and label converters have a rare opportunity to take their customers in new and exciting directions.

KEY FEATURES

- > Transparent thermal-transfer printable labelling
- > PP75 grades offering improved transparency
- > Economical PP70 matt clear alternatives
- > PP25 overlaminate can make any label direct thermal printable

BENEFITS

- > Clear direct thermal films offer optimal transparency for a smooth matte finish, thus enhancing the shelf impact
- > Larger labels can take more content
- > BPA-free labels are safer for human contact
- > Ideal for promotional and healthcare applications
- > Can be used for non pack applications like effective organising and labelling of files, envelopes, shelves, cups, garments etc.
- > A variety of options for any application challenge



Specification Information

Item Number	Item Description		
	Facestock	Adhesive	Liner
AY421	THERMAL PP75 TOP CLEAR	S692N	BG40WH
AU602	THERMAL PP75 TOP CLEAR	S2800	BG40WH
AX909	THERMAL PP70 MATTE CLEAR	S692N	BG40WH
AW839	THERMAL PP70 MATTE CLEAR	S2800	BG40WH
AX159	THERMAL PP25 MATTE CLEAR	S692N	BG40WH

Optimal transparency

For oily packaging such as olive oil, olives or honey jars, topcoated Thermal PP75 Clear gloss film gives improved water, oil and plasticiser resistance. It also offers high performance on fresh/cold surfaces when used with S2800 adhesive. Bisphenol-free.

Shelf impact and more

Shelf impact is one of the single most important benefits of clear direct thermal films, with optimal transparency or a smooth matte finish, but there are other market pressures that can be responded to effectively with these materials. Such pressures arise from a complex mixture of regulatory changes, brand-related needs and consumer demand for more information.

Larger labels

Labels now have to contain much more written content than previously, and have become larger as a result. Large white direct thermal labels can entirely obscure a package's contents, whereas a clear label can contain all of the same information but still allow inspection of what's inside.

Application areas

- > Clamshell packaging
- > Fresh fruit and produce packaging
- > Food sold by weight, weighed in-store
- > Addition of variable information section to prime labels



Please note that the Avery Dennison product range can be subject to change. For an accurate product overview please check our website label.sapssa.averydennison.com or contact your local Avery Dennison sales representative.

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