

Avery Dennison Fresh Produce Portfolio



Consumers throughout Asia Pacific are becoming increasingly aware of the importance of food safety. More shoppers are making conscious purchase decisions about fresh produce based on its country of origin, right down to the grower. They want to know where their food came from, how it was grown and when it was picked and packed. For all of this information, they look to labels.

With ever tightening food packaging regulations and the growing importance of consumer safety a high-level concern for brand owners, it is imperative that labelling does not pose added risks to consumers. Hence, suitable direct food contact-compliant labels should be selected for the labelling of fresh produce, to ensure optimal safety for consumers.

A massive 425 million tonnes of fresh fruit and vegetables are produced in Asia every year, a figure that is increasing at an estimated rate of 6.6% annually. This vast amount consists of approximately 30% fruit and 70% vegetables. Currently, approximately 10% of fruit and only 1% of vegetables are labelled.*

In response to the growth potential of fresh produce labelling in Asia, coupled with tightening regulations and brand owners' and consumers' mutual growing awareness of food safety risks, Avery Dennison has developed a portfolio of pressure sensitive direct contact-approved produce label materials.

Safe, functional and sustainable, the portfolio delivers excellent value for money and outstanding performance.

Features

- ▶ Food-safe adhesives that comply with FDA 175.105 and Europe Bfr XVI regulations for direct contact with produce
- ▶ Excellent adhesion and conformability
- ▶ Corona treated films for optimal printability
- ▶ Resistance to moisture
- ▶ Forest Stewardship Council (FSC)-certified paper facestocks
- ▶ Suitable for both manual and automatic application

*Source: www.ibisworld.com and FAO 2014

Productivity

- ▶ Low risk of food contamination from adhesive migration
- ▶ Reduced risk of label displacement during transportation, warehousing and cold storage
- ▶ Clear legibility and eye-catching graphics for enhanced shelf appeal
- ▶ Opportunities for brand-building at point-of-sale
- ▶ Sustainability meets corporate responsibility and appeals to consumers' growing awareness of the environmental impact of their purchase decisions
- ▶ Suitability for automatic label dispensing saves on labour costs
- ▶ Labelling of fresh produce allows product traceability and better supply chain management, fulfilling the needs of modern retail and online shopping

Applications

Avery Dennison provides direct food contact-compliant labels that are suitable for all fresh fruit and vegetables, including those with smooth waxy skins such as apples, through to those with rough, hairy skins like kiwi fruit.

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Avery Dennison offers a wide range of pressure-sensitive materials for food produce labels, from Economical-grade facestocks, suitable for budget and domestically distributed brands, to Premium-grade facestocks, suitable for high-end export products.

Product Code	Product Description	Key Features / Benefits
Economical		
ALYF4942	SG70 FSC/S2045N/BG40Y	<ul style="list-style-type: none"> ▶ Good print performance ▶ SG70 paper + S2045N adhesive
AW5235	SG70 FSC/S2045N/BG40WH	<ul style="list-style-type: none"> ▶ suitable for most fruit and vegetable skins ▶ Good opacity
AW0399	MC ELITE FSC/S692N/BG40WH	<ul style="list-style-type: none"> ▶ Direct food contact adhesives ▶ Suitable for manual and auto dispensing
Standard		
SW4105 •	SG60/S6112/BG40Wh	<ul style="list-style-type: none"> ▶ Very good print performance ▶ SG60 paper + S2045N – suitable for most fruit and vegetable, especially for rough skins
AW2420	SG60/S2045N/BG40Wh	<ul style="list-style-type: none"> ▶ Good opacity ▶ Direct food contact adhesives
AW3285	LW/S692N/BG40Wh	<ul style="list-style-type: none"> ▶ Suitable for manual and auto dispensing ▶ Flexible paper facestocks for conformability
Premium		
BW0404	PE45 Wh/S692N/BG40Wh	<ul style="list-style-type: none"> ▶ Excellent print performance ▶ Films have excellent conformability, moisture, water, oil, heat and abrasion resistance
SW8519	PP60 Top White/SR692N	<ul style="list-style-type: none"> ▶ Very good opacity ▶ Direct food contact adhesive
ALV434 •	LW/S692N/BG40Wh	<ul style="list-style-type: none"> ▶ Suitable for manual and auto dispensing ▶ Flexible paper facestock for conformability ▶ Medium-high adhesion suitable for most smooth skin produce applications

• Available in India



Low
MOQ



Quick
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Fast
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Packaging Materials

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