Select Solutions™

Your Guide to Avery Dennison® application-specific portfolios

Advanced Adhesives

Innovation at the Avery Dennison Innovation and Knowledge Center

Retail Removables

Reclosure in the home
Avery Dennison Label and Packaging Materials (LPM) offers self-adhesive technology products that can be designed and manufactured for any application. We combine creative expertise and engineering with best-in-class automation techniques to produce solutions whose beauty and performance help enhance many of the world’s most successful brands.

Under the theme ‘a grip on any challenge’, Avery Dennison is launching an Advanced Adhesives portfolio that expands converters’ options with four new adhesive choices - including a clear, non-yellowing hotmelt adhesive for chilled food applications and a reclosure adhesive with high solvent resistance for household wipes.

The importance of the right adhesive is sometimes underestimated when finding the right label for your application challenge. Our adhesives offer a whole range of benefits, from productivity improvements through to enhanced shelf appeal. For example, the ‘no label’ look depends critically on an ultra-clear adhesive, and wet-wipes need reliable reclosure performance for very challenging pack contents.

Holmes Ong
Product Manager - Specialty, ASEAN

About us

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Select Solutions™

The Avery Dennison Select Solutions™ Collection provides a range of application-specific portfolios, the ability to custom create your own solutions using our Mix & Match™ service, and our Avery Dennison Technical Excellence Team that provides personal support on ideation through production on new solutions.

Meet the Avery Dennison Technical Excellence Team

The Avery Dennison Technical Excellence Team is always eager to help you find the products and solutions that work for you and your customers.

Holmes Ong
Responsible for the ASEAN region, Holmes is new to Avery Dennison team and has 10 yrs of experience in the digital printing industry. With responsibility for the Select Solutions portfolio, he works with customers, sales teams, technical support and R&D to develop and select the right products that well meet the market needs.

Sirisak Kh
As the business development manager Select Solutions portfolio in the Southeast Asia region, Sirisak brings with him 13 years of industry experience. In this role, he works with customers, sales and product management teams to select the right products that meet their labelling requirements.

Joleen Lim
Joleen brings with her more than 15 years of experience in Pressure Sensitive Adhesive industries. With responsibility for the Durable Product portfolio for the SAPSSA region, she works with the BDMs, Sales teams and R&D to develop and select the right products that will meet the market needs & requirements.

Neil McArthur
A chemist with more than 30 years technical experience with Avery Dennison. Neil works closely with the R&D and product divisions, providing the total solution to customers technical/product queries.

Ken Chan
With close to a decade of technical experience in printing and films/label industries, Ken provides technical support to converters and end users for material qualification as well as optimization of equipment.

Parag Bagade
Parag has been value adding to the technical expert team of Avery Dennison. He is responsible for enhancing technical support, trouble shooting services for ASEAN and South Asia market. He has more than 18 years of rich experience and understanding of this market.
Grow your business; expand your product line and bottom line

Capture consumer attention with unique label solutions and packaging materials that have been specifically designed for a multitude of surfaces and applications. In a crowded environment, our Select Solution portfolios offer unique packaging options and custom label solutions that enhance brand reputation and appeal, and help you differentiate.

Select Solutions™ provides a comprehensive offering of application-specific portfolios to help label converters meet key challenges in the industry. For brand owners, this means a fast and simple route to unique labelling solutions. Whether it is anti-counterfeit labels for security purposes, cover-up labels that save valuable time and cost or food reseal labels that provide ultimate consumer convenience, find what you need with our application-specific constructions.

Mix & Match™ Service
Custom constructions for optimal performance

Mix & Match™ allows label converters to request a precise combination of adhesive, face material and release liner. It opens up whole new opportunities to innovate and differentiate.

As with all Avery Dennison products, extensive support comes as standard, for printers, converters, packers and end-users. A technical specialist can help to determine which existing or tailor-made product is the optimal solution for any given application and, if none of the 1000s of Mix & Match™ combinations meet your requirements, we will work closely with you to produce the right engineered solution.

Portfolio Characteristics
Custom facestock, adhesive and liner combinations on request.
All adhesive technologies: emulsion, hotmelt, UV-hotmelt, solvent

Application Areas
The range of potential applications is vast. The Mix & Match™ service is designed for those projects that need label properties that may not be available off the shelf.

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Engineered Solutions
Customised for your needs

‘Engineered Solutions’ is a service that helps you develop custom products that differentiate your business and grow your bottom line. Take advantage and connect with the Engineered Solutions team, featuring some of the label and packaging materials industry’s most experienced professionals. This team is dedicated to helping you be first to market with solutions meeting your clients’ needs.

Avery Dennison technical leaders play a crucial role in uncovering and explaining the latest innovation trends and broad market developments. They are component experts who help in the design and manufacturing of custom solutions for our customers’ unique challenges.

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Meet our new trailblazer in the South Asia Pacific and Sub Saharan African region (SAPSSA) - Avery Dennison Innovation & Knowledge Center (ADIKC).

Conveniently located in the “Oxford of the East” in Pune, India, ADIKC stands out as a unique center for Avery Dennison’s customers and employees all over the world. It is the first of its kind as a research institution, and industry training and knowledge sharing facility for pressure sensitive adhesive professionals worldwide.

The Avery Dennison Innovation and Knowledge Centre is a mark of the company’s commitment to building a future with the requirements of the customers as its core driving force.

We speak with Dr. Suman Majumder, Director of ADIKC, to find out some of the innovations from the Center, and some trends that are moving the industry forward in the era of IoT (Internet of Things).
You have a wealth of experience in global companies like Dow Chemicals, L’Oreal and Unilever. Why did you join Avery Dennison?

For me, the intimate link with sustainability, global focus and the opportunity to make a meaningful difference through business research and development (R&D) is a strong inspiring force.

I believe that this human interconnectedness combined with technology and business is a very rich ingredient to ensure that a business stands out, thrives and creates meaningful and trustworthy relationships with customers.

I truly respect the work we do at Avery Dennison Innovation & Knowledge Center (ADIKC) as our team of experts work to research and create sustainable innovations for a better world everywhere.

My keen interest and passion for materials science means that I can help our experts at ADIKC create design-to-value innovations that are made available in a design-to-cost manner. We know what customers want and ADIKC provides the necessary tools, infrastructure and knowledge to meet this with efficiency and high quality.

You have interactions with customers from different parts of South Asia Pacific and Sub Saharan Africa. What are the top challenges they face?

I have the benefit of meeting customers from diverse geographies. These customers tell me their big challenge is in differentiating themselves in their ecosystems. So, we often discuss how to create newness and differentiation. These wide-ranging conversations involve material science R&D as well as marketing.

Customers are impressed by ADIKC’s end-to-end capability in developing unique products. Their confidence in Avery Dennison is boosted when they meet our business-focused R&D team.

I am also delighted with the excellent feedback from training programs. Customers appreciate the authentic and practical knowledge which they can immediately apply in their own operations.

Can you highlight some of the key innovations you are most proud of at ADIKC?

I am proud of so much we have achieved! We are at the forefront in the innovation of the top coat and adhesive platforms which we have been developing within ADIKC over the last two years.

Adhesive is at the heart of our products and we are moving in the right steps to help customers with a strong and differentiated portfolio. Besides developing Linerless solutions and our Universal Top Coat, which is printable through a wide number of print platforms, the team is also focusing on some unique adhesive solutions for the specialty segments.

What are the key trends that you see in materials science and pressure sensitive adhesive in the next five years? How is ADIKC gearing up for the challenge to keep customers as their partner of choice?

Customers want disruptive and differentiating technologies for sustainability needs. For the graphic industry, we see a trend towards enhanced decoration transfer.

ADIKC is set to bring all these new trends to customers as we respond to ever-changing requirements efficiently and are at the forefront of innovation working on high-performance and quality solutions that are environmentally friendly.

There is a buzz inside ADIKC – the synergy of ideas and research creates a very fertile environment to forecast trends and meet business challenges with confidence.
Retail Removable Labels

An under-estimated functionality?

Although widely used by manufacturers and retailers, removable labels remain poorly understood by many. In particular, a one-size-fits-all approach is common – a customer will often ask which removable adhesive is ‘best’ overall, without taking into account the many factors that can affect clean removal. Although both general purpose and high-performance removable labels exist, many consumers still experience frustration when trying to remove labels from purchased items.

An important business exists for label converters who have the resources and understanding needed to deliver reliable removable label performance that can enhance the perception of quality of their customer’s products. This white paper looks at some of the possible failure modes that occur when unsuitable labels are used, and how to troubleshoot for the right solution.

There is no doubting the impact on consumers of inadequately implemented label solutions, especially when removability is a requirement. An incorrect or untested choice of adhesive can cause anything from
Where are removables used?

Removable or temporary labels come in all shapes and sizes, and are applied to many different surfaces, for different reasons and different periods of time. They provide tracking, pricing, product identification or promotional information. Some temporary labels replace individual item packaging, and so form an integral part of a product’s shelf appeal. What all of these labels have in common, is that they must be easy to remove when they are no longer needed, without damage to the product.

Example applications include promotional/retail (price tagging, newspapers, magazines and books); window stickers and protection labels; apparel labelling; low temperature labels; labels for auction houses; administration; home office; and ship-and-track. Due to their lower initial tack, removable labels can also be used when repositionability is a requirement, to enable adjustment of an incorrectly applied label.

five minutes of frustration through to serious damage, and this is often before a new purchase has been used for the first time.

A study of more than 800 consumers conducted in the US by Avery Dennison confirms just how widespread the issue remains. Eight out of ten respondents said that they had experienced a difficult time removing a label in the last year*. Kitchen-related purchases were said to be the worst. Overall, more than half of consumers reported a sticky residue left behind on a product, and 80% said they had felt frustrated when removing a label.

It goes without saying that this is not the best way to go about enhancing brand image and perceptions of quality, and costs can also be high if returns are made because of damage from labelling. Given the many removable label solutions available, it might seem hard to imagine how this situation can persist. The answer is simple: buyers of labelling lack the awareness or information needed to make the right decision. For label converters, the challenge lies in how best to highlight potential problems – and how to change behaviour throughout the value chain?

* US study conducted by Techtextil North America, 2011
Informing the customer

The first step in building a fit-for-purpose removable labelling business is to remind customers that such labelling can be a crucial operational and branding issue, and should not be left to chance. Some brands are already taking label removability much more seriously. As an example, a large global retailer has been working recently with Avery Dennison to develop and launch universal removable label specifications. All of its suppliers (many of whom apply the labels at the manufacturing stage) will soon be required to conform to these specifications, so that labelling is consistent and so that consumers do not have a frustrating experience removing labels from purchased items. The specifications cover a wide range of factors, from substrates through to minimum and maximum tack and peel values.

The second step is to demonstrate to customers that removable labelling is not in fact a mysterious art, but is rather something that can be designed predictably given the right information and resources. This includes regular review – what worked last time might not work this time, because small changes in the application can be important. A methodical approach is key, and the right choice of labelling construction depends on understanding all of the following factors.

The substrate
The substrate is the surface onto which a label is applied, for example: glass, ceramics, wood, stainless steel or HDPE, to name a few. A low surface energy plastic and a high surface energy metal may need different adhesives. Shape, roughness and cleanliness of the surface must all be known – is it flat or curved, textured or corrugated?

The facestock
Internal strength or weakness of a facestock is a significant factor for ultimate removability. Higher strength ensures a greater degree of removability and can prevent paper tear.

The size of the label
The greater the area of adhesive contact, the greater the force required to remove the label. With large labels, a reduced adhesive coatweight or an ultra-removable adhesive should be considered.

Vulnerability to damage
Substrates should not be damaged by removable labels. A glass bottle can withstand a fingernail, but a soft plastic TV screen requires a label that can be removed with almost no force.

How long the label will remain in place
A label that may be in position for a long time could require a different adhesive due to ageing properties or a substrate’s susceptibility to ghosting, a non-tacky, visible mark left behind after removal.

Environmental exposure
Environmental factors such as UV-exposure, chemicals, humidity and extreme temperatures can potentially affect labels. A label application exposed to these external environmental pressures needs the appropriate adhesives and/or facestock. Long UV exposure can affect removability and, in the worst case, damage the labelled product.
Selecting the right label construction

Selecting the most appropriate combination of adhesive and facestock begins with understanding the end-use application. Some failure modes for a typical removable label application are shown in the below figure.

In this case, the surface texture of this particular substrate is important in determining adhesive choice. The level of peel adhesion will also depend on factors such as label size, and this requires testing. Converters who are new to this area often require technical help, and Avery Dennison offers a wide range of removable constructions under its Select Solutions portfolio, all of which come complete with in-depth support for selection and testing.

Failure modes and ways to resolve them

**Facestock tear**
Peeling off a label requires a certain amount of force. If this force is higher than the internal strength of the front material, the label might tear – often the case where a permanent adhesive is being used as a removable solution. A wide range of removable adhesives with a lower peel adhesion is available to solve this problem, alternatively a white film/reinforced paper could be considered, offering increased strength.

**Adhesive residue**
If an adhesive has bonded more strongly to a substrate than to itself, adhesive residue is left behind on removal. This usually occurs on smooth surfaces with a high surface energy such as glass, porcelain and stainless steel (where an adhesive can stick easily). The solution is to use an adhesive with a lower peel adhesion, higher anchorage to the face material or a higher cohesive strength.

**Ghosting**
Different from adhesive residue, ghosting means no sticky residue is left behind, only a mark visible to the naked eye. This occurs when particles in the label or substrate migrate into each other, such as oils or surfactants. It is more common in substrates that are of a porous nature, such as wood, which can act like a sponge to these components or which can enable chemical reactions. Due to the vast variety in coatings and chemical treatments of different substrates, the answer lies in selecting the right adhesive options and technologies for a particular application.

**Clean removal depends on material selection**

Above all, a successful implementation of a removable label depends on the right technical support as well as the right choice of materials. Avery Dennison offers multiple adhesive technologies, with a range of general purpose and specialist removable adhesives for more demanding applications. This delivers the options needed to ensure good adherence and clean removal from a vast array of particular substrates. Avery Dennison adhesives are available with a wide range of different paper, thermal and filmic face materials (see product overview), and comprehensive technical support is available not only during product selection but also during product testing.
Found on many familiar home and personal care items such as cleaning sheets, wet-wipes and feminine hygiene products, Avery Dennison’s reclosure labels are designed for easy opening and/or multiple open-closure cycling of flexible packaging, providing greater consumer convenience. They fulfill the consumer need for convenient and portable closure that works reliably to retain freshness, time after time.

Avery Dennison’s reclosure labels for ‘wet’ applications such as wet wipes employ adhesives that are highly resistant to the pack contents, in order to combat water and oil migration through packaging, potential contaminations and chemical reactions. In ‘dry’ applications, our labels harness a robust adhesive carrier that withstands repeated reclosures without tear – regardless of seal strength. When it comes to brand appeal, our reclosure labels are a boon to brand owners of home and personal care products. Their receptiveness to printing processes will clearly make your product’s brand image stand out amidst the crowded super marketplace.

When it comes to resealable packaging, Avery Dennison’s reclosure labels give you the edge – open-and-shut.

Sealing the peel on dry applications

Reclosure labels for “dry” applications, such as sanitary towels, facial tissues and paper handkerchiefs, are typically subject to 10 to 20 repeat opening-and-closings. While paper labels are hardly an issue with less demanding applications, filmic facestocks are what you’ll need – for a seal with zeal, and a peel with zest.

Selecting reclosure labels for dry tissues

Choosing the reclosure labels for your dry application products is never quite a swipe-and-go. Fortunately with Avery Dennison, all you’ll need is make the following considerations, and we’ll help bring the right label to the table:

- Application and number of multiple reclosures
- No adhesive residue
- Seal quality to prevent evaporation or spillage
- Air barrier function
- Peel adhesion level
- Desired “feel” when peeling the label, from “zippy” to “soft”
Closing in on wet applications

“Wet” applications are products that have contents saturated with water, oils or solvents, like cosmetic or medical wipes. Reclosure labels for such products need to have adhesives that are resistant to the saturating fluid. Wet wipes (or wet tissues) are where you’ll find reclosure labels typically applied—on packaging such as pouches and resealable packs. Hygienic, convenient and reducing the wastage of single-use individual packs, reclosure labeling solution is what you’ll need to close in on wipes without dampening your drive for green.

Choosing reclosure labels for wet wipes

Listen to the customer

As a manufacturer or brand owner of wet wipes, you’ll certainly have the performance of the reclosure label close at heart. You’ll want it to deliver great shelf appeal; you’ll want it to keep your product (and your customer) fresh peel after peel. Listen to the customer’s voice and be his choice:

► Good repositionability: no sticky residue, no wrinkle or curl, no obvious adhesion loss after repeated peels
► No vapor release, no content leakage
► Good content / chemical resistance
► Good performance under high temperatures/humidity and low temperatures
► Non-toxic, non-irritative, hygienic

Pick the right product

If you’re feeling it a wipe too much to be desired, take heart. At Avery Dennison, we know what it takes to help you choose your pick and stay ahead of the pack:

► Package contents: from baby wipes and anti-bacterial wipes to industrial solvent wipes, reclosure labeling requirements will differ
► Uses and servings per package relating to the number of peels and reseals, such as 8-count vs. 40-count
► Package size and reseal opening size
► Outer substrate of the flexible package that the label is adhered to: commonly used PET vs. PP or PE which may need additional testing
► Peel adhesion requirement: a stronger adhesion will prevent vapor release or content leakage, but can also easily destroy soft packaging
► Desired “feel” when peeling the label, ranging from “zippy” to “soft”
► Compliance to additional regulatory requirements such as FDA and SGS

You don’t have to go far for good solutions

► Comprehensive portfolio of high-performance materials tested for performance and consistency
► Regional research and development centers provide rapid prototyping capabilities, material analysis and performance testing
► Mix and match from ready-made options or explore customized solutions to meet unique requirements
► Expertise in compliance standards and industry requirements
► Converter-friendly programs allow small quantity orders and roll widths tailored to your needs, reducing trim, waste and inventory keeping
► On-site training

With a range of labeling solutions for reclosure applications, we have the right products to meet your needs. Our global network of local sales and technical support teams can provide efficient and attentive service whenever you need it.
Reclosure in the home

Kitchen

- Frozen Peas
  - Reclosure for Food
- Frozen Food
  - Reclosure for Food
- Salad
  - Reclosure for Food
- Coffee
  - Reclosure for Food
- Cheese Slices
  - Reclosure for Food
- Biscuits
  - Reclosure for Food
Denomination have recently designed the wine labelling for Farm Hand, by Fourth Wave Wines, and have shared with us the creative process from concept to shelf.

What was the design brief?
Our client was keen to create an organic wine brand that would give consumers a more natural product. With minimal preservatives and no animal products used to fine the wine, this brand would use only organic fruit. The resulting brief was to clearly communicate its natural and organic nature, as well as to communicate the handmade, boutique nature of the brand.

How did you approach achieving the design brief?
The first part of the project was to create a name that would embody the natural, handmade nature of the wine. The name “Farm Hand” was inspired by one of the growers whose organic farming philosophy extended beyond the vineyard to the rest of the farm. Farm Hand also spoke to the simple, pared back nature of the brand and its products.

The design features a specially commissioned naïve illustration of a hand interwoven with farm produce. Hand-drawn typography for the Farm Hand logotype complements the naïve illustration style. Each finger of the hand contains the natural features of the wine.

A simple colour palette of black and cream was chosen to communicate the brand’s premiumness but also complement the pared back nature of the brand’s personality.

How did Avery Dennison materials help you to achieve your vision?
When it came to choosing a paper stock, we wanted a stock that had a lovely matte feel, and that would hold a heavy dose of black ink evenly. Estate 8 has great results in terms of printability but also it has excellent performance in the fridge so can work well on both red and white wines.

What was the end impact of the design?
Farm Hand has only just been released to the market. The lead retailer in Australia chose the brand immediately as its choice as lead brand in the emerging organics category.

“A paper stock can make or break a design”

Interview with Rowena Curlewis, CEO of Denomination, Australia.
When you receive a design brief—or design challenge—what is the first thing that you think of or do?
Think hard about the challenge facing the brand, and then try to think of ways to solve these in an unexpected way.

Do you ever get a creative block? If yes what do you do to overcome it?
Yes of course, all designers get creative block! Ways to overcome it vary but we recommend to our designers to go and do something else to give their brain something else to think about it, and usually an idea will spark as a result. Or alternately, go see the world – visit an art gallery, a book store, a café, a bar, theatre or any other source of inspiration. Ideas can be inspired from sometimes random events or objects. If all else fails, have a glass of wine!

How important are materials to you in your design process?
Extremely important: a paper stock can make or break a design. A poorly selected stock that has the wrong tones for the colour palette or does not suit particular imagery, can really destroy an otherwise great design. Materials can also inspire a design solution, for example Avery Dennison’s Tyvek 54 recently inspired a new design concept that we are hoping will go through for a high end luxury Pinot Noir.

Do you select the material yourself—or is it normally specified for you?
No we always select the stock ourselves, although we often need to work within our client’s production constraints. Some of our larger clients have a smaller selection of paper stocks that we can chose from.

Do you ever design around any material challenges?
Yes sometimes if we need to use a certain stock because it performs well in ice bucket tests, but it may not have the right tone of white, we will get the printers to tint the sealing varnish to warm up an otherwise cool toned stock.

To learn more about Denomination please visit: www.denomination.design
Avery Dennison offers the most comprehensive portfolio of peelable solutions in the market. It includes general, special, ultra-repositionable and water-removable adhesives for a broad range of substrates. Full technical support is available when choosing the right peelable labelling material – and especially the best adhesive. Avery Dennison will help you consider many key factors around label performance and ultimate removability.

Key features
▶ A broad range of specialist removable adhesives and constructions
▶ Suits a wide variety of substrates from rough to smooth
▶ Easy-peel for quick removability without residues
▶ Full technical support

Application areas
▶ Promotional and retail applications (newspapers, price tags, magazines, books)
▶ Removable food labels applied at low temperatures
▶ Window stickers and identification labels
▶ Textiles labelling
▶ Shipping and tracking
## Product information

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<td>SYNTHETIC PAPER/R480/BG40WH IMP</td>
<td>ASEAN</td>
<td>1200</td>
<td>2400</td>
</tr>
<tr>
<td>MW0068F.1200</td>
<td>TRANSTHERM 2C FSC/R450/BG40WH IMP</td>
<td>ASEAN</td>
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<td>2000</td>
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</table>
Removable Adhesives

**R450**
General purpose removable adhesive for paper facestock featuring moderate initial tack and minimal adhesion build over time. Its consistent level of adhesion and long term removability make it suitable for applications on substrates such as glass and plastics. Proven successful for shelf and tote marking used in logistical tracking.

**R480**
General purpose removable adhesive for filmic facestock featuring moderate initial tack and minimal adhesion build over time. Its consistent level of adhesion and long term removability make it suitable for applications on substrates such as glass and plastics. Proven successful for shelf and tote marking used in logistical tracking.

**R423**
Removable, low peel adhesive featuring long-term removability, and excellent die cutting and stripping characteristics. Particularly suited for wallpaper promotional labels, high gloss book covers and shelf marking. R423 is an excellent solution for Monroney labels.

**R100**
A premium, rubber based adhesive designed for applications requiring special purpose removability. Excellent low temperature and deep freeze performance.

Factors in choosing a removable adhesive
Removable adhesives are designed for various application segments and the below factors have to be taken in before choosing a RIGHT solution.

**Facestock**
Internal strength or weakness of a facestock is a significant factor for ultimate removability. Higher strength ensures a greater degree of removability.

**Exposure Conditions**
Are there any unusual environmental conditions during or after application? What is the minimum application temperature of the adhesive?

**Period of Use**
One day, 1 week, 1 month, 1 year, etc.

**Substrate**
Shape, roughness and cleanliness of the surface must be known when selecting the correct adhesive. Is it flat or curved, textured or corrugated, damp or dry? Is the substrate glass, paper, textile or polymeric?

**Label Size**
The greater the area of adhesive contact, the greater the force required to remove the label. With large labels, a reduced adhesive weight or an ultra-removable adhesive should be considered.
## Removability

<table>
<thead>
<tr>
<th></th>
<th>R100</th>
<th>R423</th>
<th>R450</th>
<th>R480</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facestock combination</td>
<td>Paper</td>
<td>Paper</td>
<td>Paper/VI</td>
<td>Film</td>
</tr>
<tr>
<td>Application / Segment</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Polymeric</td>
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<td></td>
<td>PP</td>
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<tr>
<td></td>
<td>LDPE</td>
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<tr>
<td></td>
<td>HDPE</td>
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<td>✓</td>
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<tr>
<td></td>
<td>PMMA</td>
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<tr>
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<td>PS *1</td>
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<td>ABS (Co-Polymer)</td>
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<td>Paper</td>
<td>A4 printing paper</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Newspaper</td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td>Greeting Cards</td>
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</tr>
<tr>
<td></td>
<td>Cardboard</td>
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<td>✓</td>
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<td>Textiles</td>
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<tr>
<td></td>
<td>100% Polyester</td>
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<tr>
<td></td>
<td>100% Acrylic</td>
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<td>Cotton/acyrlic blends</td>
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<td>Other</td>
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<td>Unvarnished wood</td>
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<td>Carbamic painted panels (LSE)</td>
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<td></td>
<td>Terracotta</td>
<td>✓</td>
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<td></td>
</tr>
<tr>
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<td>Aluminium</td>
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<td></td>
<td>Glass</td>
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<td>✓</td>
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<td></td>
<td>Stainless Steel</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Initial Tack</td>
<td>Medium</td>
<td>Medium</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>Ultimate Adhesion</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
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<td>-12°C</td>
<td>-15°C</td>
<td>-15°C</td>
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<tr>
<td>Service temp. Min</td>
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<td>-40°C</td>
<td>-30°C</td>
<td>-30°C</td>
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<tr>
<td>Service temp. Max</td>
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<td>+80°C</td>
<td>+80°C</td>
<td>+80°C</td>
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<td>Chemical Resistance</td>
<td>nil</td>
<td>nil</td>
<td>nil</td>
<td>nil</td>
</tr>
<tr>
<td>Removability</td>
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<td>Superior</td>
<td>Long term</td>
<td>Long term</td>
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<td>UV Exposure</td>
<td>★★★</td>
<td>★★★</td>
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<td>Adhesive Technology</td>
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<td>Emulsion Acrylic</td>
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<td>Special Gum Pattern (SGP) possible</td>
<td>n</td>
<td>n</td>
<td>n</td>
<td>n</td>
</tr>
<tr>
<td>Major benefits and applications</td>
<td>More demanding applications for ultra clean removability. Excellent low temperature and deepfreeze performance</td>
<td>Particularly suited for wallpaper promotional labels, high gloss book covers and shelf marking. Excellent solution for Monroney labels.</td>
<td>General applications, Ship &amp; Track (cardboard surface), food labelling, barcoding, price labelling</td>
<td>General applications, food labelling, barcoding, price labelling</td>
</tr>
</tbody>
</table>
Reclosure solutions for food applications

Resealable labels are valued by consumers, giving them open/close packages that prevent food contamination and spills. Brand owners also benefit, because food products stay in their original packaging, increasing brand exposure in the home.

Labels placed anywhere on a pack can be removed or reapplied as desired without leaving adhesive residue. They are a cost-effective and efficient alternative to zippers or hard reclose packaging.

The Avery Dennison reclosure range for food suits applications ranging from simple dry goods needing a limited number of opens/reclosures through to products with challenging contents – with adhesives that perform time after time.

Key features
▶ Food compliant, topcoated materials
▶ Three food-friendly adhesives
▶ Simple or high performance applications
▶ Safe to use in all food contact applications

Application areas
▶ Dry foods
▶ Frozen foods
▶ Fresh foods
Product information

Dry Reclosure

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
<th>Location</th>
<th>Width (mm)</th>
<th>MOQ (SQM)</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>AA583</td>
<td>PP TOP WHITE/R5050/BG40WH</td>
<td>EUR</td>
<td>1000</td>
<td>1000</td>
<td>For more demanding applications. Good Moisture resistance and clean removal from PET and PP substrates. Good recovery properties, resealable many times.</td>
</tr>
<tr>
<td>AE872</td>
<td>PP LIGHT TOP WHITE/C3/BG40WH</td>
<td>EUR</td>
<td>1000</td>
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<td>Suitable for dry food reclosure applications.</td>
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</tbody>
</table>

Clear

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
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<tbody>
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<td>AX559</td>
<td>PP LIGHT TOP CLEAR/C3/BG40WH</td>
<td>EUR</td>
<td>1000</td>
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<td>Suitable for dry food reclosure applications.</td>
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<tr>
<td>AM096</td>
<td>PP LIGHT TOP CLEAR/R5050/BG40WH</td>
<td>EUR</td>
<td>1000</td>
<td>1000</td>
<td>For more demanding applications. Good Moisture resistance and clean removal from PET and PP substrates. Good recovery properties, resealable many times.</td>
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</table>

<table>
<thead>
<tr>
<th>Application</th>
<th># of reclosures</th>
<th>C3</th>
<th>R5050</th>
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<tbody>
<tr>
<td>Bakery</td>
<td>24-30</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Cookies &amp; Cereals</td>
<td>12-15</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Confectionery</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sweet &amp; Savoury</td>
<td>1-3</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Rice &amp; Pasta</td>
<td>1-3</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Tea &amp; Coffee</td>
<td>12-15</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Meat &amp; Cheese</td>
<td>3-6</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Frozen Food</td>
<td>1-3</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Dry Tissue</td>
<td>9-12</td>
<td>●</td>
<td></td>
</tr>
</tbody>
</table>
Reclosure solutions for wet applications

Consumers who buy wet-wipes are focused on easy-open/easy-close convenience. For manufacturers and brand owners, the priority is finding cost-effective alternatives to rigid plastic lids and other reclosure solutions.

Growth in wet wipes continues – and they are now used in many different home and personal care applications. Household wipes are growing most rapidly, and Avery Dennison offers a proven range of adhesives designed to ensure performance in baby, cosmetic, toilet and domestic applications. Those adhesives can even handle contact with challenging solvents, oils and chemicals.

Key features
- White and clear polypropylene facestocks
- Adhesives with good solvent and moisture resistance
- Up to 60 openings and closures
- Clean removability and variable peel depending on substrate

Application areas
- Household wipes
- Baby wipes
- Cosmetic wipes
- Toilet wipes

Fast Delivery
Quick Quote
Low MOQ
### Reclosure & Removable Solutions

**Item Categories**
- (Solvent)
- (Solvent)
- (Solvent)
- (Solvent)

**Wet Reclosure**

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
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<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>AQ959</td>
<td>PP LIGHT TOP WHITE/R1490M/BG40WH</td>
<td>ASEAN</td>
<td>1000</td>
<td>2000</td>
<td>Excellent water and chemical resistance with a smooth peel for home and personal care reclosure applications</td>
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<tr>
<td>BW7517</td>
<td>SYNTHETIC PAPER7 NTC/SR106/ BG50#WHITE NI</td>
<td>ASEAN</td>
<td>1530</td>
<td>3000</td>
<td>Suitable for wet tissue reclosure.</td>
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</table>

**Clear**

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
<th>Location</th>
<th>Width (mm)</th>
<th>MOQ (SQM)</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>AO633</td>
<td>PP LIGHT TOP CLEAR/R1490M/ BG40WH</td>
<td>ASEAN</td>
<td>1000</td>
<td>2000</td>
<td>Excellent water and chemical resistance with a smooth peel for home and personal care reclosure applications</td>
</tr>
<tr>
<td>BW7516</td>
<td>50UCLEAR BOPP/SR110/POLYCOATED LINER</td>
<td>ASEAN</td>
<td>1070</td>
<td>2140</td>
<td>Suitable for wet tissue reclosure.</td>
</tr>
<tr>
<td>BW7519</td>
<td>50U CLEAR PET NTC/SR115 /BG50#WH</td>
<td>ASEAN</td>
<td>1070</td>
<td>2140</td>
<td>Suitable for wet tissue reclosure.</td>
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### Product Information

**Wet Reclosure**

<table>
<thead>
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<th>White</th>
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<tbody>
<tr>
<td><strong>Item</strong></td>
<td><strong>Categories</strong></td>
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<tr>
<td>Wet reclosure</td>
<td>Baby wipes</td>
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<tr>
<td></td>
<td>Facial/hand wipes</td>
</tr>
<tr>
<td></td>
<td>Home wipes</td>
</tr>
<tr>
<td></td>
<td>Disinfectant wipes</td>
</tr>
<tr>
<td></td>
<td>Industrial Solvent wipes</td>
</tr>
<tr>
<td>Package Size</td>
<td>&lt;20 Pcs</td>
</tr>
<tr>
<td></td>
<td>&lt;80 Pcs</td>
</tr>
<tr>
<td></td>
<td>&lt;200 Pcs</td>
</tr>
<tr>
<td>Package substrate</td>
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</tr>
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<td></td>
<td>PP</td>
</tr>
<tr>
<td></td>
<td>PE</td>
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<tr>
<td>Content moisture level</td>
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<td></td>
<td>High</td>
</tr>
<tr>
<td>Requirements</td>
<td>Chemical resistance</td>
</tr>
<tr>
<td></td>
<td>Clean removability</td>
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<tr>
<td></td>
<td>Peel feel/sound</td>
</tr>
<tr>
<td></td>
<td>Peel adhesion</td>
</tr>
<tr>
<td></td>
<td>Smell/Odor</td>
</tr>
</tbody>
</table>

**SR106** | **SR110** | **SR115** | **R1490M**

- Baby wipes
- Facial/hand wipes
- Home wipes
- Disinfectant wipes
- Industrial Solvent wipes
- <20 Pcs
- <80 Pcs
- <200 Pcs
- PET
- PP
- PE
- Low
- High
- Chemical resistance
- Clean removability
- Peel feel/sound
- Peel adhesion
- Smell/Odor
Fluorescents and Foils

Available in a wealth of bold, bright colours, Avery Dennison fluorescent and foil label materials for food industry applications are as versatile as they are functional, improving supply chain visibility, waste reduction and freshness labelling.

Foil labels are very suitable for labelling of quality products such as cosmetics, toiletries and luxury articles. Avery Dennison foil labels are available in a range of gold, silver, bright and matte finishes.

Used as inventory and warning labels, as well as eye-catching advertising and promotional labels, fluorescents demand attention. They not only communicate important data, such as use by dates that provide consumer confidence and safety, they also boost consumer impulse buying due to their immediate shelf impact. However you use them, our fluorescent facestocks provide excellent stability and durability in application.

Key features
► Available in many bold colours

Application areas
► Promotional Labels
► Warning Labels
### Product information

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
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<th>MOQ (SQM)</th>
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</thead>
<tbody>
<tr>
<td>AW0402F.1000</td>
<td>RADIANT ORANGE FSC/M3000/B100</td>
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<td>AW0403F.1000</td>
<td>RADIANT GREEN FSC/M3000/B100</td>
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<td>AW0404F.1000</td>
<td>RADIANT YELLOW FSC/M3000/B100</td>
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<tr>
<td>AW0405F.1000</td>
<td>RADIANT PINK FSC/M3000/B100</td>
<td>ASEAN</td>
<td>1060</td>
<td>2,120</td>
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<tr>
<td>AW0353.1060</td>
<td>BRIGHT GOLD FOIL/M3300/BG40WH IMP</td>
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<td>AW0355.1060</td>
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<td>SW7039F</td>
<td>METALLICA FSC/S2090/BG40WH IMP</td>
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</tbody>
</table>
Clear Direct Thermal Films

Food packaging continues to grow in importance – and consumers increasingly like to see the product inside. There is strong growth in clear packaging such as clamshells, where white labels cannot deliver the required shelf impact.

Avery Dennison Clear Direct Thermal films are topcoated, BPA-free films that maximise shelf-appeal for see-through packaging – including packaging with variable information (supporting thermal printing speeds up to 200 mm/sec). S692N adhesive supports general purpose applications, whereas S2800 and C2040 give high performance on fresh and cold surfaces.

Any label can be made direct thermal printable using a thin overlaminate film, at low Minimum Order Quantities, including selected parts of a pre-printed standard or prime label. This enables late-stage serialisation while maintaining original label characteristics.

Key features
▶ Transparent direct thermal printable labelling
▶ PP75 grades offering improved transparency
▶ Economical PP70 matt clear alternatives
▶ PP25 overlaminate can make any label direct thermal printable

Application areas
▶ Clamshell packaging
▶ Fresh fruit and produce packaging
▶ Food sold by weight, weighed in-store
▶ Addition of variable information section to prime labels
## Product information

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
<th>Location</th>
<th>Width (mm)</th>
<th>MOQ (SQM)</th>
</tr>
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<tbody>
<tr>
<td>AU602</td>
<td>THERMAL PP75 TOP CLEAR/S2800/BG40WH</td>
<td>EUR</td>
<td>1000</td>
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<tr>
<td>AW839</td>
<td>THERMAL PP75 MATT CLEAR/S2800/BG40WH</td>
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</table>
Radiant and coloured direct thermal products

Direct thermal printable radiants, wine papers and foils give you a solution for every application – with Minimum Order Quantities down to 1000 sqm.

Radiant papers are highly popular in segments such as retail. They can help you highlight important information, correct errors, run promotions or reduce prices. High visibility also makes them effective in other applications, such as large ‘warning’ tracking labels.

Conventional coloured direct thermal labels often use solid ink printed on direct thermal paper. This can compromise the thermal layer and its print characteristics. For very high volumes, a direct thermal coating is sometimes applied to the coloured paper instead.

The radiant and coloured direct thermal films solve these issues and offer excellent direct thermal printability with products available with Minimum Order Quantities down to 1000 sqm.

Key features
▶ Highly visible direct thermal materials
▶ Coloured, structured and metallised options
▶ Direct thermal topcoat
▶ Bisphenol free
▶ Improved water, oil and plasticiser resistance
▶ Wide variety of adhesives

Application areas
▶ Promotional barcodes
▶ Price tags
▶ Food labelling with variable information
▶ Shelf labelling
<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
<th>Location</th>
<th>Width (mm)</th>
<th>MOQ (SQM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AX162</td>
<td>THERMAL PP RADIANT RED/S2045N/BG40BR</td>
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<td>AY011</td>
<td>THERMAL PP RADIANT CHARTREUSE/S2045N/BG40BR</td>
<td>EUR</td>
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<td>AX846</td>
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<td>AY454</td>
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</table>
Wash Away and Dissolvables

Wash Away
Fasson WR3000N is a water removable adhesive specially designed for re-usable containers. With Fasson WR3000N we have eliminated the critical problems associated with removing labels from re-usable containers. It allows labels to stay on firmly but can be easily and cleanly removed without leaving any sticky residue. Combining WR3000N with facestocks designed for tracking applications means that reusable containers such as crates, kegs, bins etc. can be tracked through the production process and have the label cleanly washed away ready for the next use.

Dissolvables
When labels are removed from food containers before being washed, there’s a good chance adhesive residue will be left on the container. Bacteria can grow on this residue, creating the possibility of cross-contamination. Avery Dennison dissolvable label materials are virtually residue-free, disintegrating in seconds when immersed in water. No residue means no bacteria growth. Because dissolvable labels don’t need to be removed, they save on clean up time, making it possible for employees to spend more time on other tasks.

Key features
▶ Dissolvables disintegrate in water in seconds with slight agitation
▶ Wash away can be easily and cleanly removed without leaving any sticky residue

Application areas
Dissolvable
▶ Inventory Labels
▶ Container Date Code Labels
Wash Away
▶ Inventory Labels
▶ Tracking Applications
## Product information

<table>
<thead>
<tr>
<th>Product Code</th>
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<td>15666</td>
<td>DISSOLV PPR/S2600/40#/SCK</td>
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<td>1000</td>
<td>1143</td>
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</table>
Cover-up opaque range

High-opacity barrier coating on paper or film hide errors, and covers outdated information on packaging, labels and containers.

Typing errors, changes, omissions, updates ... no matter what the mistake or need to re-label, Avery Dennison Select Solutions Cover-up portfolio can make it right without the high cost of re-packing and saving the environment.

Almost every packaged product will need to have its labeling changed or adapted at some point in its life. It is crucial to ensure that any over-labelling is truly opaque. This makes the new labels fully legible and, especially for correction labels, ensures that overprinted data is hidden. Avery Dennison opaque label stocks offer label converters and their customers an unrivalled range of options in both paper and film, and with permanent and removable adhesives. The range is a genuine one-stop shop for all correction applications, and the sheer quantity of choices available allows for highly creative solutions. Most paper or film products can be customised on demand to use a specific opaque colour - for example, an attractive coloured background on a clear bottle.

Key features
▶ Opaque prime films
▶ Opaque prime papers
▶ Opaque VI front materials
▶ A selection of standard colours and multiple opaque layers
▶ Customising colours

Application areas
▶ Correction labels
▶ Translation labels
▶ Promotional labels
▶ Shipping and tracking labels
### Product information

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
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<td>SW7055.1060</td>
<td>VELLUM OPO/S2045N/BG40BR</td>
<td>ASEAN</td>
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For sheer flexibility, operational time savings and brand impact, piggyback labelling is a technology hard to match. The Avery Dennison range enables a whole spectrum of applications, from a simple shipping label through to highly decorative promotional features.

Piggyback labels are multi-layer constructions featuring one self-adhesive label on top of another. The top label can be released and can be reapplied elsewhere, while the bottom label is stationary, remaining affixed to the original surface. Dynamic and versatile, piggyback labels can be created in constructions that adhere to paper, plastics, cardboard or metals, and standard products are compatible with using all conventional printing techniques.

Key features

▶ Multi-layer constructions with two adhesive layers and two release liners
▶ Easy automatic dispensing
▶ Wide variety of face materials and adhesives
▶ Combinations of permanent and/or removable adhesives available

Application areas

▶ Shipping and tracking
▶ Inventory management
▶ Promotional labels (coupons)
▶ Administration
▶ Healthcare
### Product information

<table>
<thead>
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<th>Product Code</th>
<th>Product Description</th>
<th>Location</th>
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<td>F02553</td>
<td>VELLUM P-BACK FSC/ S2045<em>2/BG40WH</em>N*2</td>
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<td>6000</td>
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<tr>
<td>AE036P</td>
<td>PB PP NG TOP WHITE/2xS2045N/BG40WH/BG40BR</td>
<td>EUR</td>
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<tr>
<td>AH867P</td>
<td>PB PE85 TOP WHITE/2xS692N/2xBG40BR</td>
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<td>SW7004F</td>
<td>TRANSTHERM 2C PB FSC/S2090/BG40WH IMP</td>
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<td>AG603P</td>
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Digital labelling solutions

Digital labelling solutions offer exceptional speed, flexibility and customisation – allowing businesses to create bespoke labels for printing on demand.

The technology is growing fast. Digital solutions greatly reduce inventory and revision costs, after initial OEM investment, and give versatile labelling that adapts quickly to branding requirements. Sheer flexibility, along with multiversioning capabilities, also deliver improved sustainability and supply chain efficiency by printing only on demand to reduce stock on hand and eliminate waste.

Our digital materials portfolio supports all major digital labelling presses in different technology groups - including HP Indigo label, Xeikon label, UV Inkjet label, and Waterbased Inkjet label. The portfolio includes newly developed UV inkjet wine stocks that give maximum colour vibrancy, uniformity and text clarity. Digital inkjet has the highest projected growth rate for digital label printing over the next five years. UV inkjet and water-based inkjet offer a number of performance and cost benefits compared with flexo, and in some cases with electrophotography.

Key features
▶ Supports all major digital labelling presses and technologies
▶ High quality printing on demand
▶ Performance and cost benefits
▶ Multiversioning
▶ Rapidly growing market

Application areas
▶ Mass customisation
▶ Printing on demand
▶ HP Indigo, Xeikon, UV Inkjet, Water-based Inkjet
## Product Information

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
<th>Location</th>
<th>Width (mm)</th>
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<th>Comments</th>
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<tr>
<td><strong>Water-based Inkjet</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper</td>
<td></td>
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<tr>
<td>OW2350</td>
<td>GLOSS INKJET PAPER/AP103/BG40WH IMP</td>
<td>ASEAN</td>
<td>1000</td>
<td>2000</td>
<td>High ink hold out and quick drying properties. Moderate water and smudge resistance.</td>
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<tr>
<td>OW2150</td>
<td>MATTE INKJET PAPER/AP103/BG40WH IMP</td>
<td>CH</td>
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<td>1000</td>
<td>High ink hold out and quick drying properties. Excellent water and smudge resistance.</td>
</tr>
<tr>
<td>Film</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>OZ2180</td>
<td>127μ INKJET SYNTHETIC PAPER PREMIUM/AF101/BG40WH IMP</td>
<td>CH</td>
<td>1530</td>
<td>1530</td>
<td>High ink hold out and quick drying properties. Specially designed for harsh-environment applications, e.g. GHS label for chemicals, and demanding healthcare applications.</td>
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<tr>
<td>OZ2120</td>
<td>100μ INKJET SYNTHETIC PAPER/AF101/BG40WH IMP</td>
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<tr>
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<td>High ink hold out and quick drying properties. Excellent water resistance of ink images.</td>
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<tr>
<td><strong>HP Indigo</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Paper</td>
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<td>MATTE SILVER FOIL ITC/AP104/BG50#WHITE NI</td>
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<td>Matte silver paper with a proprietary top coating for HP Indigo printing.</td>
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<tr>
<td>DI4030.1070</td>
<td>BRIGHT SILVER FOIL ITC/AP104/BG50#WHITE NI</td>
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<td>1070</td>
<td>1000</td>
<td>Bright silver paper with a proprietary top coating for HP Indigo printing.</td>
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<tr>
<td>Film</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>BE920</td>
<td>DIG INDI PP60 CAV TOP WHITE/S692N/BG40WH</td>
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<td>2000</td>
<td>2000</td>
<td>60 micron white pearlescent bi-axially oriented polypropylene film with a proprietary top coating for HP Indigo printing.</td>
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<tr>
<td>AQ206</td>
<td>DIG INDI PE85 TOP WHITE/S692N/BG40WH</td>
<td>EU</td>
<td>2000</td>
<td>2000</td>
<td>A white, top coated Polyethylene film with a proprietary top coating for HP Indigo printing.</td>
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</table>
High quality labels for small office and home office printers

Demand from small office and home office users for high quality print media has expanded dramatically. It continues to grow fast, driven by the widespread availability of very high quality printers. More and more people are also working from home.

Many different home, home office and hobby applications now require print media with the best possible print quality, as well as the right facestock and adhesive properties.

Key features
▶ Optimal print resolution, ink and toner anchorage
▶ Optimal conversion – backing liners with excellent layflat characteristics

Application areas
▶ Address labelling
▶ Labels for filing and organising
▶ Over-labelling of documents
▶ Promotional and retail labels
▶ Inventory and instruction labels
▶ Media labels for CDs and DVDs
▶ Photo printing labels
### Product information

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
<th>Location</th>
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<th>Comments</th>
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<td>LCJ PREMIUM FSC/S2492/CCK55</td>
<td>ASEAN</td>
<td>210</td>
<td>210</td>
<td>Premium laser paper with a kraft liner for good lay flat performance</td>
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</tbody>
</table>
ClearIntent™ sustainable portfolio of products and services

Whether you're designing more resource-efficient labels, or work toward other sustainability goals, Avery Dennison can help. With hundreds of sustainable solutions on offer Avery Dennison can help you make labels a stronger part of your sustainability story and help to improve your environmental impact.

Avery Dennison understands the challenges
An ever-growing selection of sustainability-oriented products includes hundreds of facestocks, adhesives and other solutions. All are made using fewer inputs, certified renewable materials and performance-enhancing innovations.

As a key part of the extensive Select Solutions range, the ClearIntent portfolio has been designed to help you make a big impact on the shelf, and a smaller impact on the environment. As some of the examples here show, the portfolio covers a very wide range of potential applications.

For a product to qualify for the Avery Dennison ClearIntent Portfolio, it must meet at least one of three sustainability standards:

- **Responsibly Source**: a significant amount of the product’s content is verified to come from sustainably sourced materials;
- **Reduce**: the product offers comparable or superior performance using less materials; or
- **Recycle**: the product is recyclable, made of recycled content, or enables recycling.
RESPONSIBLY SOURCE.
Choose from hundreds of label options made with paper certified by the Forest Stewardship Council® or filmmade from renewable resource.

Examples
With over 1100 FSC® constructions to select from, Avery Dennison offers the broadest range of FSC-certified products at price parity. It includes paper for food, wine, spirits and dairy applications, and also FSC-certified liners in combination with filmic facestocks.

The Avery Dennison bio-based PE film will reduce the usage of fossil fuel.

REDUCE.
Consume less material by using thinner labels. You can measure the environmental impact of a product’s life cycle using Avery Dennison Greenprint.

Examples
The Avery Dennison ThinkThin™ portfolio consists of products that use thinner labels without compromising brand image.

The portfolio also enables scrap levels and improves management of production waste.

RECYCLE.
Make your packaging more recyclable or incorporate more recycled content. Tap into our network of recyclers for matrix and liner waste.

Examples
As well as products derived from recycled content, Avery Dennison offers ranges that help facilitate:

► Recycling of PET bottles (CleanFlake™)

► Recycling of glass bottles (Avery Dennison Glass Recycling)

► Re-use of glass bottles (Wash-off™ & Multi-cycle™)

► Labels that are industrial compostable (Compostable adhesive S9500).

The full range of sustainable products can be found on label.sapssa.averydennison.com/clearintent
Apparel Portfolio

Thermal Transfer Printable Options For Sizing Strips And Other Pressure-Sensitive Graphic Apparel Applications

The new Avery Dennison Select Solutions Apparel portfolio gives you more pressure-sensitive options for greater opportunities with brand owners and retailers looking to differentiate their products at the store level. A range of clear and white transcode films featuring exceptional thermal transfer printability, our new Apparel Portfolio provides the application flexibility you need for brand-focused apparel and textile labeling.

Apparel label materials are offered with liners in various weights and thicknesses, as well as a range of adhesives designed for good adhesion to and easy removal from many fabrics, including sports performance fabrics.

For sizing strips, the Apparel portfolio's thinner material options provide greater conformability for easier folding when stacking garments on shelves.

Portfolio Components

- A range of clear, white and natural-looking materials
- A range of liner materials in various weights and thicknesses
- Adhesives specifically designed for application to and easy removal from fabrics without residue

Applications

- Apparel – jeans, pants, sportswear, menswear, children’s wear, socks, shoes, sweaters and more
- Textiles – blankets and bedding
### Product information

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
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</table>
Small-diameter labelling

Pharmaceutical containers, are small – with typical volumes of 10-150 ml and diameters of 15-50 mm. Only a label adhesive with excellent mandrel performance can ensure successful conversion and dispensing.

There is growing demand for self-injection devices across the medical segment, thanks to many different benefits including better dosage security and sterility. The challenge to label converters is how to address such small diameters and low energy (e.g. PE/PP) substrates.

Avery Dennison offers a sophisticated portfolio of labelling solutions designed for small-diameter pharmaceutical labelling applications. It provides outstanding tight mandrel performance, a low risk of adhesive migration, edge lift, and 12-month advance change notification*.

Options include low-migration pharmaceutical adhesives S692NP and S717P. The first delivers exceptionally low migration (important as plastic use grows), while S717P minimises edge lift on low surface-energy substrates, down to 10 mm in diameter.

Key features
▶ Outstanding mandrel performance on small diameter containers
▶ Availability and change notification 12 months in advance*
▶ Compliance with FDA and European food regulations

Application areas
▶ Prescription medicines or drugs
▶ Over-the-counter (OTC) products
▶ Auto-injector pens for diabetics, autoimmune deficiencies and more
▶ Pre-filled syringes and vials
▶ Small diameter containers: 15-50 mm diameter
▶ Glass, PE and PP substrates (including treated, slip-coated or varnished)
▶ Low migration labels for thin-walled LDPE containers
▶ Any application requiring excellent mandrel performance

* only applies to the following adhesives: S2000NP, S2045NP, S717P, S692NP
Meeting the pharmaceutical compliance challenge

All manufacturers of pharmaceutical packaging have to meet the challenges posed by new regulations and stronger packaging guidelines. There is growing pressure to understand rules in detail, and to make absolutely sure every package is compliant. That means rising demand from pharmaceutical companies for customised tests and individual packaging material certification.

The Avery Dennison Pharma and Complete Compliance Expert Team is always on hand to give converters and pharmaceutical companies detailed information, full transparency and technical support. These are essential resources when navigating the complexities of pharmaceutical applications and making sure the end result is both successful and compliant.

Label and plastic packaging solutions should comply with the following:

- European food regulation 1935/2004/EC, including 10/2011/EU guidance on plastic materials and articles intended to come into contact with food
- ISO 3826 - a norm that explains how to test plastics collapsible containers for human blood and blood components
- FDA 175.105 Food and Drug Administration (FDA) concerning indirect food additives, adhesives and components of coatings
- ISO 10993-5 dedicated test for vitro cytotoxicity
- ISO 10993-10 test for irritation and skin sensitization
Low Temperature Labelling

Blood and plasma bags in refrigerators and freezers pose unique labelling challenges, including reliable low-temperature performance and chemical exposure.

More than one million human tissue samples are collected, stored and transported each year – at temperatures as low as -196°C. Our comprehensive low temperature portfolio is designed for bottles, test-tubes, vials and other containers used in hospitals, clinics and research labs. It enables many printing technologies, across applications ranging from blood bags through to cryogenic and laboratory packaging.

Labels comply with FDA and European food regulations, and have been approved by ISEGA testing institute according to DIN ISO 3826 for “Plastic Collapsible Containers for Human Blood and Blood Components”.

Key features
- Extreme low cryogenic temperatures: -196°C
- Steam autoclave sterilisation (up to +121°C)
- Good chemical resistance
- UV flexo, thermal transfer, direct thermal and UV inkjet
- White, opaque and clear versions

Application areas
- Blood bag and plasma bag labelling
- Human and animal health: blood fractioning, stem cells, serum
- Hospital, clinic and laboratory labelling
- Deep freeze applications
- Re-labelling with opaque labels
# Product information

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
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<td>SYP7022</td>
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<td><strong>Cryogenic</strong></td>
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Drum Portfolio

Durable, proven materials featuring BS 5609 Section 2 and 3 certification

Seeking a reliable solution for labeling industrial drums carrying chemicals? The Avery Dennison Select Solutions™ Drum portfolio offers an impressive track record of proven performance on a broad range of containers and surfaces.

Whether for painted steel or molded polyethylene drums, our film and heavyweight paper facestocks have been chosen for their ability to withstand harsh environments and outdoor exposures. In fact, all our drum portfolio facestocks have passed BS 5609 Section 2 and 3 Marine Immersion label testing, including a three-month exposure to saltwater, as part of International Maritime Dangerous Goods (IMDG certification).

Our Drum Portfolio facestocks are combined with our best-in-class adhesives to offer needed versatility. Because these labels are typically hand-applied, drum adhesives must be repositionable to amend misapplied or misaligned label applications. The adhesive must also wet-out quickly to become permanent, remaining highly durable over a drum’s long-term exposure to the elements.

Portfolio Characteristics

- Consistent adherence to a range of drum surfaces
- Strong enough to withstand ongoing outdoor exposure
- Weather- and temperature-resistant
- Impervious to contact with aggressive chemicals and saltwater
- Highly adaptable to varying container sizes and diameters
- A range of cost and performance options
- Materials suitable for thermal transfer and laser printing
- Repositionable adhesives
Easing the BS 5609 Certification Process

Two certifications are important to converters who are helping clients adhere to GHS standards: BS 5609 Section 2 and 3. Section 2 certification deals with the actual label materials. Our Drum Portfolio features BS 5609 Section 2-certified facestock, liners and adhesives. Meanwhile, various combinations of printers, ribbons and inks must be certified under BS 5609 Section 3. To make this process easier for converters and end users, Avery Dennison now offers both BS 5609 Section 2 and 3 certification.

Our certification library contains a multitude of certified materials, printers, ribbons and ink combinations. The portfolio matrix allows converters and end users to check various printing methods and descriptions at a glance.

Our laboratory, which is certified for BS 5609: 1986 by Underwriters Laboratory (UL®), helps you alleviate major bottlenecks for BS 5609 testing such as long waits and high prices. Typical testing can range from $2,000 - $4,000, and can take months to complete. But the Avery Dennison testing lab can quickly certify for Section 2 and Section 3 at no cost to you.

If you are already certified under Section 2, Section 3 certification can typically be achieved in under a month. But if you need both certifications, we can facilitate them concurrently, thus helping you achieve certification within two to three months.
## Product information

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Print Method: Laser

Print Method: Thermal Transfer & Flexo

Print Method: Inkjet

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The Avery Dennison label materials above are recognized by UL. Representative samples of this component have been evaluated by UL and meet applicable UL requirements certified to BS 5609. File MH 61182.
** BS5609 Section 3 Inks and Ribbons

### 79572

**Thermal Transfer**
- Cab: ITW B324 Black + B324 Red Resin
- ITW B128 Black + B120 Red
- Zebra: ITW B128 Black + B120 Red
- Zebra: Iimak SP330 Black + DC300 Ruby Red
- Zebra: Armor AXR 8 Black + AXR600R Red
- Zebra: ITW B324 Black + B324 Red Resin
- Zebra: ITW CP TR5940 Black + TR5440 Red
- Datamax: Armor AXR 8 Black + AXR600R Red
- Datamax: ITW B324 Black + B324 Red Resin
- Datamax: ITW CP TR5940 Black + TR5440 Red
- Microplex: AXR7/600
- DNP TRX-50 Black

**Flexo**

- **Flint corona treatment:**
  - Flint Force (UV) - Non varnish
  - Flint Force (UV) - Varnish
- **Environmental Ink (corona treated):**
  - DR III FR Ink Water-Based - No Varnish
  - Films III Ink (UV) - No Varnish
  - Wikoff: PolyTech XV (all colors) - No Varnish

### 72197

**Thermal Transfer**
- Zebra DNP R300 Black + R510 Red
- Zebra: ITW B128 Black + B120 Red
- Zebra: Iimak SP330 Black + DC300 Ruby Red
- Zebra: Armor AXR 8 Black + AXR600R Red
- Zebra: Iimak SP575 Black + DC300 Ruby Red
- Zebra: ITW B324 Black + B324 Red Resin
- Zebra: ITW CP TR5940 Black + CP TR5440 Red
- Zebra: Astromed RY Black + RAE Red
- Datamax: DNP R300 Black + R510 Red
- Data: Iimak SP330 Black + DC300 Ruby Red
- Datamax: Armor AXR 8 Black + AXR600R Red
- Datamax: ITW B324 Black + B324 Red Resin
- Datamax: ITW CP TR5940 Black + CP TR5440 Red

**Flexo**

- **Flint no corona treatment:**
  - Flint Force (UV) - Non varnish
  - Flint Force (UV) - Varnish
- **Environmental Ink (corona treated):**
  - DR III FR Ink (water-based) - No Varnish
  - Films III Ink (UV) - No Varnish
- Actega:
  - Optifilm Ink (water-based) - Varnish
  - Versifilm Ink (all colors) - Varnish
  - Wikoff: PolyTech XV (all colors) - No Varnish

### 79580

**Thermal Transfer**
- Zebra: ITW B324 Black + B324 Red Resin
- Zebra: DNP R300 Black + R510 Red
- Zebra: ITW B128 Black + B120 Red
- Zebra: Armor AXR 8 Black + AXR600R Red
- Datamax: ITW B324 Black + B324 Red Resin
- Datamax: Armor AXR 8 Black + AXR600R Red

**Flexo**

- **Flint no corona treatment:**
  - Flint Hydrofilm Ace - Varnish
- **Environmental Ink (corona treated):**
  - DR III FR Ink (water-based) - No Varnish
  - Films III Ink (UV) - No Varnish

### 79348

- Epson Inkjet C831, TMC3400, TMC3500
- NeuraLabel 300

### 78037

- Lexmark Laser C792E
- Primera CX1200
- NeuraLabel 500e
Tyre labelling solutions

Productive And Reliable Materials For Tread Labels And Vulcanising Labels

Tyres present unique labelling challenges for brands and label converters alike, whether creating marketing or product identification labels. A rough, low energy surface makes specialist labelling technology essential. Missing labels mean lost profits and a tyre often has to withstand very heavy handling/storage challenges long before it ever makes its way on to a car wheel.

Avery Dennison offers the high performance labelling materials needed to make sure that labels look good and stay in position, whether applied to the tread or vulcanised along with the tyre. Extensive segment experience means we can ensure that productivity remains high throughout, from the conventional print converting phase all the way through to thermal transfer printing by end-users.

With our range of POP labels you get a consistent, premium look for better brand appeal and our specially designed vulcanized labels are engineered to bond with the tyre during the vulcanization process and maintain excellent adhesion and readability the lifespan of the tyre.

Portfolio Components

- Excellent heat and abrasion resistance for vulcanised labels
- Excellent thermal transfer printability where required
- Rubber-friendly higher adhesive coat weights
- Production-friendly gum patterns to eliminate bleeding
- Application specific coat weights (winter/summer, hairy/shaven)
- Special silicone systems for easy automatic dispensing
- Back-side siliconisation option to avoid labels sticking to liner
## Product information

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Overlaminates
Portfolio

Performance and versatility at the highest level of durable goods labeling

Overlaminate materials are important components commonly used to ensure the performance of durable goods labels. In order for the label to maintain its desired function over life of the item it’s adhered to — be it identification, tracking or branding — these film materials protect printed label graphics from scuffing and fading, which in turn keeps them functional. Avery Dennison offers an extensive collection of overlaminates built for a variety of end use applications. Our portfolio includes Lexan®, clear print-treated, clear topcoated, clear UV and matte polyesters.

UL® Recognized

Included in the Avery Dennison Select Solutions™ Overlaminate Portfolio are UL®/CSA recognized clear PET films that meet UL 969 requirements. These qualified overlaminates and Lexan simplify the process for a label adoption, significantly reducing the time, cost and effort of adding a product to a UL file.

Proven Functionality

Avery Dennison overlaminates have been tested in our Mentor Innovation Center to meet the requirements of a variety of environments, conditions, temperatures and OEM standards. The tests include:

▶ Legibility
▶ Defacement
▶ Chemical Exposure
▶ Humidity
▶ Heat Aging
▶ Adhesion
▶ Taber Abrasion
▶ Water Resistance
▶ Environmental Resistance (Cold/UV)

Aesthetic Versatility

In addition to functionality, our overlaminates have been chosen based on their high-performance aesthetics. The elements include:

▶ A richer look that appeals to consumers
▶ The ability to stiffen a construction for better application alignment creating a flush, no-label look
Feasibility Testing

Not sure whether a label construction with an overlaminate will meet other UL standards or OEM specs? Our Innovation Center can help there, too. Our technical experts can evaluate a label construction against any standard. For instance, when seeking UL recognition we can let you know whether the construction is likely to gain recognition when submitted for testing. Our no cost feasibility testing can save you time and money while boosting confidence about the constructions you’re suggesting to your customers.

<table>
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Identification of every cable with a cable label

Keeping track of cables in cabinets, workstations and offices is essential when installing, repairing or troubleshooting. Reliable part identification and branding depend on good printability, usually with thermal transfer printers and ribbons.

Smaller diameter cables need more flexible films and higher performance adhesives. Avery Dennison materials minimize ‘butterflying’ by combining a flexible film with a high cohesion, high shear adhesive.

Key features
▶ Good printability
▶ Good resistance to ‘butterflying’
▶ High performance adhesive and flexible facestock
▶ UL-recognised, flame retardant and UV-resistant options
▶ White, highly flexible materials for flag labels
▶ Transparent, highly flexible materials for wrap around solutions

Application areas
▶ Supports wide range of cable applications
▶ Flag labels with space for text/barcodes
▶ Wrap-around labels where space is limited
Durable solutions

UL 969 (‘Marking and Labelling Systems’) is the most commonly used UL standard for labels, but it applies only to labels on smooth and flat surfaces. Avery Dennison offers materials that comply in addition with the following standards:

- UL 817 – cord sets and power supply cords
- UL 2238 – cable assemblies and fittings for industrial control and signal distribution

Federal Motor Vehicle Safety Standards (FMVSS) are US federal regulations. Standard FMVSS 302 relates to the burning behaviour of materials used inside road vehicles such as passenger cars, trucks, buses and agriculture machinery. Most automotive OEMs specify flammability testing based on FMVSS 302.

Products meeting these specifications are available, please contact your local Avery Dennison sales representative for details.

The standard UL 94 is used to indicate the flammability of plastic materials used in devices and appliances. Avery Dennison offers materials complying with UL 94 VTM-0, the most stringent classification, when tested as a flag label.

Product information

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Industrial Portfolio
Durable Labelling

The one-fits-all solution for basic durable goods labelling

The Avery Dennison Industrial Portfolio gives you the performance you need for price-sensitive durables applications. It suits a wide range of substrates, including those used in domestic appliances, electronics and industrial goods.

Avery Dennison can help you to choose the right facestock/adhesive combination for any application - including both white and silver labels. Both A4 and roll samples are available for trial.

Fast Facts
▶ Cost effective durable goods applications
▶ White PET, silver PET and white PP facestocks
▶ Compatible with standard pressing printing and thermal transfer
▶ High performance, all substrates permanent adhesive
▶ Broad application window
▶ Sample rolls available for your conversion and application trials

Benefits
▶ Greater performance due to excellent adhesive performance on a wide range of substrates
▶ Suitable for rough, LSE-MSE-HSE substrates and applications
▶ Competitive Pricing, suited for value-driven projects
▶ Reliable product performance, including for non-UL recognised applications

Application areas
▶ Domestic appliances
▶ Electronics
▶ Industrial goods
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<tr>
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Tamper-evident portfolio durable labelling

The Avery Dennison Tamper Evident Portfolio increases awareness among end users about brand protection and security issues. It suits a wide range of applications, resists tampering at all stages of end users’ supply chain.

Avery Dennison can help you choose the right security products and applications that work for you and your customers. Our Technical Excellence Team is here to help with converting and application troubleshooting.

Cost effective durable security applications
- Ready Width™ service offers products at standard per slitted widths and lengths
- Compatible with standard press printing and thermal transfer
- High performance security adhesive
- Customisable void text and colour with competitive price and flexible MOQ
- Sample rolls available for your conversion and application trials

Portfolio characteristics

Destructible Films
- Destructible upon removal from substrate
- RoHS compliance film available
- Available in Clear and White facestock

Transferable/Non-Transferable Void Materials
- Transferable Void - Irreversible void message on substrate when label is detached
- Non-Transferable Void - Irreversible void message on facestock, leaves no residual when label is detached

Customisation of Void Materials
- Facestock: 25mic, 38mic, 50mic
- Color: White, Silver, Red, Blue, Yellow, Black
- Void Text: Fully customisable
### Product information

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</table>
Automotive Portfolio

Performance that goes the distance

Labels for the automotive segment have to cope with a range of challenges – harsh chemical environments, challenging substrates and the stresses imposed by vehicle wear and tear.

The Select Solutions Automotive portfolio contains materials with proven performance in the most extreme environments, meeting the needs of all supply chain processes, industry regulations and OEM testing parameters.

Key features

- Full range of self-adhesive materials, including multiple facestocks and adhesives
- Excellent adhesion to a wide range of substrates, including rough and low surface energy plastics
- High temperature and chemical resistance
- Durable performance in harsh environments
- Compliant with REACH, RoHS, IMDS and common testing parameters specified by automotive OEMs

Application areas

- Exterior: Fuel cap, tire pressure and tracking/service labels
- Interior: Airbag, security/anti-counterfeit, warning, instruction and tracking labels
- Under-the-hood: Labels for heat/chemical-resistant warnings, engine component instructions, tracking, fluid containers, car batteries and cables
### Product information

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
<th>Location</th>
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<th>Service Program</th>
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**Overlaminations**

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</table>

**Labels designed to adhere to silicone or silicone-treated surfaces**

<table>
<thead>
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<th>Product Description</th>
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<th>Width (mm)</th>
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<tbody>
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</table>
Polyimide Labels for Printed Circuit Board

Peak temperatures, peak performance
Printed circuit boards (PCBs) are found inside every electronic device, used to hold and connect electronic components.

Reliable tracking is required during production, and labels must survive exposure to extreme heat (up to 280°C) and cleaning agents. Avery Dennison polyimide label constructions are specially designed to maintain their physical integrity, and their high-performance heat-resistant topcoats ensure dependable legibility.

Minimising costs depends on finding a good match between application requirements and label performance, and Avery Dennison offers a complete polyimide portfolio.

Key features
▶ Materials tolerate peak soldering temperatures (up to 300°C)
▶ Resistant to PCB cleaning agents
▶ Options for different temperature profiles and cleaning processes
▶ Meets all PCB labelling requirements

Application areas
▶ PCB labelling before wave soldering/reflow process
▶ Computers, IT peripherals, telecommunications and consumer electronics
▶ Industrial and medical devices
▶ Automotive, aerospace and military components

Select Solutions™
## Product information

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
<th>Location</th>
<th>Width (mm)</th>
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</table>
Applying tracking information onto raw materials such as metals, timber, stones and other building materials can be done in many ways - including the use of hanging tags and adhesive labels. Some materials can be hot at the point when they need to be labelled, while others can be rough, dusty or oily. Conventional solutions include handwriting, riveting or welding plates onto parts.

The Avery Dennison Heavy Industrial Labelling range allows label converters to offer a highly effective alternative labelling solution. It ensures traceability throughout the manufacturing process. Materials for conversion into both hanging tags and adhesive labels are available, covering different temperature ranges.

Labels and hanging tags applied at ambient temperatures can use cost effective solutions based on polyolefines. For peak temperatures up to +220°C, Avery Dennison offers heat stabilised polyester films. Topcoated aluminium films, featuring high abrasion and solvent resistance for thermal transfer print, can be used at temperatures up to +550°C.

**Key features**

- Productive labelling technology for raw material processors
- Performs in extreme conditions
- Barcodes can be applied very soon in the value chain
- Eliminates manual marking of parts, automating track-and-trace
- Tracks and traces inventory from initial manufacture to final delivery
- Helps reduce material reworking costs
- Complete portfolio covering a wide range of applications

**Application areas**

- Metal processing
- Building material industry
- Timber industry
- Manufacturing
**Product information**

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
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</table>
Avery Dennison Label and Packaging Materials - ASEAN

Indonesia
Kawasan Industri Jababeka
Tahap 7 Blok B No 5,
Desa Wangunharja, Kecamatan Cikarang Utara,
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Pasig Center 1600

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Tan Binh Industrial Park Ward Son Ky
Tan Phu District
Ho Chi Minh City

label.sapssa.averydennison.com