

# Select Solutions™

Your Guide to Avery Dennison® application-specific portfolios

2018, SOUTH ASIA ISSUE 1



## Advanced Adhesives

Innovation at the Avery Dennison Innovation and Knowledge Center

Retail Removables

Reclosure in the home

Label and Packaging Materials



This quarter's edition has many new and exciting things to talk about. Starting from new products in portfolios such as apparel, drum, removables & wine; to introducing new applications such as Blood Bag, Cable & Wire, Mobile Portfolio and High Temperature in the Durables Portfolio to name a few.

Besides this, we are focusing on our Advanced Adhesives - adhesives that go beyond the traditional capability of a permanent label and provide functionality such as clean removability, ultra removability or reclosure.



With the multitude of applications and surfaces that today's removable labels are used on, choosing a right product can be a daunting task. Our team has beautifully articulated what are the critical parameters to consider while selecting the right removable adhesive & what are the common challenges and ways to avoid them. We are also taking about some of the new applications with removable adhesives which will help us expand the market.

This issue also deep dives into reclosure labelling, which comes with unique requirements and challenges. Requirements such as the number of reclosures needed, seal quality, barrier function and desired 'feel' of reseal are among the topics we will focus on. We will also take a look at the various applications in the home for reclosure labels. My favourite pages in this edition are page 14 & 15 where the schematic diagram of all possible application in reclose adhesives are nicely displayed.

Hope you will find this interesting.

We assure you our best attention at all times.

Parag Agrawal  
Product Manager - Specialty and Durable Product

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## About us

**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.

# In focus:

Select Solutions™ Collection	4
Avery Dennison Innovation and Knowledge Centre	6
Retail Removable Labels	8
Resealable Packaging	12
Reclosure in the Home	14
Interview with Denomination	16

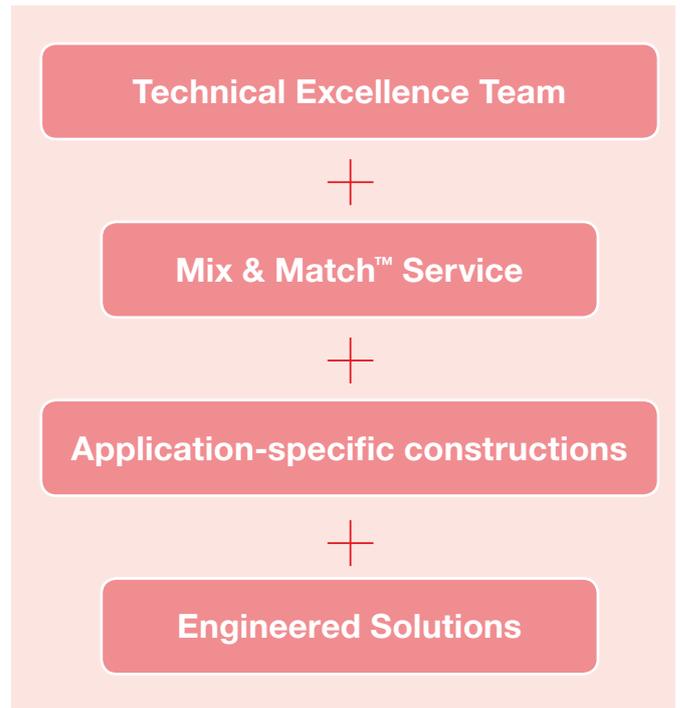


# Portfolios

Lay-Flat Liner	18	<b>Pharma</b>	
Apparel	20	Low Migration	36
Home & Personal Care	22	<small>NEW</small> Blood and Plasma Bag	38
Small Diameter	24	Cryogenic and Laboratory	40
Wine and Spirits	26	<b>Durables</b>	
<b>Removable &amp; Reclosure</b>		Drum	42
Removable	28	Tyre	44
Reclosure	30	Polyimide Labels for Printed Circuit Board	46
<b>Digital</b>		Heavy Industrial Labelling™ range	48
Digital Sheets	32	Cable	50
Colour Inkjet	34	Automotive	52
		Industrial Portfolio	54
		Mobile	56
		Overlaminates	58
		Security	60

# Select Solutions™ Collection

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 Select Solutions™ Team



**Parag Bagade**  
India  
Experience: 18 Years  
Head Technical Marketing - SAPSSA  
Responsible for Technical Support, Troubleshooting, Value add service support



**Parag Agrawal**  
India  
Experience: 11 Years  
Product Manager - Specialty and Durable Product  
Responsible for Specialty & Durables Portfolio Management, Working with external & internal team to identify the product & application related challenges & create relevant solutions.



**Ravi Shinde**  
India / Mumbai  
Experience: 10 Years  
Deputy Manager - Technical Service  
Responsible for Proactive Technical Support and Value Added Services to Converter & End User  
Identify, raise and drive product and process alerts and improvements. Support to Sales & BD team for Decoration transfer, share gain opportunities Troubleshooting, Complaint/ Claim Handling.



**G Sridhara**  
India  
Experience: 23 Years  
Business Manager - International Business and Specialty  
Responsible for Specialty Business Management, Working with South Asia commercial team and PLT team to identify the product & application related challenges & create relevant value propositions to grow existing business and create new market for specialty business to drive growth.



**Nishant Jha**  
India  
Experience: 6 Years  
Assistant Manager - Specialty Business  
Responsible for Product Campaign, Commercial Support and Feasibility and Market Development.



**A Manikantan**  
India  
Experience: 19 years  
Segment Manager - Durables Business  
Responsible for engaging with Durables end users and converters to drive Segment growth by identifying / creating market needs. Working with South Asia Commercial, PLT & Tech Support teams, Regional & Global Durables and PLT teams to develop and launch innovative solutions to meet market needs.



(more than)  
**>1,000**  
 possible  
 combinations

## 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.

## Application-specific constructions

### 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.

#### Services



Low  
MOQ



Quick  
Quote



Fast  
Delivery

Ask us about our new Express Indent service, which is a fixed rate, 10 day air freight program for all Indent items.

**New Ideas**

**New Approaches**

**New Products**

**New Opportunities**

## 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. **AD**



# Masters of Innovation

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).



Dr. Suman Majumder, Director, ADIKC

**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



“...our team of experts work to research and create sustainable innovations for a better world everywhere”

-Dr Suman Majumder

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. **AD**

“Adhesive is at the heart of our products”

# 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





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?

## 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.

## Retail Removable Labels An under-estimated functionality?

### 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.

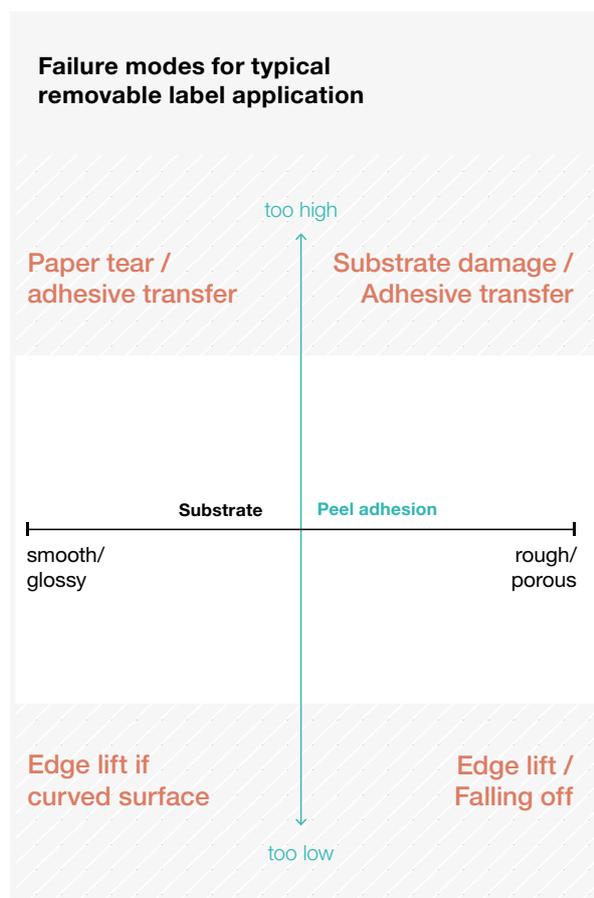
#### **Environmental exposure**

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. **AD**

# Easy access, secure closure

## The appeal of resealable packaging

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-irrigative, 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

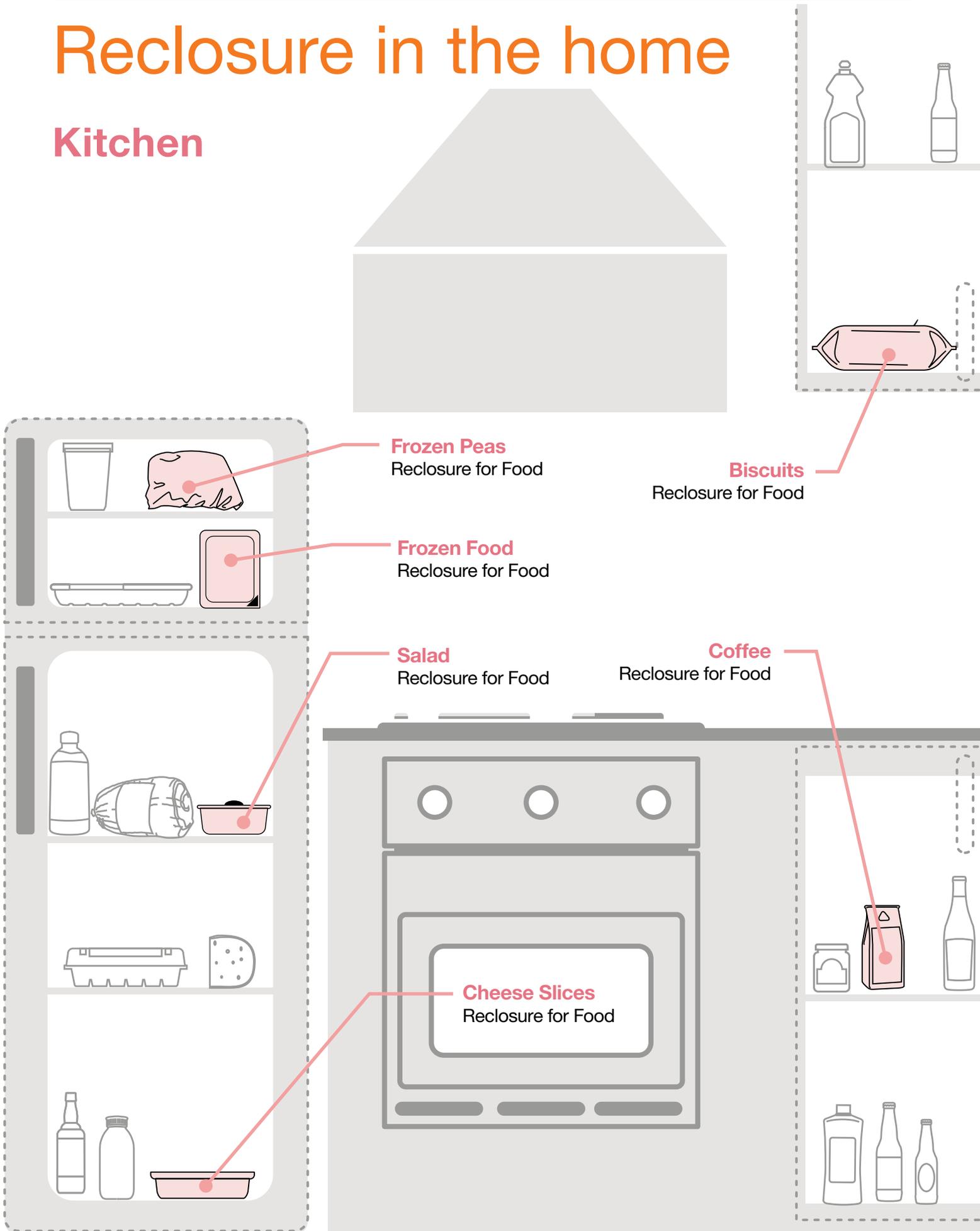
## You don’t have to go far for good solutions

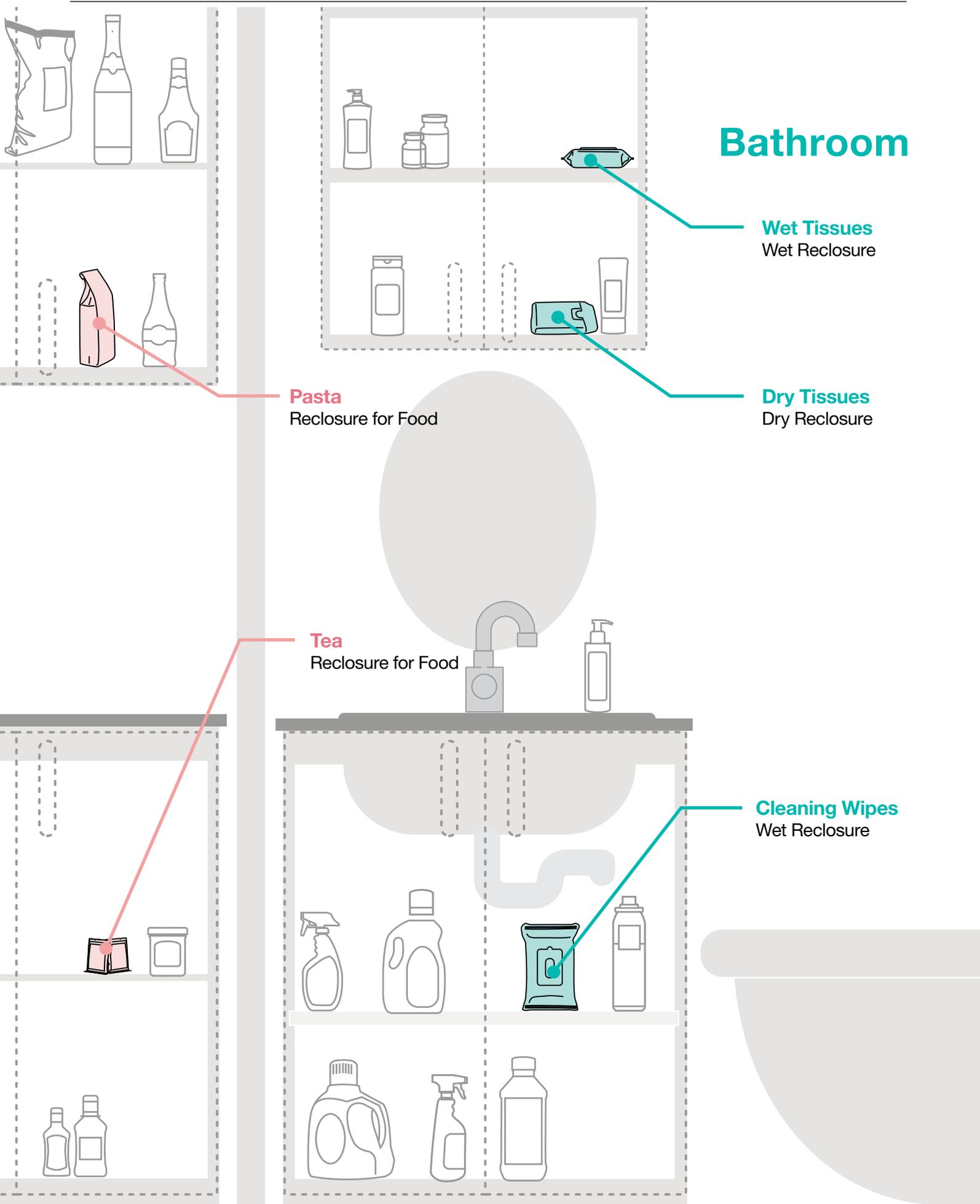
- ▶ Comprehensive portfolio of high-performance materials tested for performance and consistency
- ▶ Regional research and development centers provide rapid prototyping capabilities, material analysis and performance testing
- ▶ Mix and match from ready-made options or explore customized solutions to 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. **AD**

# Reclosure in the home

## Kitchen





# “A paper stock can make or break a design”

Interview with Rowena Curlewis,  
CEO of Denomination, Australia.

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.





**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](http://www.denomination.design) AD



# Lay-Flat Liner Portfolio



## Wide Range Of Adhesive & Liner Combinations For Roll-To-Sheet & Fanfold Applications

Time to think differently about material choices for sheeted and fanfold label applications. The Select Solutions Lay-flat Liner portfolio offers an extensive range of pressure-sensitive materials on large range of specially designed layflat liners and excellent stability needed for sheeted and fanfold label applications. The wide variety of materials enables to provide customers with new and different options that can better target their needs.

The following are just a few of the material choices available in the new Lay-flat Liner portfolio:

- ▶ Semi Gloss Paper
- ▶ Cast Gloss Paper
- ▶ Uncoated Paper
- ▶ Metallized Films
- ▶ Clear and Opaque Films
- ▶ Conformable Films

## Portfolio Components

- ▶ Wide range of material options
- ▶ Permanent and removable adhesives of varying strengths
- ▶ Non-curling, non-distortion liners of various weights

## Applications

- ▶ Prime Labels
  - › Pharmaceutical
  - › Edible Oils
  - › Pesticides
  - › Home & Personal care
  - › Plywood
  - › Wine & Spirits
- ▶ Promotional Labelling
- ▶ Apparel Labelling
- ▶ Proofing Jobs



Low  
MOQ



Quick  
Quote



Fast  
Delivery

## Product information

Product Code	Product Description	Location	Lead Time
ALB6530	FASSON FASSHEET PLUS REMOVABLE CS/2030 KRAFT	Pune / Gurgaon	3 Days
AMA5050	FASSON FASPRINT NG/PERMANENT (PIGGYBACK)/ CK40	Pune	7 Days
BMB1450	FASSON FASSHEET ART PLUSHI-BOND/PERMANENT 2030	Pune / Gurgaon / Bangalore	3 Days
CMF0965	AVERY SHEET PP PLUS CLEAR	Pune	7 Days
CMF1910	FASSON FASSHEET PP PLUSWHITE TC/PERMANENT-TL	Pune	3 Days
CMF9965	FASSON FASSHEET PPSILVER TC/PERMANENT/TL	Pune	7 Days
SY0046A	FASSON TRANSCODE WHITE PLUS/R115/P140WH(510X762)	Pune	3 Days
SY0048A	FASSON TRANSCODE CLEAR PLUSR115/P140 WH(510X762)	Pune	3 Days

### Standard Sizes:

460 mm x 635 mm	420 mm x 762 mm
500 mm x 584 mm	460 mm x 584 mm
500 mm x 920 mm	460 mm x 610 mm
495 mm x 762 mm	483 mm x 330 mm
390 mm x 590 mm	500 mm x 356 mm
500 mm x 610 mm	500 mm x 381 mm
500 mm x 762 mm	305 mm x 460 mm
460 mm x 305 mm	458 mm x 584 mm
605 mm x 590 mm	920 mm x 584 mm

# Apparel Portfolio

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## 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



Low  
MOQ



Quick  
Quote



Fast  
Delivery

## Product information

Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time		
<b>Transcode White Plus</b>						
SY0039	TRANSCODE WHITE PLUS/ S4900/P140WHITE IMP	1530 X 1000	Pune	2 Days	General purpose	
SY0047	TRANSCODE WHITE PLUS/ S4900BG50#WHITE NI	1530 X 1000	Pune	2 Days	General purpose	Size strip, dot size label, promotion label with premium look with satin finish; Could be folded for stack display or hanging display
SY0049	TRANSCODE WHITE PLUS/ UVR180/P140WHITE IMP	1000 X 2000	Gurgaon	PTO	General purpose & soft fabrics	
SY0046A	TRANSCODE WHITE PLUS/R115/ P140WHITE IMP	1530 X 1000	Pune	PTO	Fine fabrics and soft cottons	
SY0057A	TRANSCODE WHITE PLUS/R115/ BG50#WHITE NI	1530 X 1000	Gurgaon / Pune	2 Days	Fine fabrics and soft cottons	
<b>Transcode Clear Plus</b>						
SY0045	TRANSCODE CLEAR PLUS/ S4900BG50#WHITE NI	1530 X 1000	Pune	PTO	General purpose	Size strip, dot size label, promotion label with premium look with satin finish; Could be folded for stack display or hanging display
SY0038	TRANSCODE CLEAR PLUS/ S4900/P140WHITE IMP	1530 X 1000	Pune	PTO	Fine fabrics and soft cottons	
SY0048A	TRANSCODE CLEAR PLUS/R115/ P140WHITE IMP	1530 X 1000	Gurgaon / Pune	2 Days	Fine fabrics and soft cottons	
<b>Clear BOPP</b>						
BW0031	50U CLEAR BOPP TC/S4900/ P95WHITE IMP	1530 X 2000	Pune	PTO	General purpose	Dot size label, promotion label; Not folded for stack display
BW0103	50U CLEAR BOPP TC/S4900/ BG50#WHITE NI	1530 X 2000	Pune	PTO	General purpose	
<b>Paper</b>						
AWS147	HIGHGLOSS PAPER/S4900/ P95WHITE NI	1530 X 3000	Pune	PTO	General purpose	Entry level application; Not folded for stack display
AWS172	SEMIGLOSS PAPER/S4900/ P95WHITE IMP	1530 X 2000	Pune	PTO	General purpose	
AWS135	250ART PAPER/UVR180/ P95WHITE IMP	1530 X 2000	Pune	PTO	General purpose & soft fabrics	Apparel tag applications
LW3202	FASSON®UNCOATEDPAPER 60/ S1800/BG33 IMP	1500 X 1000	Pune	7 Days	Packaging Label	
LW3204	FASSON® UNCOATEDPAPER70/ S6112/BG33WH NI	1500 X 1000	Pune	2 Days	Packaging Label	Sequential Labeling
LW3205	FASSON® UNCOATEDPAPER60/ S2060/BG33 IMP	1500 X 1000	Gurgaon	2 Days	Packaging Label	
LW3206	FASSON® UNCOATED PAPER60/ PERM(ST)/BG33	1500 X 1000	Pune	7 Days	Packaging Label	

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# Home & Personal Care

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## Increase Shelf Appeal of Your Products

In highly competitive markets, it is vital to stand out on the shelf and reinforce the brand message. You need to be confident that the label partner you choose will be able to meet your constant requirements for new designs and applications.

Since many home and personal care purchases are made on impulse, Avery Dennison's Home and Personal Care Select Solutions portfolio has the power to elevate the look of your brand for maximizing shelf impact and influencing purchase decisions. It provides a range of products including transparent 'no-label' look, metallized, conformable and rigid films with the perfect balance of sustainability and performance.

Avery Dennison's Semi-conformable Global MDO films provide superior clarity while boosting productivity with larger number of labels per roll, thus ensuring less waste, less packaging line disruption and faster run speeds.

## Portfolio Characteristics

- ▶ Wide range of facestocks for unique designs and shapes
- ▶ Specially designed adhesive for wide range of applications
- ▶ Resistant to water, oil and most household chemicals
- ▶ A range of cost and performance options
- ▶ Materials suitable for thermal transfer printing



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## Product information

Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time
AI563	PE85 CLEAR /S4700	1000 x 1000	Gurgaon / Pune	3 Days
APL336	PE TOP SILVERS692N-BG40WH	1000 x 1000	Gurgaon / Pune	3 Days
BW5555	GLOBAL C0-EX CLEARNTC/S692N/BG 40 # WHITE	1500 x 1000	Gurgaon / Pune	3 Days
BWS714N	FASSON MATT SILVER PE 85 CLEAR NTC/S692N/BG40#WH	1500 x 1000	Pune	7 Days
SW8512	FASSON GMDO WHITE NTC/ S692N/ BG40WH IMP	1500 x 1000	Pune	7 Days
SW8514	FASSON GMDO CLEAR NTC/ S692N/ BG40WH IMP	1500 x 1000	Pune	7 Days

# Small Diameter Portfolio

## Label Materials Designed For Small Circumference Applications

Avery Dennison's Select Solutions Small Diameter portfolio has been designed to solve challenging applications in diverse markets. These constructions combine select, flexible facestocks with high-performance adhesives offering high initial tack and ultimate bond strength, resulting in excellent mandrel hold on overlap and closely positioned, leading edge/trailing edge labeling.

The portfolio features a wide variety of flexible papers and semi-conformable films of varying colors, stiffness and opacity to work with specific adhesives for consistent and reliable small diameter performance.

Please note: Label design and layout can work in conjunction with material performance to achieve optimum results. Testing is recommended as many factors will impact label performance, include facestock stiffness, ink and varnish coverage, and size of label overlap.



## Portfolio Components

- ▶ Lightweight and semi-gloss papers
- ▶ White, clear and metallized film options
- ▶ MDO and BOPP films
- ▶ Film and paper liner options

## Applications

- ▶ Cosmetics: lipsticks, lip glosses, eyeliners, eye shadow pencils, lip balms
- ▶ Pens, pencils, markers



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## Product information

Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time
AM18450	FASSON FASPHARMA PLUS/PERMANENT(ST)/BG40	1000 X 1000	Pune	7 Days
SW8502	FASSON 23U MATT SILVERPET NTC/S692N/BG40WH NI	1500 X 1000	Pune	7 Days
SW8503	FASSON 23U GLOSS SILVERPET NTC/S692N/BG40WH NI	1500 X 1000	Pune	7 Days
AM32060	FASSON® DUALPRINT PLUS/PERMANENT/BG40	1000 X 1000	Pune	3 Days
BW8001	FASSON 23U CLR PETNTC/S692N/BG40WH IMP	1500 X 1000	Gurgaon/ Pune	7 Days

# Wine and Spirits labelling materials

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## A design for every brand

Unmatched for texture, printability and convertibility, the Avery Dennison wine and spirits range conveys a sense of quality and sophistication – while ensuring production efficiency.

The portfolio includes traditional, contemporary and specialty papers and films. Choices range from textured and 'natural-look' labels, which evoke an earth friendly feel, through to sleek foil labels that speak to style-minded consumers. Avery Dennison can help you express a unique brand story.

Brand owners need maximum shelf impact, with labels that attract consumer attention and drive purchase intent. Avery Dennison offers the market insights, ranges of materials and technical support needed to tap into these new opportunities.

## Key Features

- ▶ Premium and exclusive uncoated papers
- ▶ Adhesives for different applications (hotmelts and emulsions)
- ▶ Wash-off and removable materials
- ▶ A range of cost and performance options
- ▶ Short term repositionability

## Application Areas

- ▶ Wine
- ▶ Spirits



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## Product information

	Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time
NEW	AL409	PAPER NEW BLACK-S2047N-BG45WH IMP	1000X1500	Gurgaon	PTO
NEW	AE653	FROZEN ORION PLUS DIAM-S2047N-BG45WH	1000 X 1000	Gurgaon	PTO
NEW	AS571	CANAL BLANCNEWS2047N-BG45WH IMP	1000X2000	Gurgaon / Pune	PTO
NEW	ALR303	COTTON WHITE S2030INC-BG45WH	1000 X 1000	Pune	PTO
NEW	F29233ZA	ESTATE#8S2047BG40WHIMP	1000 X 1000	Gurgaon / Pune	1 Week
NEW	SS4915	CREAM ANTIQUE S2047 BG45WH	1000 X 2000	Pune	PTO
NEW	BG348	SOFT TOUCH WHITE S2047N-BG45WH IMP	1000 X 1000	Gurgaon	PTO
NEW	BH382	BIRCHWOODS700-BG50WH	1000 X 1000	Gurgaon	PTO
NEW	BH379	CHERRYWOODS700-BG50WH	1000 X 1000	Gurgaon	PTO
NEW	AI020	CANE FIBRE PAPER S2047N-BG45WH IMP	1000 X 2000	Gurgaon	PTO

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# Removable labelling solutions



## Choose the Right Removable for the Job

The Avery Dennison Select Solutions Removables portfolio is a convenient tool designed to simplify the often-confusing world of removable labeling. The portfolio offers:

- ▶ A proven core of robust, multipurpose products that address a range of application needs from simple to complex
- ▶ Using our detailed adhesive performance charts, an easier way to select the proper label construction for your application
- ▶ Separate paper and film featuring solutions developed for a variety of performance requirements
- ▶ Cost-effective, application-based solutions with shorter time to market, minimum order quantities as low as 500 m<sup>2</sup> and fast quotes

## Broad Selection of Purpose-built Removables

You can depend on our Removables portfolio to deliver a breadth of technologies that can position you to move into new markets with confidence. Suited for an array of applications, the portfolio provides targeted solutions with stable tack across the label's lifespan, clean removal and the substrate versatility you need.

## Partnership Approach

Take advantage of the Select Solutions Removables portfolio and the Avery Dennison team to grow your removables business. Our global team – including adhesive research experts, technical specialists and market professionals – can readily suggest a product to meet your application needs. If a product does not exist, our engineered solutions team can create a specialised solution just for you and your customer - expanding your breadth of products and offering the right custom solution.



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## Product information

Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time
A27738	FASSON HIGH GLOSS PREMIUM/R100/BG40	1000 X 1000	Pune / Gurgaon	3 Days
AM90550	FASSON FASFILM PLUS CLEAR/REMOVABLE R5101/BG40	1000 X 1000	Gurgaon	7 Days
AMA4530	FASPRINT NG REMOVABLE/BG40	1000 X 2000	Pune / Gurgaon	2 Days
AM95550	FASSON FASFILM PLUS WHITE/REMOVABLE/BG40	1000 X 1000	Gurgaon	3 Days
18329	FASSON 50#DSX/R5195/50#SCK	990 X 2000	Gurgaon	PTO
AA1179	FASSON MC PRIME COAT/R5000 /BG40 BROWN	1000 X 1000	Pune	PTO
SW4110	FASSON SEMIGLOSS80SHEET/R5101/CCK100WH NI	1000 X 1000	Gurgaon	7 Days

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## Our other removable adhesives

### R450

A general purpose removable adhesive, for paper facestocks, featuring excellent removability on a wide range of substrates

### R480

A general purpose removable adhesive, for filmic facestocks, featuring excellent removability on a wide range of substrates

### R423

A general purpose removable adhesive featuring clean long term removability on a wide range of substrates

### SR2

Allows label application at a wide temperature range. Offers clean, medium term removability.

### R100

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

# Reclosure Portfolio



## Cost-Effective, User-Friendly Alternatives Combine Convenience With Branding.

On-the-go consumers are demanding more convenient, easy-to-use functional packaging; Avery Dennison's Select Solutions Reclosure Portfolio has been designed to deliver just that. Our innovative packaging solutions meet various application parameters from dry to high moisture, providing the kind of innovative, cost-effective alternatives to zippers and hard case reclose packaging brand owners are seeking.

Reclose labels are designed for the easy opening and/or multiple open-close cycling of flexible packaging. They provide an economical method of repeated pack sealing – combined with branding – in one label.

- ▶ Wet applications, such as wet wipes, include water, scents, oils and chemicals within the saturating fluid that come in direct contact with the adhesive.
- ▶ Dry applications include such products as paper tissues or food, items like rice, pasta or coffee.

Our portfolio of film facestocks and reclose adhesives has been specifically designed to meet wet and dry applications. Able to deliver high-quality graphics, these facestocks and adhesives also provide increased operational efficiency as well as excellent reclose functionality.

## Portfolio Components

- ▶ BOPP Films
- ▶ Reclose Adhesives (in clear, pearl white & gloss silver finish)

## Portfolio Characteristics

- ▶ Works with wet or dry applications
- ▶ Can be over-laminated with transparent PP or PET films for added stiffness
- ▶ Various types of seal strength and peel “feel”
- ▶ Good moisture, solvent, fat and oil resistance

## Applications and Markets

- ▶ Home and Personal Care
- ▶ Food



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## Product information

Product Code	Product Description	Width (mm)	Location	Lead Time
AQ687	PP90 TOP CLEAR R1490M-BG40WH	1000	Pune	PTO
AQ961	PP90 TOP WHITE/R1490M/BG40WH	1000	Pune	PTO
BW7516	50UCLEAR BOPP/SR106/POLYCOATED LINER IMP	1530	Pune	PTO
BW7517	SYNTHETIC PAPER7 NTC/SR106/BG50#WHITE NI	1530	Pune	PTO

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## Product Selection.

Comprehensive support is available to ensure the right choice – an Avery Dennison technical specialist can help you to consider all of the following and more:

- ▶ Pack contents, and their effect on the label
- ▶ Method of use and the total number of openings and closures required
- ▶ Flexible/rigid packaging substrates and their adhesion properties

# Digital Sheets Portfolio



## Technologies for Differentiation, Cost Efficiency, Quality and Sustainability

Investment is growing rapidly in digital printing technology to meet the needs of today's brand owners for greater brand differentiation, customization and flexibility.

Digital printing helps brand owners target higher sales through multi-versioning and mass customizations, and improve communication with consumers by enabling quick changeovers and variable information printing. Digital printing also realizes lower costs, because printing on demand dramatically reduces costs associated with inventory and revisions.

These solutions have applications in proofing jobs, POP promotional labels and short-run/small-volume applications. The portfolio also offers specially developed digital label printing solutions for customers using toner-based laser printing press/platforms.

As always, Avery Dennison strives to lead the market with the latest improvements and innovations in digital product solutions.



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## Product information

Product Code	Product Description	Location	Lead Time
AW2403	FASSON SEMIGLOSS 75 SHEETS/S1800/CCK100 WH IMP	Pune	7 Days
AW2412	FASSON HIGLOSS 80 SHEET/S1800/CCK100 WH IMP	Pune	7 Days
SW8544	FASSON 60 MIC. WHITE PET TC/S1800/CCK130 WH IMP	Pune	7 Days
SW8543	FASSON 50MIC. CLEAR PET TC/S1800/CCK130 WH IMP	Pune	7 Days

**Standard Sizes:**

460 X 305

483 X 330

**Note:**

- 1) Special Sizes in Sheets Available upon request
- 2) All our Top Coated Semigloss, Higloss, & PET Facestocks are printable on Dry Toner Based Technology

# Colour Inkjet Portfolio



## Explore the World of Colour in Variable Information Printing

To capitalize on the recent advances in inkjet label printing technology, Avery Dennison has developed a range of color inkjet label materials to offer greater flexibility and visual identification in variable information printing. Compared to conventional variable information printing that can only produce monochrome information, our inkjet label solutions allow colored printing whilst reducing label obsolescence and inventory-carrying costs.

Compatibility between label materials and printers is critical for on-demand inkjet printing to achieve optimal printing quality. Select the right label material to avoid common issues such as

- ▶ Slow ink drying
- ▶ Low water and smudge resistance
- ▶ Low colour density and clarity

## Benefits of On-Demand Colour Label Solutions

### Flexibility

- ▶ Enable customisation for high-mix and low-volume applications
- ▶ Respond faster to market or design changes without incurring extra cost

### Productivity

- ▶ Combine primary and secondary on-demand printing
- ▶ Eliminate the need for pre-printed labels, reducing label inventory

### Accuracy

- ▶ Allow colour emphasis on important information and warnings
- ▶ Improve label legibility and reduce errors

### Branding

- ▶ Reinforce brand identity along the supply chain
- ▶ Improve shelf appeal and brand image with high quality colour labels



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## Product information

Product Code	Product Description	Size (mm × mtrs)	Location	Lead Time
OW2150	MATTE INKJET PAPER/AP103/BG40WH IMP	1070 X 2000	Pune	PTO
OW2350	GLOSS INKJET PAPER/AP103/BG40WH IMP	1070 X 2000	Pune	PTO
OZ2120	85 INKJET SYNTHETIC PAPER/PAPER/AF101	1070 X 2000	Pune	2 Days

**Note:**

BS5609 Compliant Portfolio available upon request

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## Applications

### Healthcare

Avery Dennison on-demand colour inkjet label materials fulfil demanding healthcare labelling requirements and are suited for pathology, pharmacy and patient identification applications

- ▶ Withstand exposure to moisture and solvents
- ▶ Wide service temperature and sterilisation conditions

### Retail

Our on-demand colour inkjet label materials can be applied in various retail printing applications, from shelf tags, pricing and promotional labels to labels for special one-off occasions.

- ▶ Excellent water and smudge resistance
- ▶ Vibrant colour images for all kinds of promotional purposes

### Manufacturing

The Avery Dennison on-demand colour inkjet portfolio enables high-mix and low-volume applications to print colour labels on demand, simplifying the label printing process, improving label inventory management, and reducing time to market.

- ▶ Easy compliance with Globally Harmonised System (GHS) for chemicals
- ▶ Excellent image durability for lifecycle traceability

# Low Migration Portfolio



Avery Dennison now offers low-migration adhesives that are pretested to meet regulatory requirements in the North American and European markets. By choosing pretested, low-migration adhesives in combination with low-migration base materials, inks and varnishes for plastic containers, pharmaceutical companies can minimize the time and money they spend on migration certification, and in some cases can bypass it altogether. Other benefits include faster product approval and time to market, and the peace of mind of knowing that their medicinal products are safe for patients.

## Portfolio Characteristics

- ▶ High initial tack and very good adhesion to glass, PE, PP
- ▶ Excellent mandrel performance on glass, PE and PP containers
- ▶ Complies with the European food directives and legislations, FDA 175.105 and the German recommendations XIV as published by BfR. BfR (Bundesinstitut für Risikobewertung) is the German Federal Institute for Risk Assessment.
- ▶ The adhesives can be used in direct contact with dry, nonfatty foodstuffs.
- ▶ Dramatically reduce the risk of contamination with our industry proven low-migration adhesives



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\* only applies to the following adhesives: S2000NP, S2045NP, S717P, S692NP

## Product information

Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time
ALV434	FASSON® LW/PERMANENT(S692NP)/BG40	1500 X 1000	Pune	3 Days
AE947	FASSON® PE TOP WHITE/ S692NP/BG40 WH IMP	1500 X 1000	Pune	7 Days
AE948	FASSON® PP TOP WHITE/ S692NP/BG40 WH IMP	1500 X 1000	Pune	7 Days
AE949	FASSON® PP TOP CLEAR / S692NP/BG40 WH IMP	1500 X 1000	Pune	7 Days
SW4105	FASSON® SILVER MET.PAPER / S692NP/BG40 WH IMP	1500 X 1000	Pune	7 Days

### The need for low migration

As per the European Union's 2005 guidelines around plastic packaging materials, & U.S. FDA guidelines for pharmaceutical industry: Container Closure Systems for Packaging Human Drugs and Biologics." the "packaging components should be constructed of materials that will not leach harmful or undesirable amounts of substances to which a patient will be exposed when being treated with a drug product." The chief way that regulatory agencies in the U.S. and Europe are encouraging pharmaceutical companies to address migration issues is by requiring that they use low-migration label materials.

The term low migration is used because some amount of migration will always occur in plastic packaging. However, if the migration or interaction happens within the accepted window determined by regulatory authorities, the packaging components are deemed safe for use. There are two certifications that pharmaceutical companies can obtain to certify low-migration label materials.

Certifications can be secured through the independent, globally accepted testing agency, under ISEGA (As per EU guidelines) & 21 CFR 175.105, (US Regulation) guidelines. Typically, ISEGA certification can take up to two years to complete before the label is cleared for companies to use in production, making it a long and costly process for businesses that want to get their products to market quickly and efficiently. At the same time, this certification is necessary for pharmaceutical companies if they want to sell products with plastic containers to the European or the U.S. markets.

# Blood and plasma bag labels

NEW



Blood and plasma bags present unique labelling challenges. Low-temperature performance is essential, to enable storage in refrigerators and freezers, and other demanding criteria must be met.

Permanent adhesion is required for reliable identification – without ‘backup’ methods such as using rubber bands. Labels also have to offer simplicity to busy users in hospitals, attaching easily without warming, wiping or drying a bag surface. Avery Dennison blood and plasma labelling materials offer shorter operational times for end-users such as hospitals and blood banks, and lower error rates – with consequent cost savings and reductions in material waste. The portfolio is non-PVC, and meets expected upcoming regulations to stop the use of PVC in these applications.

The labels in our portfolio 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

- ▶ Strong adhesion at low temperatures
- ▶ Labels follows curvy surfaces – easier to attach
- ▶ PVC-free (no DEHP plasticizer content)
- ▶ Helps reduce waste of life-saving products

## Application areas

- ▶ Plasma bag labelling
- ▶ Pharmaceutical applications at low temperatures
- ▶ Human and animal health: blood fractioning, stem cells, serum ,primary blood bag label



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## Product information

Product Code	Product Description	Size (mm × mtrs)	Location	Lead Time
AA134	PE105 Matt WhiteAL171-BG40 Wh	1400 X 2000	Pune	2 Days
BA089	MC80 AL171-BG40WH	1500 X 1000	Pune	PTO
AD980	TRANSFER PP AL171-BG40WH	1500 X 1000	Pune	PTO
NEW EC190	UNISSET 70 MI465-BG40BR	1000 X 1000	Pune	PTO

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# Cryogenic and laboratory applications



More than one million human tissue samples are collected every year – all needing storage and transportation at temperatures down to  $-196^{\circ}\text{C}$ . Label durability is essential under such challenging conditions, so life-saving (and life-creating) samples remain intact and clearly identified.

Avery Dennison offers a complete range of clear and white labelling materials for test tubes and laboratory applications in hospitals, clinics and research laboratories. They can be used to identify medical bottles, test-tubes and vials, which often have challenging surfaces and/or small diameters, and can be exposed to chemicals and temperature changes. Printing technologies include thermal transfer, direct thermal or inkjet.

## Key features

- ▶ Extreme low cryogenic temperature performance:  $-196^{\circ}\text{C}$  (and up to  $+121^{\circ}\text{C}$ )
- ▶ Steam autoclave sterilisation compatible
- ▶ Good chemical resistance
- ▶ UV flexo, thermal transfer, direct thermal and UV inkjet
- ▶ White, opaque and clear versions

## Application areas

- ▶ Hospital, clinic and laboratory labelling
- ▶ Deep freeze applications
- ▶ Small diameter containers
- ▶ Re-labelling with opaque labels



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## Product information

Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time
AM32060	Fasson® DUALPRINT PLUS/PERMANENT/BG40	1000 X 1000	Pune	3 Days
AM47290	Fasson DUALPRINT PLUS/PER (C-2075)/6215DI	1000 X 2000	Pune	7 Days
BC932	MC Pharma FSC/S717P/BG45 WH	1000 X 1000	Pune	PTO
BC934	PP30 Top Clear/S717P/BG45WH	1000 X 1000	Pune	PTO
AZ452	PP TOP WHITE S2196-BG40WH	1000 X 3000	PTO	PTO
BB624	PP LIGHT TOP CLEAR S2196-BG40WH	1000 X 3000	PTO	PTO
AH403	2.3M PP TOP WHITE C0196-40BG	1500 X 1000	PTO	PTO

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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



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## Product information

Product Code	Product Description	Size (mm × mtrs)	Location	Lead Time
LM74450	Fasson Fasson Fastrans Synthetic NG PE	1000 X 1000	Pune / Gurgaon	3 Days / 7 Days
LMD7450	Fasson Fasfilm Plus TT Matt White	1000 X 1000	Pune / Gurgaon	3 Days
LM74680	Fasson Fastrans Synthetic NG PE(ST)	1000 X 1000	Gurgaon	3 Days
SW8510	Fasson 74u Synthetic Paper/S692N/BG40WH NI	1500 X 1000	Pune	7 Days

**Note:**

BS5609 Compliant Portfolio available upon request

# Tyre labelling solutions



Tread label application



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## 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 vulcanised labels are engineered to bond with the tyre during the vulcanisation process, maintaining excellent adhesion and readability for 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 silicisation option to avoid labels sticking to liner
- ▶ Optimal adhesion and bonding to green tire during vulcanisation
- ▶ Ability to withstand the pressure and heat of the curing process (up to 200°C)
- ▶ High abrasion and chemical resistance to acids, bases, salts and low-fat solvents

Product information

Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time
<b>Tread label product</b>				
SYS507	AL25PET - 25um PET / TS80 /92PEK	1070 X 1000	Gurgaon	2 Days
TL09261	FASSON FASTYRE FILM/PERMANENT/ BG50 ( SI )	1000 X 1000	Gurgaon	2 Days
SW4114	FASSON FASTYRE/TS79/CCK100WH NI	1000 X 1000	Gurgaon	7 Days
<b>Vulcanised label product</b>				
MZ0469	FASSON 125MICRON WHITE PET TC/S8018/50MIC PET NI	500 X 500	Gurgaon	PTO

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Vulcanised label application

# 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



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## Product information

Product Code	Product Description	Size (mm × mtrs)	Location	Lead Time
MZ2000W	25U MATTE WHITE PI HTC/S8088S/ 80G GLASSIN	1000 X 1000	Pune	PTO
MZ2001W	FASSON 25µm GLOSS WHITE PI HTC/S8088S/ BG50#	1000 X 1000	Pune	PTO
MZ2002W	50U MATTE WHITE PI HTC/S8088S/ 80G GLASSIN	1000 X 1000	Pune	PTO

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# Heavy Industrial Labelling™ range



## High temperature identification solutions for steel or metal manufacturers

Tracking hot metal parts as they leave the oven is critical for segments like the steel and metal industry. Labels must withstand very hostile environments and very high temperatures. Applying labels early in the manufacturing process is important, because quality control and production efficiency depend heavily on traceability and identification.

### Key features

- ▶ Materials that can withstand extremely high temperatures
- ▶ White topcoated aluminium, for hanging tags and self-adhesive labels
- ▶ Good TT printability with excellent chemical and scratch resistance
- ▶ Temperature resistant, high tack adhesive for labelling rough surfaces
- ▶ Mid-European climate outdoor durability of one year

### Recommended uses

- ▶ Hot metal processing
- ▶ Manufacturing



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## Product information

Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time
BE726	ALU 60 WHITE TOP S8093 BG50WH	250 X 500	Pune	PTO
BE776	ALU TAG 175 WHITE TOP	250 X 500	Pune	PTO

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# Cable labelling

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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



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## Product information

Product Code	Product Description	Size (mm × mtrs)	Location	Lead Time
BW0116Q	FASSON WHTPPMATTC/S692N/BG40 BLUE	1500 X 1000	Gurgaon	2 Days
AM09070	FASSON FASFILM PLUS WHIT/PERMANENT(ST)/BG40	1000 X 2000	Pune	7 Days
75943	FASSON 2.6 MIL WHITE TCBOPP/S730/50#SCK	1371 X 2000	Pune	2 Days
79554	3.25 MIL CLEAR VINYL NTC.S8025.50#SCK	1371 X 1418	Pune	PTO

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### Flag labels

Flag labels offer a lot of space for printed text or barcodes. Avery Dennison products use a white, flexible facestock and high-performance adhesive for optimum long term bonding.

### Wrap-around labels

Wrap-around labels provide less space for printed information, giving a cleaner look – especially when labelling multiple cables when flag labels can look cluttered. A white text field is typically printed onto a transparent material, allowing the end-user to first create printed information, then apply the label around the cable and overlamine the print by wrapping the transparent label around the white, thermal transfer printed area.

# Automotive Portfolio

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## 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



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## Product information

Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time
76656	FASSON 2 MIL WHITE POLYESTER/S8015/50#SCK ABC	1371 X 250	Pune	2 Days
76660	FASSON 2 M MATTE CHROME PET TC/S-8015/50#SCK ABC	1371 X 250	Pune	7 Days
40443	FASSON 2MIL WHITE POLYESTER TC/S730/50#SCK ABC	1371 X 2000	Pune	PTO
79453	2 MIL WHITE PET TC S8049 50 SCK	1371 X 250	Pune	PTO

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## Featuring a suite of high performance adhesives:

**S333**

An emulsion-based product that's economical, yet high-performing on a wide range of surfaces, and in a variety of environments.

**S2060**

A rubber-based product that's high performing on many difficult-to-label surfaces, like varnished substrates.

**S8029**

Designed for low surface energy and filled plastic substrates. S8029 is a rubber/acrylic hybrid product

**S8049**

A proprietary rubber/acrylic hybrid product, S8049 is well-suited for use in applications where labels must adhere to oily, low surface energy, rough substrates.

**S8092**

A silicone-based product that has high adhesion to silicone substrates and silicone coated surfaces.

# Industrial Portfolio

## Durable Labelling

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### 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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## Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
MZ0357	50U WHITE PETTC/DS015/BG50# WHITE IMP	1071 X 1000	Pune	PTO
MZ0359	50U MATTE CHROME PET TC/DS015/BG50# WHI	1071 X 1000	Pune	PTO
MZ0362	50UMATTE WHITE PETTC/DS017HT/BG50# WHIT	1071 X 1000	Pune	2 Days
72823	2MIL CLEAR PET/S-333/50#SCKSCK	1524 X 250	Pune	2 Days
72825	FASSON 2 MIL WHITE POLYESTER/S333/50#SCK ABCSTER/S333/50#SCK ABC	1524 X 250	Pune	2 Days
72826	FASSON 2 M MATTE CH POLYESTER TC/S333/50#SCKABCESTER TC/S333/50#SCKABC	1524 X 250	Pune	2 Days
MZ1057	FASSON 100 MICRON BRIGHTSILVERPETTCY/R0301/PK170	1065 X 1000	Pune / Gurgaon	2 Days

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# Mobile Portfolio



## Transform the world of communications

Innovation and differentiation are key to staying ahead in today's global mobile industry. Tuned in to the pace of competition, Avery Dennison offers comprehensive labeling solutions and strong technical expertise to help you realize your design aspirations, bring your products to market and rock the world of mobile users.

Savvy consumers increasingly demand more functionality out of their mobile phones. In supporting your pursuit of aesthetics and reliability, we are committed to innovating labeling solutions for the telecommunications industry. Avery Dennison is equipped with progressive research and development facilities. Our local and global service points are ready to take you through from product evaluation to laboratory testing to implementation, right where you are.

## Application Areas

- ▶ Mobile box packaging labels: MRP, IMEI & SEAL labels
- ▶ Handset IMEI labels & Water contact indicator labels
- ▶ Mobile Battery Branding labels
- ▶ Protective film for WIP & Retail



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## Product information

Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time
AMB2350	FASSON FASPET WHITE/PERMANENT/BG40	1000 X 1000	Pune / Gurgaon	2 Days
AM58330	FASSON FASTRANS PET MATTE CHROME /PERMANENT (S-2045P)	1000 X 1000	Gurgaon	2 Days
SW8510	FASSON 74U MATT FILM/S6182/BG40 WH NI	1500 X 1000	Pune	7 Days
SW8546	FASSON® FASTRANS PET MATT CHROME/ S6182/ BG40 WH IMP	1500 X 1000	Pune	7 Days
AMA5050	FASSON FASPRINT NG/PERMANENT (PIGGYBACK)/ CK40	1000 X 1000	Pune / Gurgaon	2 Days
NW6001	FASSON DIRECT THERMAL TC60/S2060/CK36WH IMP	1500 X 1000	Pune / Gurgaon	2 Days
LM79350	FASSON FASTHERM PLUS /PERMANENT/ CK40	1000 X 2000	Pune / Gurgaon	7 Days
MZN171954	FASSON 0.6MCLPETTTR/ S8020/ 23PET	1065 X 1000	Gurgaon	7 Days

# Overlaminates Portfolio

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## Performance and versatility at the highest level of durable goods labeling

Overlamine 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™ Overlamine 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



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## Product information

Product Code	Product Description	Size (mm x mtrs)	Location	Lead Time
77955	FASSON 1M CL PRINT TREATED PET/ S8020/ 1MIL PET	1524 X 500	Pune / Bangalore	2 Days
MZN171954	FASSON 0.6MCLPETTTR/ S8020/ 23PET	1065 X 1000	Gurgaon	7 Days
MZ0064	FASSON 25 MICRON CLEAR PET NTC/S333/BG50#WH	1530 X 500	Pune	2 Days
SW8527	FASSON 23U CLR PETTC/S8020/CCK130WH IMP	1500 X 1000	Gurgaon / Pune	2 Days / 7 Days
BW8001	FASSON 23U CLR PETNTC/S692N/BG40WH IMP	1500 X 1000	Gurgaon / Pune	7 Days / 2 Days

## Feasibility Testing

Not sure whether a label construction with an overlamine 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.

# Security Portfolio

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## Anti-tamper and anti-counterfeit solutions reinforce quality and assure authenticity

With substantial revenue lost globally each year from counterfeited consumer goods, brand protection and security are a number one priority. Counterfeiting can impact brand's revenue and negatively affect consumer perception, further eroding its value.

Avery Dennison's Select Solutions Security portfolio products provide you with a tier of anti-tamper and anti-counterfeit solutions that deliver peace of mind to you and your customers. From destructible films to void materials, our solutions combine the best of global security with shelf appeal. Whether you select overt, covert or customized solutions, our technologies will protect both the immediate and long-term value of your brand.

## Portfolio Characteristics

- ▶ Range of security solutions from temper evident void to multi-layer
- ▶ A range of facestocks in clear, silver and white finish
- ▶ Adhesion to a wide range of substrates including paper, cardboard, metals, plastics, glass and even fabrics
- ▶ TT printable facestocks

## Applications and Markets

- ▶ Home and Personal Care
- ▶ Automotive
- ▶ Consumer Packaged Goods
- ▶ Pharmaceutical & Medical Durable Goods
- ▶ Electronics
- ▶ Industrial Goods



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## Product information

Product Code	Product Description	Size (mm × mtrs)	Location	Lead Time
AM65241	FASSON FOAMTAC-II/PERMANENT/ BG40	1000 X 1000	Pune / Gurgaon	2 Days / 2 Days
AMH3602	FASSON 2M WHITE VOIDPET CT/PERMANENT	1000 X 1000	Gurgaon	2 Days
LMH9602	2M MATT VOID PET/PERMANENT	1000 X 1000	Gurgaon / Pune	2 Days / 7 Days
SE0704	FASSON ACETATE CLEAR/PERMANENT(S692)/BG40 BR	1000 X 1000	Pune	2 Days
SJ8025	VINYL DESTRUCTIBLE FILM	1070 X 500	Pune / Gurgaon	2 Days / 2 Days
SW8529	FASSON 50U CLEAR VOIDNTC/S2424/BG40WH IMP	1000 X 1000	Pune	2 Days

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Label and  
Packaging Materials

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