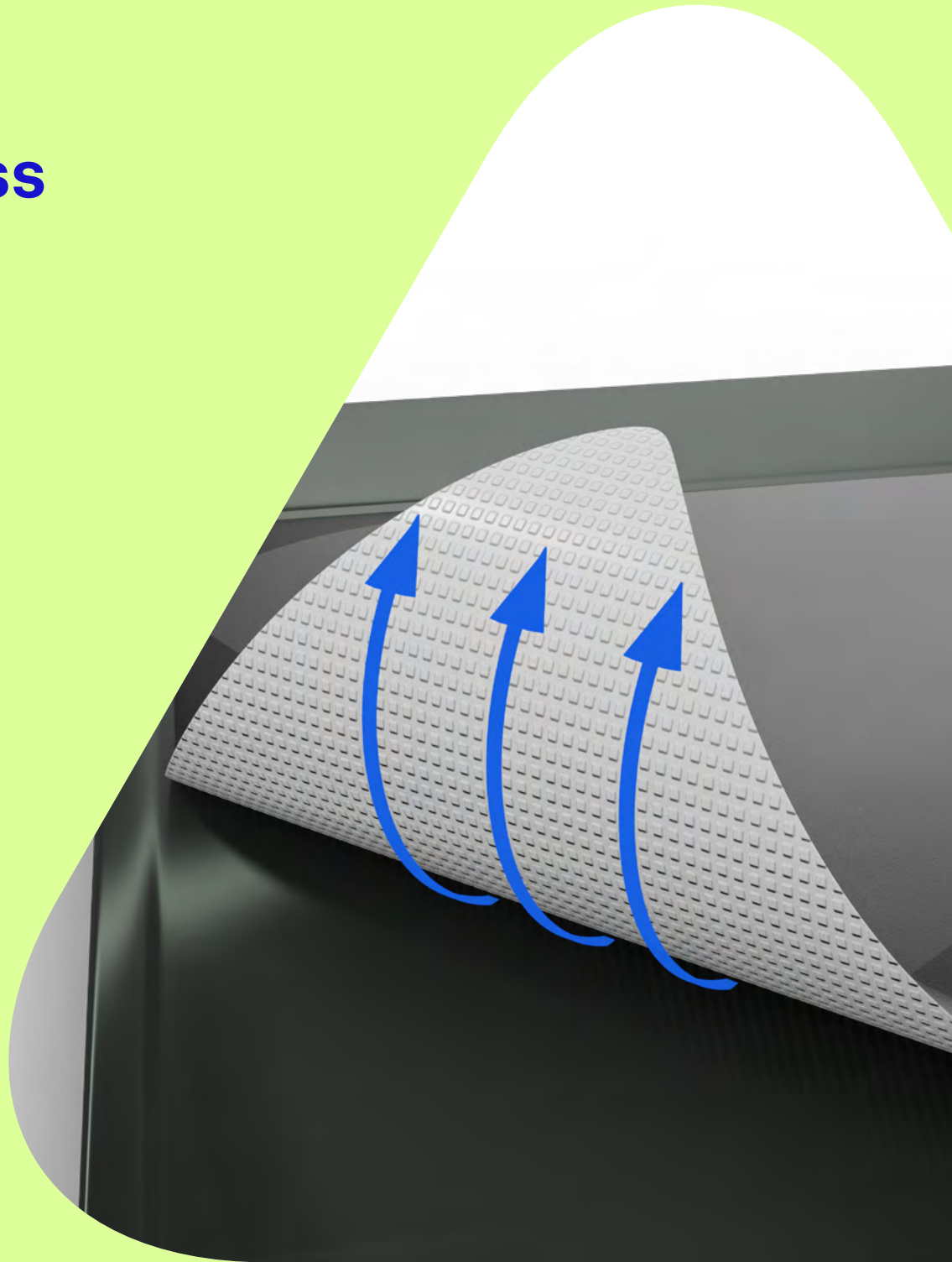


Avery Dennison
Label and Packaging Materials
Product Overview

ASEAN
September 2023

Air Egress



Reduce risks of bubbles for durable goods labeling

Label appearance can be impacted by wrinkles and bubbles, distorting the finish and spoiling the end result. This can be a particular issue for injection-molded plastics, such as PC and ABS, commonly used in the durable goods segment.

Injection molded materials can also contain volatile elements that can diffuse at elevated temperatures above 40°C and cause an 'outgassing' phenomenon. This phenomenon, as well as entrapped air during label application, can contribute to undesired bubble formation under the label material.

The conventional way to deal with bubbles under labels is to perforate the label surface to release trapped air, but this leaves undesirable holes in labels. Another method involves repeatedly reapplying the label, however this makes it more likely an applied label will be misaligned.

The Air Egress solution

Avery Dennison Air Egress technology uses a micro-embossed texture to create a nearly flawless, even finish. The textured adhesive creates a complex grid and allows trapped air to escape while the label is being applied.

The result are labels that go on smoothly and stay that way, without the unsightly wrinkles and bubbles that can cause application scrap and wasteful reworking. Larger labels on injection-molded plastics are especially prone to bubbles or wrinkles. Air Egress adhesive technology enables optimum label aesthetics, whether labels are applied manually or automatically. Excellent print performance on different facestocks, together with Air Egress technology, mean that eye catching designs can be created over a larger surface area for an outstanding brand image.

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

Product information

Code	Description	Country of Origin	Width (mm)	MOQ (m ²)
MZ0330E	50micron White PET TC/S333/Embossing Poly-coated liner	China	1070	2140
MZS903	50micron White PET TCY/S692N/Embossed Polycoated liner ni	China	1070	2140
MZS1290	50micron Matte White PET TC/S692N/ Embossed Polycoated liner	China	1070	2140
MZ0328	75u Matte White PET TC/S333E/Embossing polycoated liner ni	China	1070	2140
MZ1118	2M CL PET TCY/SP4200N/G80Em	Korea	1065	2130

Let's work together

All great solutions begin with a conversation.
We're here to talk whenever you're ready.
Contact us via durableshelp@averydennison.com.



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