

Avery Dennison  
Label and Packaging Materials  
Product Overview

ASEAN  
September 2023

# 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.

## Key features

- 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
- 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

Code	Description	Country of Origin	Width (mm)	MOQ (m <sup>2</sup> )
<b>White PET</b>				
MZ2155	45um White Total Flame Retardant PET TC/FR119/BG50# White imp	China	1070	1070
MZ0097.1000	50micron Matte White PET TC/ S333/BG50Wh Imp	ASEAN	1000	2000
MZS2601	50mic White PET TC/UP601/BG50WH	China	1530	3060
MZ0102	2M WH PET TC/S333/BG50Wh	ASEAN	1000	2000
40443	2M WH PET TC/S730/50#SCK	NA	1372	686
79453	2M WH PET TC/S8049/50#SCK	NA	1372	686
<b>Chrome/Silver PET</b>				
MZ0104	2M MAT CH PET TC/S333/ BG50Wh	ASEAN	1000	2000
MZ0054	50micron Bright Silver PET TC/ S333/BG50Wh	ASEAN	1000	1000
MZ2601	45um MAT CH PET TC/UP601/BG50WH	China	1530	3060
<b>Clear PET</b>				
MZS2605	36um CL PET TC/UP601/BG50WH	China	1530	3060
<b>ESD Featured</b>				
MZ2057	2M Gloss White PET ESD TC/ DS015U/BG50Wh ni	China	1070	2140
MZ2058	2M Gloss White PET ESD TC/ DS015E/BG50Wh ni	China	1070	2140
<b>Durables Digital</b>				
OZ2120	100u Inkjet Synthetic Paper/ AF101/BG40Wh Imp	China	1530	3060
<b>Synthetic Paper</b>				
BW9664.1000	3mil Synthetic Paper/S333/ BG50Wh	China	1000	2000
MZ2603	75um Synthetic Paper/UP601/BG50WH	China	1530	3060

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](mailto:durableshelp@averydennison.com).



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