

Avery Dennison  
Label and Packaging Materials  
Product Overview

Asia Pacific - ASEAN  
August 2022

# Heavy Industrial



Applying tracking information onto raw materials such as metals, timber, stones and other building materials can be done in many ways - including conventional solutions, the use of hanging tags and as well as adhesive labels. Conventional solutions include handwriting, riveting or welding plates onto parts. Materials can be rough, dusty or oily, and at times high in temperature during label application making it difficult to apply.

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

Labels and hanging tags applied at ambient temperatures can use cost effective solutions based on polyolefins. For peak temperatures up to +220°C, a heat stabilized polyester Film solution is available. Topcoated Polyimide films, featuring high abrasion and solvent resistance for thermal transfer print, can be used at temperatures up to +580°C. Avery Dennison possesses a strong R&D team that develops and provides suitable solutions for the Heavy Industry.

## Key features

- Productive labeling technology for raw material processors
- Designed with different temperature ranges
- Performs in extreme conditions
- Tracks and traces inventory from initial manufacture to final delivery
- Automating track-and-trace eliminates manual marking of parts
- Barcodes can be applied quickly in the value chain
- Helps reduce material reworking costs
- Wide range of portfolio inclusive PE, PET and PI to accommodate different application needs
- Available in tag or label form

## Application Areas

- Metal processing
- Building material industry
- Timber industry
- Manufacturing




## Product Information

Code	Description	Label/ Tag	Max Service Temperature*	Plant Origin	MOQ <sup>^</sup>
MZS1475	Fasson® Rapid Roll® 4mil PI Tag TC - BS	Tag	580°C	China	1R x 500mm x 600m
MZ2904	High Temperature White PI Tag	Tag	350°C	China	1R x 500mm x 1000m
AD965	Fasson® PET WHITE 2S-175	Tag	225°C	Europe	1R x 1000mm x 1000m
ADS1559	Fasson® Rapid Roll® PET Tag 125 Top White	Tag	220°C	ASEAN	1R x 1000mm x 2000m
75728	Fasson® Rapid-Roll® 7.5 Mil C2S Valeron®	Tag	93°C	US	1R x 1334mm x 508m
MZS1476	Fasson® Steel Paper Tag	Tag	280°C	China	1R x 1070mm x 5000m
BH655	Fasson® TRANSF PET MATT WH HT S8093-BG50WH	Label	220°C	Europe	1R x 1000mm x 1000m
BJ213	Fasson® TRANSFER HDPE 95 MATT WH S8094 SGP-BG45WH FSC	Label	70°C	Europe	1R x 1000mm x 1000m

\*Service Temperature are based on internal lab test only

<sup>^</sup> MOQ subject to update

Find more label solutions at [label.averydennison.com](http://label.averydennison.com)  
or for more enquiries please contact [durableshep@averydennison.com](mailto:durableshep@averydennison.com)

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