

Avery Dennison
Label and Packaging Materials
Product Overview

ASEAN
September 2023

Durables Advantage NextGen portfolio

Made Possible by Avery Dennison



Avery Dennison's vast portfolio of general purpose label solutions for Durables goods provides numerous options from simple to more complicated substrates and applications.

Introducing the Durables NextGen portfolio, Avery Dennison now offers a range of more competitive PET products that come in a wide variety of choices including thickness, color, and adhesion that are suitable from low to medium/high volume general application projects such as product labeling, asset tagging, and instruction labeling, where good performance and affordability are key.

On top of its competitiveness, the NextGen product range delivers performance in printability, heat resistance and tear resistance that are found in the polyester based label materials in our standard range.

With the new Durables NextGen in place, you now have access to a complete set of solutions to address your varying needs – ranging from the most stringent applications requiring UL certification, down to the very fundamental labeling projects.

Key features

Facestock

- Various colors (white, silver, clear) and thickness that suit common market needs
- Excellent top coating layer suitable for most conventional presses, e.g., UV, letterpress, Flexographic
- Excellent thermal transfer printability with the right choice of industrial ribbon

Adhesive

- Emulsion, solvent, and hotmelt based adhesives featuring various adhesion for different surfaces and application environments

Liner

- Standard glassine liners (80gsm - BG50; 60gsm - BG40)
- Super-calendered for excellent convertibility and dispensability
- Suitable for roll-to-roll application
- Low to medium dispensing speed is advised

Application areas

- Electronics parts
- White goods products
- Promotional and work-in-progress labels
- Asset tagging
- Applications requiring heat and chemical resistance

More about Durables NextGen adhesives

S8020

- An emulsion based permanent adhesive exhibiting good clarity with medium initial tack and adhesion strength
- Suitable on a wide range of substrates, from medium to high surface energy
- Resistant to a small degree of chemical and heat exposure

S8020EX

- An emulsion based permanent adhesive exhibiting good clarity with medium initial tack and adhesion strength
- Suitable on a wide range of substrates, from medium to high surface energy in general purpose industrial application
- Resistant to a small degree of chemical and moisture exposure

S369

- An emulsion based permanent adhesive exhibiting medium to high initial tack and adhesion strength
- Excellent on a wide range of substrates, from medium to high surface energy, with a small degree of roughness and curvature
- Excellent resistance against a small degree of chemical and heat exposure

P8030EX

- A solvent based permanent adhesive exhibiting good clarity with medium to high initial tack and adhesion strength
- Suitable on a wide range of substrates, from medium to high surface energy in general purpose industrial application
- Resistant to a medium degree of chemical, heat and moisture exposure

DS015U

- A solvent based permanent adhesive exhibiting medium to high initial tack and peel strength
- Excellent on a wide range of substrates, from low to high surface energy, with a small degree of roughness and curvature
- Recommended on more demanding applications such as electronic parts involving heat and mild chemical cleaning

Product Information

Code	Description	Country of Origin	Width (mm)	MOQ (m ²)
White PET				
ADS1583	2mil WH PET TC.S8020EX.BG45WH	China	1070	2140
ADS1584	2mil WH PET TC.P8030EX.BG50WH	China	1070	2140
ADS1588	2mil MAT CH PET TC/ S8020EX/BG45WH	China	1070	2140
MZS1324A	50micron White PET TC5/S369/BG50Wh ni	China	1530	3060
MZ0212	2M WH PETC TC/S369/BG50Wh	ASEAN	1000	500
Chrome/Silver PET				
MZ0216	2M Bright Silver PET TC/S8020/BG40Wh Imp	ASEAN	1070	2140
MZS1327	50micron Matte Chrome PET/S369/BG50Wh ni	China	1530	3060
MZ0207	2M Matte Chrome PET TC/S2060/BG40Wh Imp	India	1500	750

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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