

# Removable Label Solutions



## Select a removable adhesive that does the job

Choosing the right removable adhesive may be tricky due to the complexity of the interaction between the adhesive and the substrate. However, the right removable solution can greatly enhance consumer experience, which makes the challenge worth taking.

Avery Dennison offers a highly comprehensive portfolio of removable solutions and can help you find the one that does the job.

## Key features

The Avery Dennison Removables portfolio provides:

- A range of general purpose and application-specific adhesives that address various needs from simple to complex
- A plethora of performance information to help you select the best adhesive for your needs
- Adhesives for various substrates, from rough to smooth
- Face materials provided in film and paper, creating more options suitable for certain adhesives and use environments
- Solutions that help speed up time to market— reasonable price, low MOQ, fast quotes and reliable shipping

## Application areas

- Promotional and retail  
e.g. plastic packaging, kitchenware, magazines, books
- Windows                      • Textiles                      • Logistics





#### R100

- A premium solvent rubber adhesive designed for applications requiring special-purpose removability
- Excellent low temperature and deep freeze performance

#### R423

- Low peel adhesive featuring long-term removability and outstanding die cutting and stripping characteristics
- Suitable for wallpaper, high gloss book covers and shelf marking, while proven excellent for Monroney labels

#### R480

- A general purpose removable adhesive for film facestock
- Moderate initial tack and consistent adhesion with clean, long term removability
- Suitable for shelf and tote marking used in logistics tracking

#### R450

- A general purpose removable adhesive for paper facestock
- Moderate initial tack and consistent adhesion with clean, long term removability
- Suitable for shelf, tote marking and promotional labels

## Adhesive attributes

|                     |                 | <div> <div>← More removable</div> <div>Less removable →</div> </div> |                  |                  |                  |
|---------------------|-----------------|----------------------------------------------------------------------|------------------|------------------|------------------|
|                     |                 | R100                                                                 | R423             | R480             | R450             |
| Adhesive Technology |                 | Solvent Rubber                                                       | Emulsion Acrylic | Emulsion Acrylic | Emulsion Acrylic |
| Initial Tack        |                 | Fair                                                                 | Fair             | Medium           | Medium           |
| Ultimate Adhesion   |                 | Medium                                                               | Medium           | Medium           | Medium           |
| Min. App. Temp.     |                 | -20°C                                                                | -12°C            | -15°C            | -15°C            |
| Min. Service Temp.  |                 | -40°C                                                                | -40°C            | -30°C            | -30°C            |
| Max. Service Temp.  |                 | +80°C                                                                | +70°C            | +70°C            | +70°C            |
| UV Resistance*      |                 | ●●●                                                                  | ●●               | ●●               | ●●               |
| Facestock           |                 | Paper                                                                | Paper & VI       | Film             | Paper & VI       |
| Substrates          |                 |                                                                      |                  |                  |                  |
| Plastic             | PET             | ✓                                                                    | ✓                | ✓                | ✓                |
|                     | PP              | ✓                                                                    | ✓                | ✓                | ✓                |
|                     | LDPE            | ✓                                                                    | ✓                | ✓                | ✓                |
|                     | HDPE            | ✓                                                                    | ✓                | ✓                | ✓                |
| Paper               | A4 Paper        | ✓                                                                    |                  |                  |                  |
|                     | Glossy Paper    | ✓                                                                    | ✓                |                  |                  |
|                     | Newspaper       | ✓                                                                    |                  |                  |                  |
|                     | Carton Board    |                                                                      | ✓                |                  |                  |
| Others              | Glossy Ceramics | ✓                                                                    | ✓                | ✓                | ✓                |
|                     | Glass           | ✓                                                                    | ✓                | ✓                | ✓                |
|                     | Stainless Steel | ✓                                                                    | ✓                | ✓                | ✓                |

\* Adhesive durability under UV exposure

## Considerations before choosing a removable solution

### Facestock

Internal strength or weakness of a facestock is a significant factor for ultimate removability. Higher strength ensures a greater degree of removability.

### Substrate

What kind of surface is the label being applied? Is it flat or curved, textured or corrugated, damp or dry? Is the material glass, paper, textile or polymeric?

### Period of use

How long will the label need to stay on before it's removed? This will help select the right level of removability.

### Exposure conditions

Are there any unusual environmental conditions during or after application? What is the application temperature of the adhesive?




### Label size

The greater the area of adhesive contact, the greater the force required to remove the label. With large labels, a reduced adhesive weight or an ultra-removable adhesive should be considered.

## Product information

|       | Code         | Description                                  | Location | Width (mm) | MOQ (m <sup>2</sup> ) |
|-------|--------------|----------------------------------------------|----------|------------|-----------------------|
| Paper | AA1450       | HGW Premium/R100/BG40Br Imp                  | EUR      | 1000       | 2000                  |
|       | AA0965       | MC Primecoat/R100/BG40Br Imp                 | EUR      | 1000       | 2000                  |
|       | A03846       | Vellum Extra/R100/BG40Br Imp                 | EUR      | 1000       | 2000                  |
|       | AW0253F      | Fascoat Elite FSC/R423/BG40Wh FSC            | ASEAN    | 1000       | 1000                  |
|       | SW7052F      | Vellum Elite FSC/R423/BG40Wh FSC             | ASEAN    | 1000       | 2000                  |
|       | AW0361N.1200 | High Gloss Paper/R450/BG40 Wh Imp FSC        | ASEAN    | 1200       | 1200                  |
|       | AW0362F.1200 | Fascoat Elite FSC/R450/BG40 Wh Imp FSC       | ASEAN    | 1200       | 2400                  |
|       | SW7114F      | Fascoat 2 FSC/R450/BG40 Wh Imp FSC           | ASEAN    | 1000       | 2000                  |
|       | AW0363F.1200 | Vellum Elite FSC/R450/BG40 Wh Imp FSC        | ASEAN    | 1200       | 1200                  |
| Film  | SY7049       | PPNg Top Trans/R480/BG40Wh FSC               | ASEAN    | 1525       | 3050                  |
|       | SY7051N      | PPNg Top White/R480/BG40Wh Imp FSC           | ASEAN    | 1525       | 3050                  |
|       | SY7050N      | Synthetic Paper/R480/BG40Wh Imp FSC          | ASEAN    | 1525       | 3050                  |
| VI    | SW7082F      | Direct Thermal 200GP FSC/R423/BG40BI FSC     | ASEAN    | 1000       | 2000                  |
|       | MW0057F      | Transtherm 2C FSC/R423/BG40Wh FSC            | ASEAN    | 1000       | 2000                  |
|       | SW7096F      | Direct Thermal 200GP FSC/R450/BG40Wh Imp FSC | ASEAN    | 1000       | 2000                  |
|       | MW0068F      | Transtherm 2C FSC/R450/BG40Wh Imp FSC        | ASEAN    | 1000       | 2000                  |

Find more label solutions at [label.averydennison.com](http://label.averydennison.com)

Connect with us on:   



DISCLAIMER – All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.averydennison.com>. © 2023 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its contents and product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part of purposes other than marketing by Avery Dennison.