

Avery Dennison  
Label and Packaging Materials  
Product Overview

ASEAN  
August 2023

# Technical Textile Labelling Solutions

Irreversible Structural Bond  
Easy to Apply  
Endless Design Freedom  
Cost Effective



## Application

Avery Dennison's innovative technical textile labelling solutions offer irreversible adhesion to challenging substrates such as woven and non-woven textiles and fabrics used in automotive and industrial applications.

## Irreversible structural bond

Labels are equipped with a pressure sensitive adhesive and are supplied on standard rolls. After labelling the textile and applying heat and pressure, the adhesive flows into the structure of the substrate and crosslinks, creating an irreversible structural bond. Labels feature high resistance to extreme temperatures, chemicals and humidity.

## Fast and easy to apply

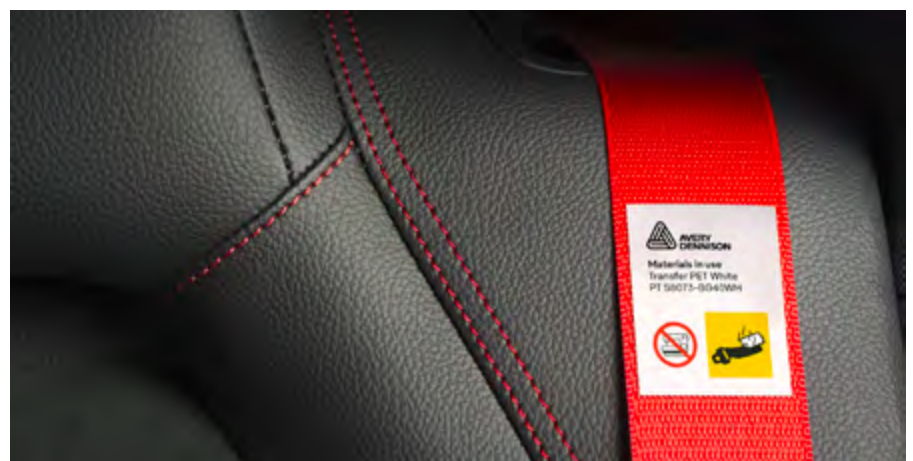
Using a simple heat press, high performing labels can be applied within seconds with no specific skills needed during production or maintenance. Before heat activation, labels are repositionable.

## Endless design freedom

The adhesive S8073 can be coated via our Mix and Match program onto a variety of films, creating customized label solutions. Labels can be printed in all printing technologies, including variable imprinting using thermal transfer ribbons. The format and size of labels can be chosen according to your needs.

## Cost effective

This product offers cost benefits compared to the limited number of alternative decoration technologies currently available in the market (e.g. ink transfer by heat and direct silk screen printing). Labels can be purchased from any label manufacturer.



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## Typical applications in Automotive:

- Carpets
- Upholstery
- Insulation layers
- Seat belts
- Car seats

## Typical applications outside of Automotive:

- Agriculture – agro textiles, silage covers, sacks, bags
- Medical & safety – first aid kits, hospital furniture and mattresses, mobility aid
- Outdoor & sports – sunblinds, party tents, jumping castles, suits

Different samples are readily available and can be requested for trials.

## Product information




Code	Description
<b>CI832</b>	Transfer PET White PT/S8073/BG45WH FSC
<b>CK123</b>	PET23 Clear/S8073/BG45WH FSC
<b>CK199</b>	Transfer PET125 White/S8073/BG45WH FSC

\* All products listed are sourced from EU

## 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).

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

Connect with us on:   



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