

Avery Dennison
Label and Packaging Materials
Sustainable ADvantage

ASEAN
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Avery Dennison Sustainable ADvantage



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Sustainable ADvantage: Our flagship products and solutions

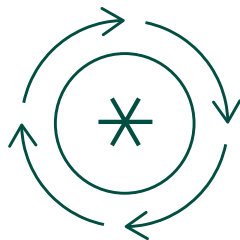
More brands are moving toward sustainable packaging so that they can meet consumer demand, stay ahead of regulations and improve the environment.

The materials in our Sustainable ADvantage portfolio make it easy to improve the environmental impact of packaging without sacrificing performance—and in many cases, without paying more. Sustainable ADvantage enables our customers to reduce their environmental footprint, satisfy consumer demand, increase recyclability, and respond effectively to government regulations. As a showcase of our mission to build towards regeneration, Sustainable ADvantage enables circularity, improves environmental performance and facilitates transparency across the entire supply chain.



2030 Sustainability Goals

Avery Dennison's commitment towards a circular economy



Goal 1:

Deliver innovations that
advance the circular
economy

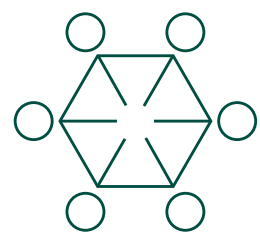
We implement and advance technologies to enable recyclability, extend the lifespan of materials, reduce waste, increase recycled content, and integrate opportunities for circular processes across our industries. By collaborating with our customers and suppliers, we can deliver a more sustainable future.



Goal 2:

Reduce the environmental
impact in our operations
and supply chain

We reduce our environmental footprint by decreasing our greenhouse gas (GHG) emissions, increasing our water efficiency and protecting the forests from which our products are derived. As a leader in our industries, we engage with our suppliers, customers and value chain partners to drive change that protects our climate and ecosystems.



Goal 3:

Make a positive impact by
enhancing the livelihoods
of our employees and
communities

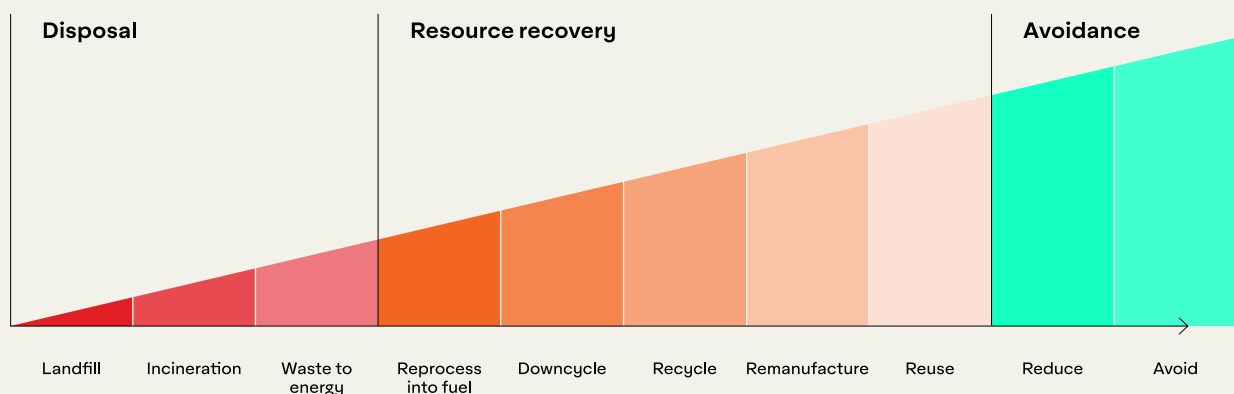
We champion transparency, collaboration, equality, diversity and inclusion. Our business contributes to the economic livelihoods of people and communities across our value chain. We serve as a force for good in our operations by promoting safety and enhancing the employee experience, as well as in our communities by investing in programs that advance women's empowerment, sustainability and education.

Packaging Recyclability

To create sustainable packaging, we must adopt label technologies that reflect a whole systems approach — from materials design to end-use — and work in harmony with the existing recycling stream.

The Waste Hierarchy

The waste hierarchy is a set of priorities for the efficient use of resources that advance the circular economy. In place of the traditional waste management approach consisting of three Rs (Reduce, Reuse, Recycle), it shows a more elaborate waste management hierarchy – listing actions in order of priority, from least to most favourable from an environmental perspective.



Downcycling

Packaging is recycled for lower grade applications

Example:

Food grade packaging fibers are recycled into industrial grade fibers

Recycling

Packaging is recycled for alternate applications

Example:

Food grade packaging fibers are recycled into non-food grade fiber

Remanufacturing

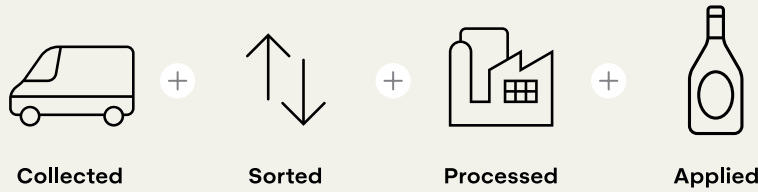
Packaging is recycled back into the same applications

Example:

Food grade packaging is remade into food grade packaging

What does it mean to be recyclable?

To be considered “recyclable”, a product has to be collected, sorted, processed, and applied – none of these processes can be missing.



Ease of recycling various material types

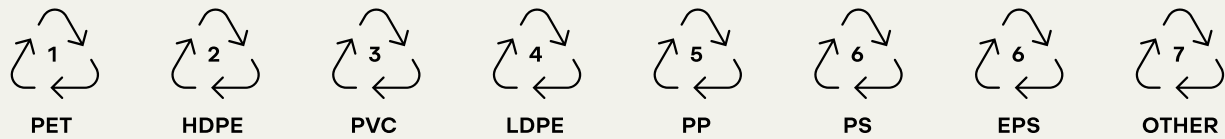
	Paper and Cardboard	Glass	Metal Cans	PET	HDPE	PP	PS
Organised collection	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Easy to separate	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Availability of recyclers	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Outlets for recycled materials	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Food grade options for recyclates	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Decoration impact on recyclability	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

Technical challenges

Some challenges

Fully established

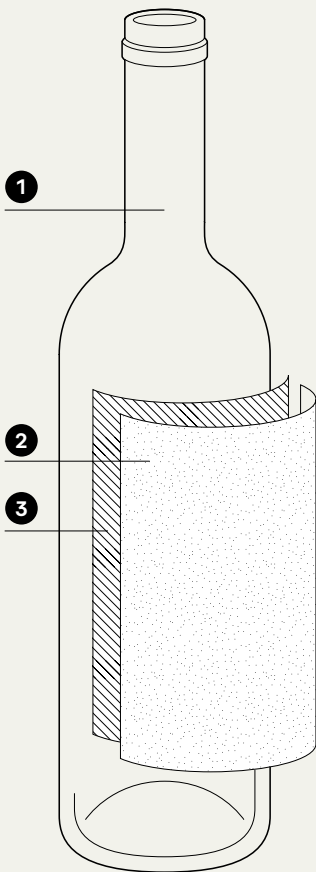
Main plastics types, applications and recycling potential



Bottle to bottle	Bottle to bottle	Limited options	Downcycled	Downcycled	Limited options	Limited options	Limited options
Water bottle Soft drink bottle Salad dome Biscuit tray Various dressing	Milk bottle/jug Freezer bag Dip tub Shopping bag Ice cream container Juice bottle Shampoo bottle Chemical bottle Detergent container	Cosmetic container Commercial cling wrap	Squeeze bottle Cling wrap Shrink wrap Trash bags	Microwave dish Ice cream tubs Chip bags Dip tubs	Compact disc case Water station cup Plastics cutlery Crystal glassware imitation Video tape cases	Foamed polystyrene hot drink cup Hamburger take-away clamshell Foamed meat trays Protective packaging for fragile items	Water cooler bottle Flexible film Multi-material packaging

Designing for
Recyclability

Choosing the right label design for your product starts with understanding how the packaging protects your product, enhances consumer use, and enables a sustainable end-life.

	1 The container	2 The label material	3 The adhesive
	Product Choosing a container starts with the requirements of your product, including safe delivery of your product to the consumer, and meeting safety requirements and compliance regulations.	After the label material has met its compliance requirements, consider how its appearance will communicate the sustainability of your brand, product, and packaging. What material will convey your brand's sustainability focus best and look best on the shelf?	The combination of container, adhesive, and label can affect the legibility of the label, which could affect compliance, sustainability, and consumer use. If these are important to your product, you'll need to choose an adhesive that works with you.
	Use Considering how consumers use your product is crucial for choosing the right container. Single-use products might do better in a plain, functional container, while products used daily may need a durable container that's more aesthetically pleasing to the consumer.	Ensuring the label can stand up to the use of the packaging is incredibly important for sustainability. If a label must be readable throughout the lifecycle of the product, a more durable material may be necessary. But for everyday products that consumers repeatedly buy and know how to use, perhaps a more minimal approach is appropriate.	Ensuring the label stays adhered for as long as necessary is an important consideration. A member of our team can help you choose an adhesive that works with your application and helps your brand meet your sustainability goals.
	Afterlife The lifecycle analysis of your product should include the packaging, as governments and consumers are looking to brands to create products that enable sustainability. If the container can't be recycled or reused, consumers may choose a product with packaging that can.	When the product comes to the end of its life, how will the label material affect the recyclability of the packaging? For sustainable brands looking to make a meaningful waste reduction, a label that is recyclable or contains recycled content could be the right choice.	A label shouldn't hinder the recyclability or reusability of the packaging material. When a product has finished its consumer life and is ready for the waste (or recycle) stream, how will the adhesive affect its sustainability? Make sure you choose an adhesive technology like CleanFlake technology that enables the recyclability of your product.

Our sustainable solutions for each packaging substrate

	Cardboard	PET	HDPE	PP
Packaging substrate				
Key end use segments	<ul style="list-style-type: none"> • Transport • Logistics 	<ul style="list-style-type: none"> • Food & Beverage • Home & Personal Care 	<ul style="list-style-type: none"> • Food & Beverage • Home & Personal Care 	<ul style="list-style-type: none"> • Dairy • Home & Personal Care (minor)
Label types and technologies	<ul style="list-style-type: none"> • Paper DT (PSL) 	<ul style="list-style-type: none"> • PP, Paper (PSL) • PP (wrap around) • Sleeves 	<ul style="list-style-type: none"> • PE, MDO, paper (PSL) • Paper (wet glue) • Sleeves 	<ul style="list-style-type: none"> • PP (PSL) • Direct print • Paper (wet glue)
Label separation process	<ul style="list-style-type: none"> • Repulping 	<ul style="list-style-type: none"> • Sink float 	<ul style="list-style-type: none"> • Sink float & air blow (bottle to bottle) 	<ul style="list-style-type: none"> • Sink float & air blow
Current Avery Dennison solutions	<p>FSC Certified Paper / VI Labels</p> <p>Biomass Adhesive</p> <p>Bio-based Hotmelt Adhesive</p>	CleanFlake™	Monomaterial Packaging	Monomaterial Packaging

	PS	Glass	Compostable foil	Flexible packaging
Packaging substrate				
Key end use segments	<ul style="list-style-type: none"> • Food & Beverage 	<ul style="list-style-type: none"> • Food & Beverage 	<ul style="list-style-type: none"> • Food • Retail 	<ul style="list-style-type: none"> • Home & Personal Care (wet wipes) • Food
Label types and technologies	<ul style="list-style-type: none"> • Direct print • Paper (wet glue) 	<ul style="list-style-type: none"> • Paper, PP (PSL) • Paper (wet glue) 	<ul style="list-style-type: none"> • Paper (PSL) 	<ul style="list-style-type: none"> • PP, PET, PE (PSL) • In food, PVDC-free OXYB solutions are preferred
Label separation process	<ul style="list-style-type: none"> • Brush-off paper label 	<ul style="list-style-type: none"> • Washing & sorting 	<ul style="list-style-type: none"> • Industrial composting 	<ul style="list-style-type: none"> • Monomaterial PE/PP recommended in the CEFLEX Designing for a Circular Economy guidelines
Current Avery Dennison solutions	Monomaterial Packaging	Wash-Off/Glass Recycling Solutions	Monomaterial Compostable Labels	Monomaterial PVDC-free OXYB PP Labels

The solutions in our Sustainable ADvantage portfolio meet one or more of these criteria:



Reduction in the use of materials

Use only what is necessary

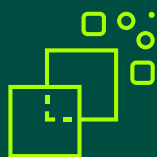
Thinner facestock, adhesive, or liner that uses less raw materials to be manufactured



Contains recycled or renewable content

Give a second life to what has already been used

Facestocks and liners that include post-industrial waste or post-consumer recycled content



Enables recycling, reuse or compostability

What we use can be used again

Solutions that enable the reuse and recycling of packaging as well as the recycling and composting of label waste



Responsibly sourced

Products sourced from a supply chain that shows care for people and the environment

Film made from renewable alternatives and paper certified by FSC® or other organizations



Facestocks – Film



PE75

- Conformable film for squeeze bottles, small diameter containers and tubes
- A thinner label, made using less raw materials — Carries more labels per roll¹
- Pair with S692N adhesive to meet APR recycling guidelines for HDPE recycling
- Equivalent operational performance² to PE85
- Thinner material provides improved container blend for the 'no-label' look

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Conformable Film	BW0290	PE75 Trans NTC/S692N/BG33Wh Imp FSC	Emulsion	Clear	✓	✓	✓	✓	✓	GPP, HPC
	BW0290C	PE75 Trans NTC/S692N/BG40Wh Imp FSC	Emulsion	Clear	✓	✓	✓	✓	✓	GPP, HPC
	BW0291	PE75 White NTC/S692N/BG33Wh Imp FSC	Emulsion	White	✓	✓	✓	✓	✓	GPP, HPC



AD Flex+

- Avery Dennison-exclusive semi-conformable film for semi-squeeze and slightly curved bottles
- 30% thinner than the industry standard PE85, made using less raw materials — Carries more labels per roll¹
- Pair with S692N adhesive to meet APR recycling guidelines for HDPE recycling
- Improved operational performance² compared to PE labels
- High clarity provides the 'no-label' look

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Semi Conformable Film	BW7020	Flex+ Clear NTC/S692N/PET23	Emulsion	Clear	✓	✓	✓		✓	GPP, HPC
	BW7016	Flex+ Clear NTC/S692N/BG33Wh Imp FSC	Emulsion	Clear	✓	✓	✓		✓	GPP, HPC
	BW7016A	Flex+ Clear NTC/S692N/BG40Wh Imp FSC	Emulsion	Clear	✓	✓	✓		✓	GPP, HPC
	BW7022	Flex+ White NTC/S692N/BG33Wh Imp FSC	Emulsion	White	✓	✓	✓		✓	GPP, HPC
	BW7023	Flex+ White NTC/S692N/PET23	Emulsion	White	✓	✓	✓		✓	GPP, HPC

¹ A thinner label carries more labels per roll, providing benefits of longer machine uptime due to fewer roll changes, minimized storage space, and delivering more per transportation (less CO2 emissions).

² The printing, die-cutting and dispensing performance of the label

GPP – General Purpose

HPC – Home and Personal Care



PP40

- Non-conformable film for rigid containers and flat surfaces
- The thinnest PP label in the industry, made using less raw materials — Carries more labels per roll¹
- Equivalent operational performance² to PP50
- Thinner material provides improved container blend for the 'no-label' look

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Rigid Film	BW7017	PP40 Top Clear/S692N/ BG40Wh Imp FSC	Emulsion	Clear	✓	✓	✓		✓	F&B, GPP, HPC
	BW7092	PP40 Top Clear/S7210/ BG40Wh Imp FSC	Emulsion	Clear	✓	✓				F&B, GPP, HPC

Facestocks - Paper



MC Elite FSC

- 70 GSM semi gloss paper, made using 14% less materials (the lightest in the ASEAN industry) — Carries more labels per roll¹
- FSC certified
- Equivalent operational performance² and shelf appeal to 80 GSM paper
- Can be used for applications requiring overlamination

Facestock	Code	Description	Adhesive	Colour	Cardboard	Corrugated	Glass	PET	HDPE	Application
Machine Coated Paper	AW0320FM	MC Elite FSC/S1005/ BG40Wh Imp FSC	Emulsion	White			✓	✓	✓	F&B, GPP
	AW0379FM-N	MC Elite FSC/S2025N/ BG40Wh Imp FSC	Hotmelt	White	✓		✓	✓	✓	F&B, GPP
	On Demand	MC Elite FSC/S2050N/ BG40Wh Imp FSC	Hotmelt	White	✓	✓	✓	✓	✓	F&B, GPP

¹A thinner label carries more labels per roll, providing benefits of longer machine uptime due to fewer roll changes, minimized storage space, and delivering more per transportation (less CO2 emissions).

²The printing, die-cutting and dispensing performance of the label

F&B - Food and Beverage
GPP - General Purpose

HPC - Home and Personal Care



Vellum Elite FSC

- A thinner label, made using less raw materials — Carries more labels per roll¹
- Equivalent operating performance² and shelf appeal to standard uncoated paper

Facestock	Code	Description	Adhesive	Colour	Cardboard	Corrugated	Glass	PET	HDPE	Application
Uncoated Paper	AW0289F	Vellum Elite FSC/S1010/BG40Wh Imp FSC	Emulsion	White	✓	✓	✓	✓	✓	Pricetag, Retail
	AW0288F	Vellum Elite FSC/S1010/BG40Wh FSC	Emulsion	White	✓	✓	✓	✓	✓	Pricetag, Retail
	AW0321F	Vellum Elite FSC/S2420/BG40WH IMP FSC	Emulsion	White	✓	✓	✓	✓	✓	Pricetag, Retail
	AW0412F	Vellum Elite FSC/S2025N/BG40Wh Imp FSC	Hotmelt	White	✓		✓	✓	✓	Pricetag, Retail
	On Demand	Vellum Elite FSC/S2050N/BG40Wh Imp FSC	Hotmelt	White	✓	✓	✓	✓	✓	Pricetag, Retail

Facestocks - Variable Information



Direct Thermal 200LL FSC

- The thinnest non-topcoated DT label in the industry — Carries more labels per roll¹
- Equivalent operational performance² to rDT

Facestock	Code	Description	Adhesive	Colour	Cardboard	Corrugated	Glass	PET	HDPE	Application
Topcoated Direct Thermal	NW0083F	Direct Thermal 200LL FSC/S2025N/BG33Wh Imp FSC	Hotmelt	White	✓		✓	✓	✓	e-Commerce
	On Demand	Direct Thermal 200LL FSC/S2050N/BG33Wh Imp FSC	Hotmelt	White	✓	✓	✓	✓	✓	e-Commerce

¹ A thinner label carries more labels per roll, providing benefits of longer machine uptime due to fewer roll changes, minimized storage space, and delivering more per transportation (less CO2 emissions).

² The printing, die-cutting and dispensing performance of the label

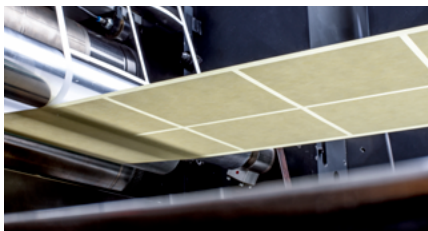


Direct Thermal 200GPL FSC

- The thinnest topcoated DT label in the industry — Carries more labels per roll¹
- Specially designed for logistics and carton box labels

Facestock	Code	Description	Adhesive	Colour	Cardboard	Corrugated	Glass	PET	HDPE	Application
Non-Topcoated Direct Thermal	NW0080F	Direct Thermal 200GPL FSC/ S2010N/BG33Wh Imp FSC	Hotmelt	White	✓		✓	✓	✓	Logistics
	On Demand	Direct Thermal 200GPLL FSC/ S2050N/BG33Wh Imp FSC	Hotmelt	White	✓	✓	✓	✓	✓	Logistics

Liners



BG33

- The thinnest glassine liner in the industry — Carries more labels per roll¹
- FSC certified
- Can be paired with prime labels without the need to change die tools
- Maintains the strength for smooth dispensing

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Semi Conformable Film	BW7016	Flex+ Clear NTC/S692N/ BG33Wh Imp FSC	Emulsion	Clear	✓	✓	✓		✓	GPP, HPC
	BW7022	Flex+ White NTC/S692N/ BG33Wh Imp FSC	Emulsion	White	✓	✓	✓		✓	GPP, HPC
Conformable Film	BW0290	PE75 Trans NTC/S692N/ BG33Wh Imp FSC	Emulsion	Clear	✓	✓	✓	✓	✓	GPP, HPC
	BW0291	PE75 White NTC/S692N/ BG33Wh Imp FSC	Emulsion	White	✓	✓	✓	✓	✓	GPP, HPC

Facestock	Code	Description	Adhesive	Colour	Cardboard	Glass	PET	HDPE	Application
Cast Coated Paper	AW0448F	High Gloss Elite FSC/ S1002/ BG33Wh Imp FSC	Emulsion	White		✓	✓	✓	GPP, F&B
	AW0476F	Gloss Plus FSC/S1002/ BG33Wh Imp FSC	Emulsion	White		✓	✓	✓	GPP, F&B
Machine Coated Paper	AW0421FM	MC Elite FSC/- S2025N/ BG33Wh FSC	Hotmelt	White	✓	✓	✓	✓	GPP, F&B
	AW0425F	MC Primecoat GP FSC/ S1002/ BG33Wh Imp FSC	Emulsion	White		✓	✓	✓	GPP, F&B
	AW0450F	MC Primecoat GP FSC/ S2010N/ BG33Wh Imp FSC	Hotmelt	White	✓	✓	✓	✓	GPP, F&B

¹A thinner label carries more labels per roll, providing benefits of longer machine uptime due to fewer roll changes, minimized storage space, and delivering more per transportation (less CO2 emissions).



Facestock	Code	Description	Adhesive	Colour	Cardboard	Glass	PET	HDPE	Application
Uncoated Paper	AW0455F	Vellum Elite FSC/S2010N/ BG33Wh Imp FSC	Hotmelt	White	✓	✓	✓	✓	Pricetag, Retail
	AW0431F	Vellum Elite FSC/ S1002/ BG33Wh Imp FSC	Emulsion	White	✓	✓	✓	✓	Pricetag, Retail
Topcoated Direct Thermal	NW0066F	Direct Thermal 150RL FSC/ S2010N/ BG33Wh Imp FSC	Hotmelt	White	✓	✓	✓	✓	Food Retail
	NW0060F	Direct Thermal 200GP FSC/ S1002/ BG33Wh FSC	Emulsion	White	✓	✓	✓	✓	Logistics
	NW0072F	rDirect Thermal 300LD FSC/ S2010N/ BG33Wh Imp FSC	Hotmelt	White	✓	✓	✓	✓	Non-Food Retail
Thermal Transfer	MW0073F	Transtherm Elite FSC/ S2010N/ BG33Wh Imp FSC	Emulsion	White	✓	✓	✓	✓	Logistics

For corrugated surfaces, emulsion adhesive S1010 and hotmelt adhesive S2050 are available on demand with different facestocks through Mix & Match services.

Linerless



AD XeroLinr DT™ - Linerless Direct Thermal

- A complete elimination of liners — Reduces label waste and carbon emissions compared to traditional DT labels
- A thinner construction, made using less raw materials — Carries more labels per roll¹
- Self-wound labels with silicone coating on facestock to prevent sticking when rolled up

Facestock	Code	Description	Adhesive	Colour	Cardboard	Corrugated	Glass	PET	HDPE	Application
Topcoated Direct Thermal	NW5900	Premium-Therm TC25 Linerless/ HP103	Emulsion	White	✓	✓	✓	✓	✓	Logistics, QSR
	NW5920	Premium-Therm TC24 Linerless/ HP103	Emulsion	White	✓	✓	✓	✓	✓	Logistics, QSR
	NW5940	Premium-Therm TC25 Linerless/ HR630	Emulsion	White	✓	✓	✓	✓	✓	Logistics, QSR (Removable)

¹A thinner label carries more labels per roll, providing benefits of longer machine uptime due to fewer roll changes, minimized storage space, and delivering more per transportation (less CO2 emissions).



Facestocks - Film



rPE

- Conformable film for squeeze bottles, small diameter containers and tubes
- Contains 15% to 30% recycled PE resin
- Equivalent operational performance² to PE85

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Conformable Film	BW9925	Clear rPE80/S692N/BG40Wh Imp	Emulsion	Clear	✓	✓	✓	✓	✓	GPP, HPC
	BW9927	White rPE80/S692N/BG40Wh Imp	Emulsion	White	✓	✓	✓	✓	✓	GPP, HPC



rPP

- Non-conformable film for rigid containers and flat surfaces
- Contains 30% recycled PP resin
- Equivalent operational performance² and shelf appeal to PP60

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Rigid Film	BW7087	rPP Top White/S7210/BG33Wh Imp FSC	Emulsion	White	✓	✓				F&B, GPP
	BW7032	rPP Top White/S692N/BG33Wh Imp FSC	Emulsion	White	✓	✓	✓		✓	F&B, GPP, HPC



rPET

- Non-conformable film for flat surfaces
- Made with 100% recycled PET resin, fully sourced from Global Recycle Standard v4.0 certified suppliers
- A sustainable alternative for industrial labelling
- Topcoated for conventional and thermal transfer printing

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	Application
Rigid Film	MZ2152	50u White rPET TC/ DS019/BG50Wh	Emulsion	White	✓	✓	✓	✓	Home Electrical Appliances
	MZ2153	50u Clear rPET TC/ DS019/BG50Wh	Emulsion	Clear	✓	✓	✓	✓	
	MZ2154	50u Bright Silver rPET TC/ DS019/BG50Wh	Emulsion	Silver	✓	✓	✓	✓	

² The printing, die-cutting and dispensing performance of the label

F&B - Food and Beverage
GPP - General Purpose

HPC - Home and Personal Care



Contains recycled or renewable content



rPP Synthetic Paper

- Non-conformable film for rigid containers and flat surfaces
- Contains 30% recycled PP resin
- Excellent operational performance²
- Matte film for paper appearance

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Rigid Film	SY7154	rPP Synthetic Paper/S2800/ BG40Wh Imp FSC	Emulsion	White	✓	✓	✓		✓	F&B, GPP, HPC
	SY7155	rPP Synthetic Paper/C7501/ BG40Wh Imp FSC	Emulsion	White	✓	✓	✓		✓	F&B, GPP, HPC (Cold Temp)

Facestocks - Paper



rMC Primecoat FSC

- Contains 50% recycled materials
- Similar operational performance² to virgin art paper
- Some visible impurities provide a natural sustainable look
- Quality control ensures minimum batch-to-batch colour variation, giving consistent label appearance

Facestock	Code	Description	Adhesive	Colour	Cardboard	Corrugated	Glass	PET	HDPE	Application
Machine Coated Paper	AW0501F	rMC Primecoat FSC/S1010/ BG33Wh Imp FSC	Emulsion	White			✓	✓	✓	F&B, GPP
	AW0502F	rMC Primecoat FSC/ S2010N/BG33Wh Imp FSC	Hotmelt	White	✓		✓	✓	✓	F&B, GPP
	On Demand	rMC Primecoat FSC/ S2050N/BG33Wh Imp FSC	Hotmelt	White	✓	✓	✓	✓	✓	F&B, GPP

Facestocks - Variable Information



rDT

- A non-topcoated direct thermal label
- Contains 15% recycled materials
- Specially engineered for e-commerce and non- food retail

Facestock	Code	Description	Adhesive	Colour	Cardboard	Corrugated	Glass	PET	HDPE	Application
Non-Topcoated Direct Thermal	NW0072F	rDirect Thermal 300LD FSC/ S2010N/BG33Wh Imp FSC	Hotmelt	White			✓	✓	✓	Non-Food Retail
	NW0079F	rDT300LD P-BACK FSC/ S2045*2/ BG40Y Imp*2	Hotmelt	White	✓	✓	✓	✓	✓	Non-Food Retail (Piggyback)

² The printing, die-cutting and dispensing performance of the label

F&B - Food and Beverage
GPP - General Purpose

HPC - Home and Personal Care



Adhesives



Bio-based Hotmelt Adhesive

- Contains at least 30% materials derived from renewable sources
- A highly aggressive rubber-based adhesive providing ultra strong initial tack and ultimate adhesion on a variety of low surface energy substrates

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Rigid Film	BW7053	PP50 Top Pearlized White/ S3010N/BG33Wh Imp FSC	Hotmelt	White	✓	✓	✓		✓	F&B, GPP, HPC
	SD8380	PP Light Top Silver/TS79/ BG50Wh Double Siliconised	Hotmelt	Silver		✓	✓		✓	Durables
	SD8380N	PP Light Top Silver/ TS79N/ BG50Wh	Hotmelt	Silver		✓	✓		✓	Durables
	SY508N	PPNg Top White/ TS79/ CCK80 Imp	Hotmelt	White		✓	✓		✓	Durables
	SY7094	LW Synthetic Paper/ S2025N/BG40Wh Imp FSC	Hotmelt	White	✓	✓	✓		✓	F&B, GPP
	BW0278	Synthetic Paper TR75/ C2075/BG40Wh Imp FSC	Hotmelt	White	✓	✓	✓		✓	F&B, GPP
	SY5003.1525	Barrier Foil 25 Mic White PET TC/ TS79/P140Wh	Hotmelt	White		✓	✓			Durables
	SY5003NI.1525	Barrier Foil 25 Mic White PET TC/ TS79N/P140Wh	Hotmelt	White	✓	✓	✓			Durables
	SY5008N	Barrier Foil 25 Mic White PET TC/ TS79N/BG50Wh FSC	Hotmelt	White	✓	✓	✓			Durables

Facestock	Code	Description	Adhesive	Colour	Cardboard	Corrugated	Glass	PET	HDPE	Application
Cast Coated Paper	AW0380-N	High Gloss Paper/ S2025N/BG40Wh Imp FSC	Hotmelt	White	✓		✓	✓	✓	F&B, GPP
Machine Coated Paper	AW0474F	MC Elite FSC/ S2025N/ BG33Wh Imp FSC	Hotmelt	White	✓		✓	✓	✓	F&B, GPP
	AW0420FM	MC Elite FSC/ S2025N/ BG40Wh FSC	Hotmelt	White	✓		✓	✓	✓	F&B, GPP
Uncoated Paper	AW0418	Vellum Paper/ S2025N/ BG40Wh Imp FSC	Hotmelt	White	✓		✓	✓	✓	Retail, Price Marking



Facestock	Code	Description	Adhesive	Colour	Cardboard	Corrugated	Glass	PET	HDPE	Application
Topcoated Direct Thermal	NW0071F	Direct Thermal 150RL FSC/ S2010N/BG40BI Imp FSC	Hotmelt	White	✓		✓	✓	✓	Logistics
	NW0076F	Direct Thermal 200GP FSC/ S2010N/BG33Wh Imp FSC	Hotmelt	White	✓		✓	✓	✓	Logistics
	NW0056	Direct Thermal 200GP/ S2025N/BG40Wh Imp FSC	Hotmelt	White	✓		✓	✓	✓	Logistics
	SY7069	Baggage Tag 300BA/ S2025N/BG50Wh Imp FSC	Hotmelt	White	✓		✓	✓	✓	Logistics
Non-Topcoated Direct Thermal	NW0074F	rDirect Thermal 300LD BPA-Free FSC/ S2049/ BG40Wh NF	Hotmelt	White	✓		✓	✓	✓	Logistics

For corrugated surfaces, hotmelt adhesive S2050 is available on demand with different facestocks through Mix & Match services.



Biomass Emulsion Adhesive

- Contains 30% renewable materials
- APEO-free
- Mix & Match services available

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Conformable Film	SY7123	PE75 White NTC/ S477A.MB/ BG40Wh Imp FSC	Emulsion	White			✓	✓	✓	Milk, Lubricant (inline labelling)
	SY7188	PE75 Trans NTC/ S477A.MB/ BG40Wh Imp FSC	Emulsion	Clear			✓	✓	✓	Milk, Lubricant (inline labelling)
Semi Conformable Film	SY7141	Flex+ White NTC/ S477A.MB/ BG40Wh Imp FSC	Emulsion	White			✓		✓	Milk, Lubricant (inline labelling)
	SY7186	Flex+ Clear NTC/ S477A.MB/ BG40Wh Imp FSC	Emulsion	Clear			✓		✓	Milk, Lubricant (inline labelling)
Rigid Film	SY7211	rPP Top White/ S477A.MB/ BG40Wh Imp FSC	Emulsion	White			✓		✓	Milk, Lubricant (inline labelling)

Facestock	Code	Description	Adhesive	Colour	Substrate	Application
Cast Coated Paper	F02901.1525	Artisan rPLUS FSC/rS2030MB/ BG40NWh FSC	Emulsion	White	Glass	Wine
	F02900.1525	Artisan rPlus FSC/rS2030MB/rPET30	Emulsion	Clear	Glass	Wine
Uncoated Paper	F02986.1525	EST#8 PE FSC/rS2030MB/ BG40NWh FSC	Emulsion	Clear	Glass	Wine
	F02899.1525	EST#4 PE FSC/rS2030MB/ BG40NWh FSC	Emulsion	White	Glass	Wine
	F02988.1525	EST#8 PE FSC/rS2030MB/rPET30	Emulsion	White	Glass	Wine
	F02998.1525	EST#4 PE FSC/rS2030MB/rPET30N	Emulsion	White	Glass	Wine
	F12498.1525	Arctic RPlus FSC/rS2030MB/rPET30	Emulsion	White	Glass	Wine



Liners



rPET Liner

- Contains 30% recycled PET resin
- The thinnest (23 microns) PET liner in the industry — Carries more labels per roll¹
- Ideal for high-speed converting and dispensing at a speed of more than 600 bottles per minute
- Enables the 'no label look' when paired with a clear film face material

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Rigid Film	SY7106TR	PP50 Top Silver/S692N/rPET23	Emulsion	Silver	✓	✓	✓			F&B, GPP, HPC
	BW0273A	PP Top Silver Elite/S692N/rPET30N	Emulsion	Silver	✓	✓	✓			F&B, GPP, HPC
	SY7199	PET Top Clear/S692N/rPET30	Emulsion	Clear	✓	✓	✓			F&B, GPP, HPC
	SYS728C	2.4mil WH BOPP TC/S2060/1.2M rPET	Emulsion	White	✓	✓	✓			Durables



rCCK Liner

- Contains 5% recycled pulp
- Equivalent operational performance² to virgin CCK liner
- Suitable for offset and digital printing
- Designed for the sheet-fed industry

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Rigid Film	SYS508NA	PPNg Top White/TS79N/rCCK80Wh Imp	Emulsion	White	✓	✓	✓			Durables
	SY7223	LW Synthetic Paper/S2025N/rCCK80Wh Imp	Hotmelt	White	✓	✓	✓			F&B, HPC, GPP

Facestock	Code	Description	Adhesive	Colour	Cardboard	Corrugated	Glass	PET	HDPE	Application
Cast Coated Paper	AW0312	High Gloss Paper/S2420/rCCK80Wh Imp	Emulsion	White	✓	✓	✓		✓	F&B, GPP
	AW0335	High Gloss Paper/S1010/rCCK80Wh Imp	Emulsion	White	✓	✓	✓	✓	✓	F&B, GPP
	AW0457	High Gloss Paper/S2010N/rCCK80Wh Imp	Hotmelt	White			✓	✓	✓	F&B, GPP
Machine Coated Paper	AW0407F	MC Prime FSC/S1010/rCCK80Wh Imp	Emulsion	White	✓	✓	✓	✓	✓	F&B, GPP
	AW0383F	MC Elite FSC/S2025N/rCCK80Wh Imp	Hotmelt	White			✓	✓	✓	F&B, GPP
Uncoated Paper	AW0334F	Vellum Elite FSC/S1010/rCCK80Wh Imp	Emulsion	White	✓	✓	✓	✓	✓	Retail, Price Marking

Current paper offerings are for sheet-form materials only.

¹A thinner label carries more labels per roll, providing benefits of longer machine uptime due to fewer roll changes, minimized storage space, and delivering more per transportation (less CO2 emissions).

²The printing, die-cutting and dispensing performance of the label

F&B – Food and Beverage
GPP – General Purpose

HPC – Home and Personal Care



Facestocks + Adhesives

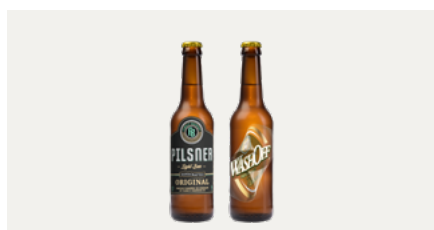


Biodegradable and Compostable Labels

- Facestock and adhesive combinations that can be reintroduced into nature
- Approved for direct contact with dry, non-fatty foods
- Suitable for conventional printing

Facestock	Code	Description	Adhesive	Colour	Substrate	Application
Conformable Film	AM581	NatureFlex White/S9500/BG40Wh	Emulsion	White	Compostable Foil	F&B, GPP
	AO293	NatureFlex Clear/S9500/BG40Wh	Emulsion	Clear	Compostable Foil	F&B, GPP
Rigid Film	AV816	PLA Clear/S9500/BG40Wh	Emulsion	Clear	Compostable Foil	F&B, GPP
Machine Coated Paper	AM234	MC Primecoat FSC/S9500/BG40Wh	Emulsion	White	Compostable Foil	F&B, GPP
Uncoated Paper	AM395	Cane Fibre Paper White/S9500/BG45Wh	Emulsion	White	Compostable Foil	Wine Label
Non-Topcoated Direct Thermal	BW099	Thermal Eco BPA Free FSC/SX6030/BG40Wh FSC	Emulsion	White	Compostable Foil	Logistics
Thermal Transfer	AM424	Transfer Vellum FSC/S9500/BG40Wh	Emulsion	White	Compostable Foil	Logistics

Adhesives



Glass Recycling - Wash-off Adhesive

- Enables glass recycling through a clean removal of the label when washed in an alkali solution
- Suitable for all returnable alcoholic glass bottles
- Mix & Match service available with PET23 liner

Facestock	Code	Description	Adhesive	Colour	Substrate	Application
Rigid Film	BWS1324	45um PET PC/ S6000/PET30	Emulsion	Clear	Glass	Alcohol (returnable)



PET Recycling - AD CleanFlake™

- Enables food-grade bottle-to-bottle recycling through a clean removal of the label during PET recycling
- Accredited by the Association of Plastic Recyclers for complying with its critical guidance for both PET and HDPE recycling — Metallized films also recently certified
- Specially engineered for strong, long-lasting adhesion on PET substrates including punnets and trays
- Repositionable within 8 hours, enabling mislabelled containers to be reworked
- Retains the aesthetics of a standard film label

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Rigid Film	BW7072	PP50 Top Trans/ SR3013N/ BG40Wh Imp FSC	Emulsion	Clear	✓	✓	✓			GPP, HPC (Repositionable)
	BW7081	PP50 Top Trans/ SR3013N/rPET23	Emulsion	Clear	✓	✓	✓			GPP, HPC (Repositionable)
	BW0255SN	PP60 Top Pearlized White/ SR3013N/ BG33Wh Imp FSC	Emulsion	White	✓	✓	✓			GPP, HPC (Repositionable)



HDPE Recycling Adhesives

- Enables HDPE monomaterial recycling, allowing the label to remain on the container during recycling
- Accredited by the Association of Plastic Recyclers for complying with its critical guidance for both PET and HDPE recycling — Metallized films also recently certified
- Less ooze — Improved on-press performance, keeping labels dust free
- Clear emulsion adhesive provides the 'no-label' look

Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Conformable Film	BW0290	PE75 Trans NTC/ S692N/ BG33Wh Imp FSC	Emulsion	Clear	✓	✓	✓	✓	✓	GPP, HPC
	BW0291	PE75 White NTC/ S692N/ BG33Wh Imp FSC	Emulsion	White	✓	✓	✓	✓	✓	GPP, HPC
	BW0146	PE85 NTC Trans/ S692N/ BG40Wh Imp FSC	Emulsion	Clear	✓	✓	✓	✓	✓	GPP, HPC
	BW0147	PE85 NTC White/ S692N/ BG40Wh Imp FSC	Emulsion	White	✓	✓	✓	✓	✓	GPP, HPC
	BW0065	PE85 Top Trans/ S692N/ BG40Wh Imp FSC	Emulsion	Clear	✓	✓	✓	✓	✓	GPP, HPC
	BW0064	PE85 Top White/ S692N/ BG40Wh Imp FSC	Emulsion	White	✓	✓	✓	✓	✓	GPP, HPC
Semi Conformable Film	BW7016	Flex+ Clear NTC/ S692N/ BG33Wh Imp FSC	Emulsion	Clear	✓	✓	✓		✓	GPP, HPC
	BW7022	Flex+ White NTC/ S692N/ BG33Wh Imp FSC	Emulsion	White	✓	✓	✓		✓	GPP, HPC



Facestock	Code	Description	Adhesive	Colour	Glass	PET	HDPE	Tube	PP	Application
Rigid Film	BW0280	3 Mil Synthetic Paper/ S4700N/BG40Wh FSC	Emulsion	White	✓	✓	✓			F&B, GPP, HPC
	BW0270	3 Mil Synthetic Paper/ S4700N/BG40Wh Imp FSC	Emulsion	White	✓	✓	✓			F&B, GPP, HPC
	SY7076	LW Synthetic Paper/ S4700N/BG40Wh Imp FSC	Emulsion	White	✓	✓	✓			F&B, GPP, HPC
	BW0112N	Overlaminating Gloss PP/ S6800/BG40Wh Imp FSC	Emulsion	White	✓	✓	✓			F&B, GPP, HPC
	BW7000	PP50 Clear NTC/ S692N/ BG40Wh Imp FSC	Emulsion	Clear	✓	✓	✓			F&B, GPP, HPC
	BW0266A	PP50 Top Clear/ S692N/ BG40Wh Imp FSC	Emulsion	Clear	✓	✓	✓			F&B, GPP, HPC
	BW0062	PP50 Top Trans/ S692N/ BG40Wh Imp FSC	Emulsion	Clear	✓	✓	✓			F&B, GPP, HPC
	BW0227	PP50 Top White/ S692N/ BG40Wh Imp FSC	Emulsion	White	✓	✓	✓			F&B, GPP, HPC
	BW7004	PP60 Top White/ S692N/ BG40Wh Imp FSC	Emulsion	White	✓	✓	✓			F&B, GPP, HPC
	BW0174	PPNG Top Pearlized White/ S692N/BG40Wh Imp FSC	Emulsion	White	✓	✓	✓			F&B, GPP, HPC
	BW0293	Opalux 55/ S692N/BG40Wh Imp FSC	Emulsion	White	✓	✓	✓			F&B, GPP, HPC
	BW0266A	PP50 Top Clear/ S692N/ BG40Wh Imp FSC	Emulsion	Clear	✓	✓	✓			F&B, GPP, HPC
	BW0062	PP50 Top Trans/ S692N/ BG40Wh Imp FSC	Emulsion	Clear	✓	✓	✓			F&B, GPP, HPC
Topcoated Direct Thermal	SY7072	Direct Thermal PP85 TC/ S692N/BG40Wh Imp FSC	Emulsion	White	✓	✓	✓			Logistics
	SY7142	Direct Thermal PP85 TC/ S692N/PET30	Emulsion	White	✓	✓	✓			Logistics



Facestocks – Paper



FSC® Certified Papers

- The industry’s widest selection of paper facestocks certified by the Forest Stewardship Council®, with more than 95% of products manufactured from FSC certified wood fiber with a goal to reach 100% by 2030



Cotton Range for Wine Labels

- Made from 100% cotton seed fibres, a textile industry byproduct
- Exceptional embossing possibilities
- Great dry and wet opacity
- A natural sustainable look for high shelf appeal
- Also available in black on demand

Code	Description	Adhesive	Colour	Substrate	Application
AD871	COTTON WHITE/S2030/BG45WH FSC	Emulsion	White	Glass	Wine

Completing your end-to-end sustainability story.

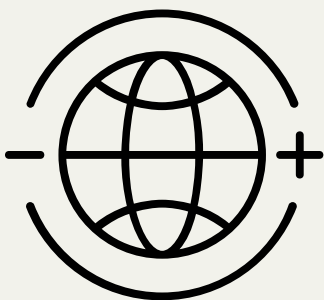


Yes, our label materials are designed with sustainability in mind. But what you see is only a fragment of the entire story. We also tackle what's not always clearly visible in the value chain.

Managing label waste through AD Circular

Although necessary for protecting the face and adhesive, liners are eventually discarded immediately following label application. Also, in order to achieve the desired label cut, matrix waste is unavoidable. Avery Dennison takes responsibility for managing solid waste that are generated beyond our facilities. You can rest assured that through AD Circular—our recycling program—liner and matrix waste can be recycled.

Learn more about [AD Circular](#).



Carbon transparency

We know that you are looking to better understand the environmental effects of the products you use. That's why we use the Avery Dennison Carbon Footprint Tool to offer a thorough measurement of the impact of our products using primary data for raw materials and operations. This allows us to quantify carbon impacts on a product level with more certainty for customer product selection, new product development and greenhouse gas (GHG) accounting.

Who we are

As the pioneer in the pressure-sensitive industry, we bring one-of-a-kind capabilities to sustainable labelling. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our labels must perform and the technical challenges they have to meet. Whatever your product, wherever it's going, we can help you develop a sustainable label that performs.

What we stand for




Sustainability. Innovation. Quality. Service.

In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

Work with us

You're the expert in your business; we're the expert in labelling. Contact your local Avery Dennison representative today or visit label.averydennison.com to find out how we can meet and exceed your needs.

Find more sustainable label solutions at label.averydennison.com

Connect with us on:   



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