

Avery Dennison
Label and Packaging Materials
Product Overview

Asia Pacific - South Asia
November 2022

ThinkThin Products

Sustainable solutions
for premium labelling needs



Avery Dennison ThinkThin portfolio is a complete range of thinner labelling materials comprising paper and filmic laminates. Not only are they sustainable, but they also add the shelf appeal you need on food, beverages, home and personal care products.

Key features

- Thinner, lighter labels for a quick and easy way to help achieve sustainability goals
- Thinner constructions that carry more labels per roll, delivering cost efficiencies throughout the entire value chain due to less transportation, handling and packaging
- Longer roll length that reduces changeovers and machine downtime
- A wide range of thin Film & Paper options suitable for the most challenging application needs
- FSC® certified

Comparative Avery Dennison Life Cycle Assessment



fossil
material



trees



water



energy



greenhouse
gas



solid waste
with/without
liner recycling

Avery Dennison Lifecycle assessment tool uses these 7 parameters for comparison

ThinkThin facestock range

Fully/Semi conformable Films: Flexiprint

- A thin semi-squeezable construction that combines the best features of rigid and conformable films
- Higher clarity compared to PE, an excellent choice for the no-label look
- Exceptional print quality with stable print registration and die-cutting performance
- 20% more labels per roll compared to PE85, delivering more savings, efficiency gains, and less downtime

Rigid films: PP50 Cav Wh, PP40, PET36 Wh

- The thinnest film label, ideal for high-speed labelling needs
- Additional conformability for difficult container shapes
- 10% more labels per roll, delivering more savings, efficiency gains, and less downtime
- Available with our lighter BG33 glassine liner for greater sustainability gains

Optiprint

- A thin lightweight semi gloss paper face constructed with a trusted hot melt adhesive
- Requires no die change from BG 40 to BG33
- Designed to perform on press, offering excellent print quality and die cuttability
- Lightweight thin construction provides more number of labels per roll / fewer roll changeovers / lesser transportation cost / lesser inventory space

Semi Gloss 75 with BG33 Liner for Prime Labels




- Constructed for a light weight paper label with a trusted hot melt adhesive requiring no die change from BG40 to BG33
- Designed to perform on press, offering excellent print quality and die cuttability
- Lightweight thin construction provides more number of labels per roll / fewer roll changeovers / lesser transportation cost / lesser inventory space

Product information

Film	Code	Description
Fully/Semi conformable Films	BW8079	Fasson® 65u Flexiprint Clr TC / S692N/BG40WH IMP
	BW8029	Fasson® 50u Flexiprint Clr TC / S692N /BG40WH IMP
	BW8098	Fasson® 50u Flexiprint Wh TC / S692N /BG40WH IMP
Rigid Films	BW8011	Fasson® 50u Wh. PP TC/S2060EC/ BG33WH IMP
	BW8012	Fasson® 50u Wh. PP TC/S6112/BG33WH IMP
	BW8006F	Fasson® PP40 Top Silver/ EP1800/ BG40WH FSC IMP
	SW8547	Fasson 40u PP SilverTC/S2060EC/BG33WH IMP
	BW8016	Fasson® 36u Wh. PET TC/ S2060/BG33WH IMP

Paper	Code	Description
Semi Gloss	AW2436	FASSON OPTIPRINT 65/S2060/BG33WHIMP 65 Hotmelt permanent Glassine BG33
	KMH4644	FASSON FASCOAT SUPERIOR / PERMANENT
	AW2439	FASSON SEMIGLOSS PAPER75/S2060/BG33WHIMP 75 Hotmelt permanent Glassine BG33
	AW2440	FASSON SEMIGLOSS PAPER60/S692N/BG36WHIMP 60 Hotmelt permanent Glassine BG36
Direct Thermal	NW6001F	DIRECT THERMAL 60 PLUSFSC/S2060/BG33WH IMP 60 Hotmelt permanent Glassine BG33
	NW6006F	FASSON DIRECT THERMAL60FSC/S2060/BG33WH IMP 60 Emulsion permanent Glassine BG33
	LMG4604F	FASSON DIRECT THERMAL60FSC/ S2060/ BG33 WH IMP 60 Hotmelt permanent Glassine BG33
Uncoated	LW3203	FASSON UNCOATED PAPER60/S2060/BG33WH IMP 60 Emulsion permanent Glassine BG33
	LW3206	FASSON UNCOATED PAPER60/PERMANENT(ST)/BG33WH 60 Hotmelt permanent Glassine BG33
	LW3204	FASSON UNCOATED PAPER60/S1800/BG33WH IMP 60 Hotmelt permanent Glassine BG33

Find more label solutions at label.averydennison.com

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