

Select Solutions™ Removables Portfolio

Taking the Time and Complexity
Out of Removable Labeling





Grow Your Business with Our Select Solutions Removables Portfolio

Select Group of Adhesives Makes it Easy to Choose the Right Removable for the Job.

The Avery Dennison Select Solutions Removables portfolio is a convenient tool designed to simplify the often-confusing world of removable labeling. The portfolio offers:

- A core of multipurpose products that address a range of application needs from simple to complex
- Detailed adhesive performance charts make it easier to select the proper label construction for your application
- Separate paper and film sections featuring solutions developed for a variety of performance requirements
- Cost-effective, application-based solutions with shorter time to market due to regional service programs, low minimum order quantities, fast quotes and four-day shipping



Broad Selection of Purpose-Built Removables

You can depend on our Removables portfolio to deliver a breadth of technologies that can position you to move into new segments with confidence. Suited for an array of applications, the portfolio provides targeted solutions with stable tack across the label's lifespan providing the clean removal and substrate versatility you need.

Collaborative Approach

Take advantage of the Select Solutions Removables portfolio and the Avery Dennison team to grow your removables business. Our global team – including adhesive research experts, technical specialists and segment professionals – can readily suggest a product to meet your application needs. If a product does not exist, our Select Solutions Engineered Solutions team can create a specialized construction just for you and your customer - expanding your breadth of products and offering the right custom solution.

All Select Solutions Collection product transactions feature:



LOW
MOQ



Quick QUOTES –
CALL TODAY



4-DAY
SHIPPING



Removable Questions and Answers

Removable labeling can be confusing. Here are a few questions and answers you might find helpful before considering what to select for your next removable labeling project.

- **What is the label being applied to/how is it to be used?** Depending on the substrate/texture, you may need varying degrees of aggressiveness for the removable adhesive to adhere but still be removable. Learn about an adhesive's aggressiveness in the arrow charts located in the paper and film sections.
- **At what temperature will the label be applied and exposed?** Colder application temperatures will require a higher tack removable adhesive, one that has cold temperature properties. The performance charts (located in the paper and film sections) show application and service temperatures ranges.
- **Is chemical resistance important?** If the label is to be used in a laboratory environment, you may need an aggressive removable adhesive. For example, a solvent-based adhesive will be more resistant to chemicals found in a laboratory environment.
- **Are special adhesives needed if long-term removal is required?** Typically for long-term removability, you will require an ultra-removable adhesive, like the Avery Dennison UR3. While being able to adhere well to most substrates, it offers long-term removability that appeals to customers seeking such a solution.
- **How long do removable adhesives remain removable?** That depends, what will the label be applied to and what are the storage conditions? An unconditioned environment can potentially cause a removable adhesive to 'tighten' or become permanent prematurely. In this case, a film removable may be more suitable for the application instead of a paper removable because a film facestock adds strength to the pressure-sensitive construction. If you are seeking a long-term removable these can remain active for more than three months.
- **Can a facestock affect removability?** Yes, a film facestock adds strength to the pressure-sensitive construction, allowing for greater peel force when removing a label from a substrate in conditions where a paper facestock would tear. It is suggested the label construction is tested for the specific application.

The portfolio contains more than 40 label constructions featuring nine adhesives that include technologies such as microsphere, solvent acrylic, emulsion acrylic and hot melt rubber. Designed to perform in specific applications on various substrates, the portfolio's constructions provide the versatility you need.



Removable Adhesives

R450	General purpose removable adhesive for paper facestock featuring moderate initial tack and minimal adhesion build over time. Its consistent level of adhesion and long term removability make it suitable for applications on substrates such as glass and plastics. Proven successful for shelf and tote marking used in logistical tracking.
R480	General purpose removable adhesive for filmic facestock featuring moderate initial tack and minimal adhesion build over time. Its consistent level of adhesion and long term removability make it suitable for applications on substrates such as glass and plastics. Proven successful for shelf and tote marking used in logistical tracking.
R423	Removable, low peel adhesive featuring long-term removability, and excellent die cutting and stripping characteristics. Particularly suited for wallpaper promotional labels, high gloss book covers and shelf marking. R423 is an excellent solution for Monroney labels.
R100	A premium, rubber based adhesive designed for applications requiring special purpose removability. Excellent low temperature and deep freeze performance.

Product Information

Product Code	Product Description	Location	Width (mm)	MOQ (SQM)
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Prime Paper

AW0363N.1200	VELLUM ELITE/R450/BG40 WH IMP	ASEAN	1200	2400
A03846	VELLUM EXTRA/R100/BG40BR IMP	ASEAN	1000	2000
AW0362P.1200	FASCOAT ELITE/R450/BG40 WH IMP	ASEAN	1200	2400
AA0965	MC PRIMECOAT/R100/BG40BR IMP	ASEAN	1000	2000
AW0361N.1200	HIGH GLOSS PAPER/R450/BG40 WH IMP	ASEAN	1200	2400
AA1450	HGW PREMIUM/R100/BG40BR IMP	ASEAN	1000	2000

Prime Film

SY7049.1200	PPNG TOP TRANS/R480/BG40WH	ASEAN	1200	2400
SY7051N.1200	PPNG TOP WHITE/R480/BG40WH IMP	ASEAN	1200	2400

Variable Information

SW7050F	DIRECT THERMAL PREMIUM2 FSC /R423/BG40BL	ASEAN	1000	2400
MW0057F	TRANSTHERM 2C FSC/R423/BG40WH	ASEAN	1200	2400
SY7050N.1200	SYNTHETIC PAPER/R480/BG40WH IMP	ASEAN	1200	2400
MW0068F.1200	TRANSTHERM 2C FSC/R450/BG40WH IMP	ASEAN	1200	2000

Removability



Adhesive Selection

		R100	R423	R450	R480
		removable	removable	removable	removable
Facestock combination		Paper	Paper	Paper/VI	Film
Application / Segment					
Polymeric	PET	✓	✓	✓	✓
	PP	✓	✓	✓	✓
	LDPE	✓	✓	✓	✓
	HDPE	✓	✓	✓	✓
	PMMA	✓		✓	✓
	PC *1	✓		✓	✓
	PS *1	✓		✓	✓
	Nylon (PA6)	✓		✓	✓
	ABS (Co-Polymer)	✓		✓	✓
Paper	A4 printing paper	✓			
	Newspaper	✓			
	Greeting Cards	✓			
	Cardboard		✓	✓	✓
Textiles	100% Cotton (various types)				
	100% Polyester				
	100% Acrylic				
	Cotton/acrylic blends				
Other	Fiberboard			✓	✓
	Unvarnished wood				
	Carbamic painted panels (LSE)	✓			
	Terracotta				
	Aluminium	✓		✓	✓
	Glass	✓	✓	✓	✓
	Stainless Steel	✓	✓	✓	✓
Initial Tack	Medium	Medium	Low	Low	
Ultimate Adhesion	Medium	Medium	Medium	Medium	
Min. Appl temp	-20°C	-12°C	-15°C	-15°C	
Service temp. Min	-40°C	-40°C	-30°C	-30°C	
Service temp. Max	+80 °C	+80 °C	+80 °C	+80 °C	
Chemical Resistance	nil	nil	nil	nil	
Removability	Superior	Superior	Long term	Long term	
UV Exposure	★★★	★★	★★	★★	
Adhesive Technology	Solvent Acrylic	Emulsion Acrylic	Emulsion Acrylic	Emulsion Acrylic	
Major benefits and applications	More demanding applications for ultra clean removability. Excellent low temperature and deepfreeze performance	Particularly suited for wallpaper promotional labels, high gloss book covers and shelf marking. Excellent solution for Monroney labels.	General applications, Ship & Track (cardboard surface), food labelling, barcoding, price labelling	General applications, food labelling, barcoding, price labelling	

Factors in choosing a removable adhesive

Removable adhesives are designed for various application segments and the below factors have to be taken in before choosing a RIGHT solution.

Facestock

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

Exposure Conditions

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

Period of Use

One day, 1 week, 1 month,, 1 year, etc.

Substrate

Shape, roughness and cleanliness of the surface must be known when selecting the correct adhesive. Is it flat or curved, textured or corrugated, damp or dry? Is the substrate glass, paper, textile or polymeric?

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.

Avery Dennison **AD**vantage: Technical Excellence

Avery Dennison ADvantage: Technical Excellence is a global technical and customer service platform that helps converters enhance the efficiency of their business and effectiveness of their sales efforts. The service solutions cover a host of key business issues, including trade compliance, sustainability, operations and customer service.

Are we missing a construction you need? Ask about our Select Solutions Engineered Solutions

Contact your application consultant or technical excellence representative to discuss how we can meet your needs. We have a team of technical solutions leaders dedicated to developing engineered solutions that fit your timeline and your bottom line.

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use

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