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 constructions 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.
## Product Information

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<th>Product Description</th>
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PTO - Procured to Order

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### Our other removable adhesives

- **R450**: A general purpose removable adhesive, for paper facestocks, featuring excellent removability on a wide range of substrates.
- **R480**: A general purpose removable adhesive, for filmic facestocks, featuring excellent removability on a wide range of substrates.
- **R423**: A general purpose removable adhesive featuring clean long term removability on a wide range of substrates.
- **SR2**: Allows label application at a wide temperature range. Offers clean, medium term removability.
- **R100**: A premium, rubber based adhesive designed for applications requiring special purpose removability. Excellent low temperature and deep freeze performance.
Avery Dennison ADvantage: 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.