

Select Solutions™

Avery Dennison portfolio of
application-specific label solutions



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Meet Our Technical Excellence Team



Kanokwan Pankhet

Backed by years of experience in the industry and at Avery Dennison, Kanokwan is responsible for our Specialty business, working closely with sales, technical support, and R&D teams to develop the right products that meet the market and customer needs.



Harry Siswanto

As a Product Manager for Specialty, Harry works closely with the R&D team on developing new products while collaborating with sales and marketing teams to introduce the right solutions to the market and customers.



James Thiem

As a part of the Product Management team, James is responsible for the Durables portfolios across ASEAN, not only managing a wide range of products, but also developing the right solutions for different applications to ensure the overall industry needs are addressed.

The Select Solutions™ Services



Differentiate and grow with Select Solutions™

This catalogue provides you with insights into our application-specific product ranges, our services and capabilities. Capture your consumer's attention with label solutions that have been specifically designed for a multitude of surfaces and applications. Our Select Solutions™ portfolios offer unique and custom label solutions that can improve performance or productivity, add functionality, enhance shelf appeal or help you become more sustainable.



Achieve unique label combinations with Mix & Match™

The Select Solutions™ Mix & Match™ service gives you the support of a customised label solution with low minimum order quantities, timely pricing, and speedy delivery. Benefit from Avery Dennison's expertise in helping you find the right label solution for your specific application needs and your combination request of the face material, adhesive, and release liner. It opens up a whole new world of opportunities to innovate and differentiate.



Develop custom products with Engineered Solutions

Our Technical Excellence team, made up of some of the industry's most experienced professionals, is dedicated to helping you be the first to market with solutions meeting your clients' needs. Our technical leaders play a crucial role in uncovering the latest labeling and packaging innovation trends and broad market developments. Their expertise in components can help you in the design and manufacturing of custom solutions addressing unique challenges.

Fluorescent and Foils



Used as inventory and warning labels, as well as eye-catching advertising and promotional labels, fluorescents and foils demand attention. They not only communicate important data such as use-by dates that provide consumer confidence and safety, but they also boost immediate shelf impact. However you use them, our fluorescent and foils facestocks provide excellent stability and durability in application.

Available in a wealth of bold, bright colours, Avery Dennison Fluorescent and Foil label materials for food industry applications are as versatile as they are functional, improving supply chain visibility, waste reduction and freshness Labelling.

Available in a range of silver, bright and matte finishes, Avery Dennison Foil solutions are suitable for the labelling of quality products including cosmetics and luxury toiletries.

Key features

- Fluorescent solution available in a wealth of bold, bright colours.
- Foil solutions available in silver, bright and matte finishes.

Application areas

- Fluorescent – Promotional labels, Warning labels
- Foils – Cosmetics, Luxury Toiletries

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
Radiant Paper				
AW0401F.1000	Radiant Red FSC/M3000/B100 FSC	ASEAN	1000	2000
AW0402F.1000	Radiant Orange FSC/M3000/B100 FSC	ASEAN	1000	2000
AW0403F.1000	Radiant Green FSC/M3000/B100 FSC	ASEAN	1000	2000
AW0404F.1000	Radiant Yellow FSC/M3000/B100 FSC	ASEAN	1000	2000
AW0405F.1000	Radiant Pink FSC/M3000/B100FSC	ASEAN	1000	2000
AW0370F.1000	Radiant Red FSC/M3300/BG40Wh Imp FSC	ASEAN	1000	2000
AW0371F.1000	Radiant Orange FSC/M3300/BG40Wh Imp FSC	ASEAN	1000	2000
AW0372F.1000	Radiant Green FSC/M3300/BG40Wh Imp FSC	ASEAN	1000	2000
AW0373F.1000	Radiant Yellow FSC/M3300/BG40Wh Imp FSC	ASEAN	1000	2000
AW0374F.1000	Radiant Pink FSC/M3300/BG40Wh Imp FSC	ASEAN	1000	2000
Foils				
SW7339.1000	Bright Silver Foil Prime/M3300/BG40Wh Imp FSC	ASEAN	1000	2000
AW0356.1060	Matte Silver Foil/M3300/BG40Wh Imp FSC	ASEAN	1060	2120
SW7039F	Metallica FSC/S2090/BG40Wh Imp FSC	ASEAN	1000	



Frozen Food

Traditionally, frozen food packaging have used sleeves to deliver large, eye-catching graphics. Pressure-sensitive labels made of rigid materials such as synthetic paper provide the structural strength to support wide prints while sticking directly to the packaging to prevent them from falling off the container.

Key features

- Suitable for all freeze conditions ranging from ambient to deep freeze
- Excellent print quality to provide attractive on-shelf appearance
- Available in hotmelt and emulsion adhesives for various application needs

Application areas

- Frozen ready-meal containers
- Refrigerated meat/fish/poultry trays

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)	Deep Freeze	Chilled	Direct Food Contact	Retort Food Processing
SY7022	Synthetic Paper II/C7501/BG40Wh Imp FSC	ASEAN	1000	2000	✓			
SY7155	rPP Synthetic Paper/C7501/BG40Wh Imp FSC	ASEAN	1000	2000	✓			
SY7008	TransCode Plus White/C7501/BG40Wh Imp FSC	ASEAN	1000	2000	✓			
SW7068F	DT200HD FSC/C7501/BG40Wh Imp FSC	ASEAN	1000	2000	✓			
SY7087	Direct Thermal PP85 TC/C7501/BG40Wh Imp FSC	ASEAN	1000	2000	✓			
SY7221	rPP Synthetic Paper/C2075F/BG40Wh Imp FSC	ASEAN	1525	3050	✓			
SY7220	rPP White TC/C2075F/BG40Wh Imp FSC	ASEAN	1525	3050	✓			
SY7121	Synthetic Paper/C2076C/BG40Wh Imp FSC	ASEAN	1525	3050		✓		
SY7154	rPP Synthetic Paper/S2800/BG40Wh Imp FSC	ASEAN	1000	2000			✓	
SY7131	PPNg Top Pearlized White/S2800/BG40Wh Imp FSC	ASEAN	1000	2000	✓			
SY7224	PET Top White 50 micron/S333F/BG50Wh FSC	ASEAN	1000	2000		✓		✓

Premium Food



As consumers demand high-quality ingredients and careful preparation of food, along with deliciousness and sensual pleasure, brand owners need food packaging that emphasizes quality and provenance. With wine and craft beer, sophisticated labelling adds value by conveying a sense that what's inside is special.

Our premium food label collection offers a variety of textured and tactile materials, from a subtle and soft to fine and bold finishes, all designed to elevate the packaging and presentation of premium food products.

All materials in our premium food label collection let you create unique labels for distinctive products, including high-end chocolate, specialty coffee, marmalade and other jams and jellies, and extra virgin olive oil. For small-batch artisan foods and bigger premium brands alike, materials in this collection promise an extra delicious and pleasurable experience.

Key features

- Conveys a premium brand image at the point of sale
- Labels of various textures and appearances available including uncoated paper, holographic and metallized paper and film, and black paper
- Designed for applications that require eye-stopping shelf appeal
- Reliable performance in ice-buckets and moist conditions
- Avery Dennison's signature customer service and flexible minimum order quantities

Application areas

- Premium food and beverages
- Spirits and craft beer

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
Textured Uncoated Paper				
SWS901	95 Antarctic White paper/AP999/BG40#Whiet imp	China	1530	4590
SWS902	90g Grain yellow paper/AP999/BG40# White imp	China	1530	4590
SWS905	95g Blanc White ripple paper/AP999/BG40#White imp	China	1530	4590
SWS907	100g felt texture yellow paper/AP999/BG40# imp	China	755	2265
SWS908	110g white pearl paper/AP999/BG40# imp	China	755	2265
SWS1006	Grain yellow paper/AP999/BG40# White imp	China	1070	3210
SW4016	120g cotton touch paper/HP104/BG40# imp	China	1000	3000
Holographic/ Metallized Paper and Film				
AWS1003	80g pillar holographic paper/AP104/BG40#White imp	China	1070	3210
BW9264	100gsm Bright Silver PET Paper/AP104/BG40#WH imp	China	1070	3210
BW9271	90g plain Holography/AP103/BG40#WH imp	China	1070	2140
SW2115	100gsm Bright Silver Foil Paper/AP104/BG40#WH imp	China	1530	3060
SW3103	Bright Silver Metallized Paper/AP104/BG40#WH imp	China	1070	3210

Cover-up Opaque



High-opacity barrier coating, on paper or film, hides errors and covers outdated information on packaging, labels, and containers. No matter what the relabelling need, Avery Dennison's Cover-up portfolio can make it right without the high cost of repackaging, with reduced harm to the environment.

Almost every packaged product will need to have its labeling changed or adapted at some point in its life. It is crucial to ensure that any over-labelling is truly opaque. This makes the new labels fully legible and, especially for correction labels, ensures that overprinted data is hidden. Avery Dennison opaque label stocks offer label converters and their customers an unrivalled range of options in both paper and film, with permanent and removable adhesives. The range is a genuine one-stop shop for all correction applications, and the sheer quantity of choices available allows for highly creative solutions. Most paper or film products can be customised on demand to use a specific opaque colour - for example, an attractive coloured background on a clear bottle.

Key features

- Opaque prime films
- Opaque prime papers
- Opaque VI front materials
- A selection of standard colours and multiple opaque layers
- Customisable colours

Application areas

- Correction labels
- Translation labels
- Promotional labels
- Shipping and tracking labels

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
Paper				
B6934	Matte Litho FasCover 2/AT2550/40#SCK	NA	1981	1981
AA755	Vellum OPQ/S2045N/BG40BR	EUR	1000	2000
AA570	Mattcover Black FSC/S2000N/BG40BR	EUR	1000	1000
SW7071	Opaque Vellum Extra/S692N/BG40Wh Imp FSC	ASEAN	1000	2000
AW5250	Semigloss Paper with Black Back/C2005/BG40Wh Imp	CHINA	1070	3210
Film				
BW0259	PP40 Top Matte White/S692N/BG40Wh Imp FSC	ASEAN	1000	2000
Variable Information				
AA186	LCJ PREMIUM OPQ FSC/S2012HTC/HF55	EUR	1000	1000
AO053	THERMAL TOP S8 OPQ/S2045N/BG40BR	EUR	1000	1000



Holographic

Few packaging technologies can compete with holographic labels for pure shelf impact. Their dynamic, shifting patterns grab consumers' attention – a winning choice for premium product differentiation, special offers and promotional campaigns.

The premium holographic film and paper range provides optimal brightness and unbeatable shelf appeal for high value applications such as spirits and cosmetics. Polypropylene laminated to paper offers conversion-friendly packaging promotions, festive gift or home care product labelling.

Key features

- Conversion-friendly paper laminates
- Six patterns available for rapid delivery
- Wide variety of adhesives
- Full sales support in choosing new patterns

Application areas

- Cosmetic products
- Promotional or seasonal campaigns
- Wine and spirits
- Home and personal care products
- Food
- Security and pharmaceutical applications

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
Film				
AO931	HGF PP SHIMMER TOP/S692N/BG40BR	EU	1000	1000
BL721	HGF PP50 BUBBLES TOP/S692N DEC/BG40WH FSC	EU	1000	2000
AE980	HGF PP POINT TOP/S692N/BG40BR	EU	1000	1000
AO930	HGF PP CRISTALINE TOP/S692N/BG40BR MR	EU	1000	3000
BW9100	HGF PP60 Large Lens Seamless TC/S692N/PET30 ni	China	1070	2140
BWS484	50µ m OPP plain Holography TC/S692N/BG40#White imp	China	1070	2140
BW9271	90g plain Holography/AP103/BG40#WH imp	China	1070	2140
SY7067	PET Iridescent TC/S692N/BG40Wh Imp FSC	ASEAN	1000	1000
AO931	HGF PP SHIMMER TOP/S692N/BG40BR	EU	1000	1000
Paper				
AB709	HGFP SHIMMER TOP FSC/S2000N/BG40BR	EU	1000	1000
AF141	HGFP KALEIDOSCOPE TOP/S2045N/BG40BR	EU	1000	1000
AI248	HGFP POINT TOP/S2045N/BG40BR	EU	1000	1000
AWS1003	80g pillar holographic paper /AP104/ BG40#White imp	China	1070	2140



Piggyback

For sheer flexibility, operational time saving and brand impact, Piggyback labelling is a technology hard to match. The Avery Dennison Piggyback range enables a whole spectrum of applications, from a simple shipping label through to highly decorative promotional features.

Piggyback labels are multi-layer constructions featuring one self-adhesive label on top of another. The top label can be released and can be reapplied elsewhere, while the bottom label is stationary, remaining affixed to the original surface. Dynamic and versatile, piggyback labels can be created in constructions that adhere to paper, plastics, cardboard or metals, and standard products are compatible with using all conventional printing techniques.

Key features

- Multi-layer constructions with two adhesive layers and release liners
- Easy automatic dispensing
- Wide variety of face materials and adhesives
- Combinations of permanent and/or removable adhesives available

Application areas

- Shipping and tracking
- Inventory management
- Promotional labels (coupons)
- Administration
- Healthcare

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
Film				
AE036	PB PP NG TOP WHITE/2xS2045N/BG40WH/BG40BR	EU	1000	1000
AH867	PB PE85 TOP WHITE/2xS692N/2xBG40BR	EU	1000	1000
Paper				
SW7045AF	Fascoat 2 PB FSC/S2090/BG40Wh Imp FSC	ASEAN	1000	2000
SW7038AF	Fascoat 2 PB FSC/S2420/BG40Wh Imp FSC	ASEAN	1000	2000
F02553	Vellum P-Back FSC/ S2045*2/BG40WHN*2	ASEAN	1525	6000
VI				
SW7004F	Transtherm 2C PB FSC/S2090/BG40Wh Imp FSC	ASEAN	1000	2000
SW7075F	Direct Thermal 200GP PB FSC/S2090/BG40Wh Imp FSC	ASEAN	1000	2000



Wash-off

Returnable glass bottles require solutions that enhance their circularity—Labels that stay firmly in place during use but can be easily removed for a continuous reuse process. The innovative Avery Dennison Wash-Off adhesive technology has been designed to meet the growing demand for sustainability and cost optimization in the glass recycling space.

The innovative Avery Dennison Wash-Off adhesive technology has been designed to meet the growing demand for sustainability and cost optimization in the glass recycling space.

Key features

- Label remains firmly in place at point of sale, and during consumer use
- Facilitates an easy, residue-free removal in a conventional bottle washer
- Compatible with a wide variety of printing techniques including letterpress and flexo
- Available with both filmic and paper facestocks for a wide range of designs
- Optimized and proven for auto-bottle-washing process

Application areas

- Returnable glass containers
- Beer, Spirits, Wine
- Carbonated and non-carbonated beverages

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
Film				
BWS1324*	45um PET PC/S6000/PET30 ni	China	1000	2000

* Also available with PET23



Apparel

Avery Dennison Select Solutions Apparel portfolio gives you more pressure-sensitive options for greater opportunities with brand owners and retailers looking to differentiate their products at the store level. A range of clear and white transcode films featuring exceptional thermal transfer printability, our Apparel Portfolio provides the application flexibility you need for brand focused apparel and textile labeling.

Apparel label materials are offered with liners in various weights and thicknesses, as well as a range of adhesives designed for good adhesion to and easy removal from many fabrics, including sports performance fabrics.

For sizing strips, the Apparel portfolio's thinner material options provide greater conformability for easier folding when stacking garments on shelves.

Key features

- A range of clear, white and natural-looking materials
- A range of liner materials in various weights and thicknesses
- Adhesives specifically designed for application to and easy removal from fabrics without residue

Application areas

- Apparel – jeans, pants, sportswear, menswear, children's wear, socks, shoes, sweaters
- Textiles – blankets and bedding

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
Clear Film				
SY0038L	Transcode Clear Plus/S4905L/P140Wh Imp	China	1530	3060
SY0045L	Transcode Clear Plus/S4905L/BG50#WH NI	China	1530	3060
SY0048A	Transcode Clear Plus/R115/P140Wh Imp	China	1530	3060
SYS099	Transcode Clear Plus/R115/BG50#White ni	China	1530	3060
SY0077L	60u Apparel Film Clear/S4905L/P95#White imp	China	1530	3060
SY0079L	60u Apparel Film Clear/S4905L/BG50#White imp	China	1530	3060
SY0081H	60u Apparel Film Clear/R115/P140Wh Imp	China	1530	3060
SY0083	60u Apparel Film Clear/R115/BG50#White imp	China	1530	3060
White Film				
SY0039L	Transcode White Plus/S4905L/P140Wh Imp	China	1530	3060
SY0047L	Transcode White Plus/S4905L/BG50#WH NI	China	1530	3060
SY0078L	60u Apparel Film White/S4905L/P95#White imp	China	1530	3060
SY0080L	60u Apparel Film White/S4905L/BG50#White imp	China	1530	3060
SY0046A	Transcode White Plus/R115/P140Wh Imp	China	1530	3060
SY0057A	Transcode White Plus/R115/BG50#White ni	China	1530	3060
SY0082H	60u Apparel Film White/R115/P140Wh Imp	China	1530	3060
SY0084	60u Apparel Film White/R115/BG50#White imp	China	1530	3060

Pharmaceutical Cold Chain Labelling



Avery Dennison Cold Chain Portfolio offer materials that perform at the lowest application temperature available, specifically designed to hold during cryogenic and other low-temperature transportation and storage. Our facestocks remain legible under equally harsh conditions, including low temperatures, warm-water bath (bain marie), sterilization, treatment with chemical disinfectants, liquid nitrogen and dry ice, scalding water, and more.

Key features

- Dependable adhesion in temperatures ranging from -50°C to -196°C
- Compatible with a variety of different printing technologies
- Compliant with all applicable U.S. and European regulations
- Available in clear and white facestocks

Application areas

- Hospital lab samples
- Biobanking and blood bags
- Vaccines and medications

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)	Service Temperature (°C)	Autoclave Sterilization			Chemical Resistance			Print Technology		
						Small Diameter Application (<15 mm)			Thermal Transfer			UV Inkjet		
						Small Diameter Application (<15 mm)			UV Inkjet			Dry Toner		
						Small Diameter Application (<15 mm)			UV Inkjet			Letterpress		
Cryogenic & Dry Ice Application														
BB624	PP Light Top Clear/S2196/BG40Wh	EUR	1000	1000	-196 to +120	✓	✓	✓	✓	✓	✓	✓	✓	✓
AZ452	PP Top White/S2196/BG40Wh	EUR	1000	1000	-196 to +120	✓	✓	✓	✓	✓	✓	✓	✓	✓
BG470	PP95 Matt White/S2196/BG40Wh	EUR	1000	1000	-196 to +120	✓	✓	✓	✓	✓	✓	✓	✓	✓
Primary Blood Bag Label														
AA437	MC WET Strength/AL171/BG40WH	EUR	1000	1000	-80 to +140	✓	✓		✓				✓	✓
EC211	PVC8128 PPS N/MI465/BG40BR	EUR	1500	1500	-80 to +140	✓	✓		✓				✓	✓
AD980	Transfer PP/AL171/BG40Wh	EUR	1000	1000	-80 to +140	✓	✓		✓					
Secondary Blood Bag Label														
SY7022	Synthetic Paper II/C7501/BG40Wh FSC	ASEAN	1000	1000	-50 to +90				✓			✓	✓	✓
SY7155	rPP Synthetic paper/C7501/BG40Wh Imp FSC	ASEAN	1000	1000	-50 to +90				✓			✓	✓	✓
BW0278	Synthetic Paper TR75/C2075/BG40Wh Imp FSC	ASEAN	1525	1000	-50 to +70				✓			✓	✓	✓

Ethical & Over-the-Counter Pharmaceutical



As a vital part of pharmaceutical packaging, we are fully aware that labels must comply with global and local regulations, depending on the market in which they are sold and consumed. Our materials are in compliance with all applicable regulations, including European food regulation (1935/2004/EC), U.S. FDA regulations, and REACH. Our dedicated pharma adhesives* meet the requirements of ISO 10993-5.

* Applicable to S2000NP, S692NP, S717P, S799P

Key features

- Compliance with pharma specific regulations
- Adhesives covered by change management
- Paper materials from FSC certified sources

Application areas

- Curved containers, cardboard boxes, and glass
- Hanging labels
- Security labels for cardboard boxes

Product information

General Purpose Pharmaceutical Labels					Features/ Applications		Sterilization		Compatible print technology		
Code	Description	Location	Width (mm)	MOQ (m ²)	Low Migration	Small Diameter	Autoclave	Gamma & E-beam	UV Flexo	Letterpress	Dry Toner
SY7013	Pharma TC White PE85/ S692NP/BG40Wh Imp FSC	ASEAN	1525	1525	✓	✓			✓	✓	✓
SY7111	Pharma TC Clear PE85/ S692NP/BG40Wh Imp FSC	ASEAN	1525	1525	✓	✓			✓	✓	✓
SY7180A	PP Top Pearlized White/ S692NP/ BG40Wh Imp FSC	ASEAN	1525	1525	✓		✓	✓	✓	✓	✓
SY7014	Pharma TC Clear PP50/ S692NP/BG40Wh Imp FSC	ASEAN	1525	1525	✓				✓	✓	✓
SW7346F	MC Pharma FSC/S692NP/ BG40Wh Imp FSC	ASEAN	1525	1525	✓	✓	✓	✓	✓	✓	✓
AT440	MC Pharma FSC/ S2000NP/ BG40WH FSC	EUR	2000	2000		✓	✓	✓	✓	✓	✓
BZ347	HiGW Premium FSC/ S2000NP/BG40WH FSC	EUR	1000	1000			✓	✓	✓	✓	✓
BD522	PP Light Top White/ S717P/ BG40WH	EUR	1000	1000	✓	✓	✓	✓	✓	✓	

Above labels are designed for use on curved surfaces, cardboard boxes, and glass containers.

Hanging Labels

Code	Description	Location	Width (mm)	MOQ (m ²)	Recommended Substrate	Compatible print technology		
						UV Flexo	Letterpress	Dry Toner
AL442	PP125 Top White/S697/BG45WH FSC	EUR	1000	1000	Glass	✓	✓	
AP983	PP125 Top White/ S692NP/BG40WH FSC	EUR	1000	1000	Glass Plastics*	✓	✓	
AG549	PP125 Top Clear/S697/BG45WH FSC	EUR	1000	1000	Glass	✓	✓	

*No cold storage (low water resistance)

Security Labels

Code	Description	Location	Width (mm)	MOQ (m ²)	Damage type	Compatible print technology		
						UV Flexo	Letterpress	Dry Toner
BF746	PP NG Top Clear/S788P/BG45WH	EUR	1000	1000	Box damage	✓	✓	
BJ772	PP NG Top Clear/S799P/BG45WH FSC	EUR	2000	2000	Box damage	✓	✓	
BQ765	PP50 Top Clear LUMI BL/S799P/ BG45WH FSC	EUR	1000	1000	Box damage	✓	✓	
BX612	PP NG Top Clear/S700/rPET30	EUR	1000	1000	Box damage	✓	✓	
AN778	PVC Matt White UD/S2000N/BG50WH	EUR	1000	1000	Label damage	✓	✓	
BW744	Acetate Clear/OS799P/BG45WH FSC	EUR	1000	1000	Label damage	✓	✓	
CJ507	Semi Clear Paper FSC/S799P/PET30	EUR	1000	1000	Label damage	✓	✓	
BK487	Void PP50 Clear/S799P/PET30	EUR	1000	1000	Visible sign	✓	✓	
SY7179	PE HD Tamper Evident/S700N/ BG40Wh Imp FSC	ASEAN	1525	1525	Label damage	✓	✓	
SW7346F	MC Pharma FSC/S692NP/BG40Wh Imp FSC	ASEAN	1525	1525	Label damage	✓	✓	✓

Security labels are designed for use on cardboard boxes.



Removables

Choosing the right removable adhesive may be tricky due to the complexity of the interaction between the adhesive and the substrate.

However, the right removable solution can greatly enhance consumer experience, which makes the challenge worth taking. Avery Dennison offers a highly comprehensive portfolio of removable solutions and can help you find the one that does the job.

Key features

- A range of general purpose and application-specific adhesives that address various needs
- A plethora of performance information to help you select the best adhesive for your needs
- Solutions that help speed up time to market— reasonable price, low MOQ, fast quotes and reliable shipping

Application areas

- Promotional and retail
- Windows
- Textiles
- Logistics

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
Film				
SY7049	PPNg Top Trans/R480/BG40Wh FSC	ASEAN	1000	2000
SY7051N	PPNg Top White/R480/BG40Wh Imp FSC	ASEAN	1000	2000
SY7050N	Synthetic Paper/R480/BG40Wh Imp FSC	ASEAN	1000	2000
Paper				
AW0363F.1200	Vellum Elite FSC/R450/BG40Wh Imp FSC	ASEAN	1200	1200
AA042	HGW Premium/R100/BG40Br Imp	EU	1000	2000
AA031	MC Primecoat/R100/BG40Br Imp	EU	1000	2000
AA016	Vellum Extra/R100/BG40Br Imp	EU	1000	2000
AW0253F	Fascoat Elite FSC/R423/BG40Wh FSC	ASEAN	1000	1000
SW7052F	Vellum Elite FSC/R423/BG40Wh FSC	ASEAN	1000	2000
AW0361N.1200	High Gloss Paper/R450/BG40Wh Imp FSC	ASEAN	1200	1200
AW0362F.1200	Fascoat Elite FSC/R450/BG40Wh Imp FSC	ASEAN	1200	2400
SW7114F	Fascoat 2 FSC/R450/BG40Wh Imp FSC	ASEAN	1000	2000
VI				
SW7082F	Direct Thermal 200GP FSC/R423/BG40BI FSC	ASEAN	1000	2000
MW0057F	Transtherm 2C FSC/R423/BG40Wh FSC	ASEAN	1000	2000
MW0068F	Transtherm 2C FSC/R450/BG40Wh Imp FSC	ASEAN	1000	2000
SW7096F	Direct Thermal 200GP FSC/R450/BG40Wh Imp FSC	ASEAN	1000	2000

Wet Wipes Reclosure



For a solution to keep wet wipes moist and effective in a flexible packaging, Avery Dennison reclosure labels can do the job. Their tight barrier keeps the content safe from contamination while supporting consistent opening and closure. Our labels also follow the latest sustainability regulations, making it safe to use even for baby wipes.

The adhesive is at the core of successful reclosure technology. It plays an essential role in keeping the label effective during its use by providing a reliable seal that keeps the wipes away from external factors, retaining their condition. All the while, it must provide an unchanging opening and closing experience throughout the use of the product.

Avery Dennison offers a proven range of adhesives designed to ensure performance in baby, cosmetic, toilet and domestic products that can even handle contact with solvents, oils and chemicals. Our experts are here to help you choose the right adhesive for your specific application needs.

Key features

- Labels that can be opened and resealed as many times as needed
- A range of solvent based adhesive with varying degrees of chemical and moisture resistance
- AD TruKleen™ – A new solvent free adhesive that emits lower VOCs than traditional reclosure adhesives

Application areas

- Wet wipes, including baby wipes, refreshing wipes, antibacterial and disinfectant wipes

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)	Adhesion	Resistance			Substrates	
						Alcohol	Moisture	Chemical	PET Gloss	PP Matte
Solvent Based Acrylic Adhesives										
BW7579	100um White PP TC/ SR134/ 80g Glassine Ni	China	1530	3060	●●●●●	●●●●●	●●●●●	●●●●●	✓	✓
BW7564	Synthetic Paper 7 TC/ SR134/ BG50#WH ni	China	1000	2000	●●●●●	●●●●●	●●●●●	●●●●●	✓	✓
BW7569	50um BOPP Clear TC/ SR133/ 80gsm glassine liner	China	1070	2140	●●●●	●●●●	●●●●	N/A	✓	✓
BW7567	Synthetic Paper/ SR133/ 80gsm glassine liner	China	1530	3060	●●●●	●●●●	●●●●	N/A	✓	✓
BW7669	50u Clear BOPP TC/ SR136/BG50# Ni	China	1000	2000	●●●●	●●●	N/A	N/A		✓
BW7667	Synthetic Paper 7 TC/ SR136/ BG50#WH Ni	China	1070	2140	●●●●	●●●	N/A	N/A		✓
BW7678	100u White PP TC/ SR136/ BG50#WH Ni	China	1070	2140	●●●●	●●●	N/A	N/A		✓
BW7534	100u Clear PET TC/ SR123/ 80g glassine liner Imp	China	1070	2140	●●●●	●●●	N/A	N/A		✓
SY7200	100um white PET TC6/ SR123/BG50# ni	China	1070	2140	●●●●	●●●	N/A	N/A		✓
AD TruKleen™ - Solvent Free Acrylic Adhesive										
BW5201	Clear BOPP TC/ UR106/ BG50#WH imp	China	1530	3060	●●●	●●●	N/A	N/A	✓	✓
BW5200	Synthetic Paper NTC/ UR106/ BG50#WH imp	China	1070	2140	●●●	●●●	N/A	N/A	✓	✓
BW5204	50u PP White/ UR106/BG50WH imp	China	1070	2140	●●●	●●●	N/A	N/A	✓	✓

Water-based Inkjet



For many businesses, printing labels on a water-based inkjet printer is a smart move. Labels can be printed on demand, in shorter runs, with a relatively low capital investment. The key to consistently great-looking labels is to use materials already optimized for the water-based inkjet process. Our comprehensive portfolio of pre-optimized materials lets you choose from an exceptionally broad range of materials that are perfect for segments as diverse as food, home and personal care, beer and beverage, and more.

Key features

- Consistent print quality materials
- Broad range of materials.
- High ink hold out and quick drying properties

Application areas

- Wine and spirits
- Food
- Home and personal care
- Reclosures and removables
- Chemicals
- Logistics and transportation

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
White Film				
SY7122	WBIJ synthetic paper / S4700F / BG40Wh Imp FSC	ASEAN	1000	2000
SY7138	WBIJ PP Top Gloss White / S4700F / BG40Wh Imp	ASEAN	1000	2000
AW393	DIG WBIJ PP Top Gloss White / S692N / BG40Wh	EU	1000	1000
Clear Film				
AW404	DIG WBIJ PP Top Clear / S692N / BG40Wh	EU	1000	1000
Silver Film				
BH351	WBIJ PET50 Top Silver / S692N / BG40Wh	EU	1000	1000
Paper				
OW2350	Gloss Inkjet Paper / AP103 / BG40Wh Imp	China	1070	2140
OW2150	Matte Inkjet Paper / AP103 / BG40Wh Imp	China	1070	2140

HP Indigo



Printing labels with HP Indigo technology requires adding a topcoat to your materials. However, priming materials can be challenging, especially with materials that have special finishes or textures. Pre-priming materials is the best way to ensure uniformity of the topcoat on the substrate and preserve color accuracy.

The wide variety of materials in our HP Indigo Portfolio are pre-primed in our manufacturing facilities, ensuring uniform application, higher color accuracy and optimal performance — plus all the advantages that come with printing on HP Indigo presses and digital printers.

Key features

- Variety of film materials to cater for different shelf appeal
- Pre-primed facestock material, ensuring uniform application, hence more consistent color transfer.
- Reliable and optimal performance

Application areas

- Wine and spirits
- Food
- Home and personal care
- Reclosures and removables
- General purpose

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
White Film				
AV595	DIG INDI PP50 TOP WHITE/S7000/BG40WH	EU	2000	2000
BE920	DIG INDI PP60 CAV TOP WHITE/S692N/BG40WH	EU	2000	2000
AQ206	DIG INDI PE85 TOP WHITE/S692N/BG40WH	EU	2000	2000
Clear Film				
AX616	DIG INDI PP50 TOP CLEAR/S7000/BG40WH	EU	2000	2000
AQ814	DIG INDI PE85 TOP CLEAR/S692N/BG40WH	EU	2000	2000
Silver Film				
AZ268	DIG INDI PP50 TOP SILVER/S692N/BG40WH	EU	2000	2000

Tamper Evident



The Avery Dennison Tamper Evident portfolio increases awareness among end users about brand protection and security issues. It suits a wide range of applications, resists tampering at all stages of end users' supply chain. Avery Dennison can help you choose the right security products and applications that work for you and your customers. Our Technical Excellence Team is here to help with converting and application troubleshooting.

Key features

- Compatible with standard press printing and thermal transfer
- Customisable void text and colour with competitive price and flexible MOQ
- Films destructible upon removal from substrate
- RoHS compliance film available
- Available in clear and white facestock

Application areas

- Security label

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
Nano Security				
ADS1606	NanoOKPET25CL/S692D/PET23	Korea	209	105
Transferable Void				
ADS1410	Fasson® 25mic Matte White VOID PET TC/ Transferable Permanent/BG50WH ni	China	1070	1070
ADS1411	Fasson® 25mic Gloss White VOID PET TC/ Transferable Permanent/BG50WH ni	China	1070	1070
ADS1424	Fasson® 50mic Clear VOID PET TC/Transferable Permanent/BG50WH ni	China	1070	1070
ADS1425	Fasson® 25mic Holographic VOID PET TC/ Transferable Permanent/BG50WH ni	China	1070	1070
ADS1426	Fasson® 25mic Gloss Red VOID PET TC/ Transferable Permanent/BG50WH ni	China	1070	1070
ADS1428s	Fasson® 25mic FlexSecure Matte White VOID NegSm/Transferable Permanent/BG50WH ni	China	1070	1070
ADS1437	Fasson® 25mic Gloss White VOID Neg PET TC/ Transferable Permanent/BG50#WH ni	China	1070	1070
ADS1448s	Fasson® 25mic Gloss Clear VOID Pos-Sm PET TC/ Transferable Permanent/BG50#WH ni	China	1070	1070
ADS1449	Fasson® 50mic Matte Black Checkerboard PET TC/Transferable Permanent/BG50#WH ni	China	1070	1070
ADS1450	Fasson® 50mic Grey Checkerboard PET TC/ Transferable Permanent/BG50#WH ni	China	1070	1070
ADS1453	Fasson® 25mic Gloss Blue VOID Neg PET TC/ Transferable Permanent/BG50#WH ni	China	1070	1070
ADS1454s	Fasson® 50mic Bright Silver VOID Pos-Sm PET TC/ Transferable Permanent/BG50#WH ni	China	1070	1070
ADS1458	Fasson® 25mic Matte Silver VOID PET TC/ Transferable Permanent/BG50WH ni	China	1070	1070
ADS1463	Fasson® 25mic Gloss Black VOID PET TC/ Transferable Permanent/BG50WH ni	China	1070	1070
AMH3602	Fasson® 2M White Void Treated PET/Permanent/ CK40	India	1000	500
LMH9602	Fasson® 2M Matte Chrome Void PET/Permanent/ CK40	India	1000	500

Code	Description	Location	Width (mm)	MOQ (m ²)
Non-Transferable Void				
ADS1412	Fasson® 38mic Matte Red "VOID OPEN" PET TC/ Non-Transferable Permanent/BG50WH	China	1070	1070
ADS1413	Fasson® 38mic Matte Blue "VOID OPEN" PET TC/ Non-Transferable Permanent/BG50WH ni	China	1070	1070
ADS1414	Fasson® 25mic Clear VOID PET TC/NonTransferable Permanent/BG50WH ni	China	1070	1070
ADS1439	Fasson® 38mic Matte Black 'VOID OPEN' PET TC/ Non-Transferable Permanent/BG50#WHni	China	1070	1070
ADS1455	Fasson® 25mic Matte Silver VOID PET TC/NonTransferable Permanent/BG50#WH ni	China	1070	1070
Destructible Film				
ADS1409	Fasson® Tamperfas™ Film/Permanent/BG50WH ni	China	1070	1070
ADS1415	Fasson® Tamperfas™ Film Vinyl/Permanent/ BG50WH ni	China	1070	1070
ADS1421	Fasson® Tamperfas™ Film Vinyl Clear/Permanent/ BG50WH ni	China	1060	1060
ADS1434	Fasson® Tamperfas™ Vinyl Film EZ MX/Permanent/ BG50#WH ni	China	1070	1070
ADS1442	Fasson® Tamperfas™ Vinyl Film/Permanent/P150 ni	China	1070	1070
SY0035	Fasson® FoamTac II/AP104/BG40#White ni	China	1000	500
Water Contact Indicator				
ADS1429	Fasson® Water Contact Indicator Label	China	760	760
ADS1430	Fasson® 1M Clear PET Laminated Water Contact Indicator Label	China	760	760

To learn more about our different tamper evidence technology, find out more in our [Tamper Evident Product Overview](#).

Inline Labelling



Freshly in-moulded HDPE or LDPE bottles can be a challenge when it comes to labelling as substrate temperature is relatively high and the bottles have not returned to its steady state. Our In-line Labelling portfolio is engineered for hot-filling labelling applications, delivered in a variety of well-performing adhesive and facestock combinations.

Avery Dennison's high-tack S477A acrylic emulsion adhesive is designed to hold tight at temperatures of 80°C to 90°C, even on low surface-energy materials like HDPE. S477A expands along with the container during hot filling, preventing pleats, wrinkles, tunnels, bubbles and edge lifts. Designed with sustainability in mind, S477A contains 30% renewable materials and is APEO-free.

Choose a facestock that prints beautifully, holds up to in-line dispensing and delivers maximum shelf appeal. We offer many options to choose from, including our PE, rPP and Gloss Plus paper products.

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
Conformable Film				
SY7123	PE75 Wh NTC/S477A.MB/BG40Wh Imp FSC	ASEAN	2000	2000
SY7188	PE75 Trans NTC/S477A.MB/BG40Wh Imp FSC	ASEAN	2000	2000
Semi Conformable Film				
SY7141	Flex+ White NTC/S477A.MB/BG40Wh Imp FSC	ASEAN	2000	2000
SY7186	Flex+ Clear NTC/S477A.MB/BG40Wh Imp FSC	ASEAN	2000	2000
Rigid Film				
SY7211	rPP Top White/S477A.MB/BG40Wh Imp FSC	ASEAN	2000	2000
Paper				
SW7210F	MC Prime FSC/S477A.MB/BG40Wh Imp FSC	ASEAN	2000	2000

Key features

- Contains 30% renewable materials
- Specially engineered for strong adhesion on hot fill containers with low surface energy during in-line labelling
- Expands along with container during hot-filling
- APEO-free

Application areas

- Freshly blow-moulded and hot filled containers.
- Lubricant
- Dairy
- Detergent

Chemical Drum



Avery Dennison drum label materials are designed to perform in extreme labelling environments. They handle heat, cold, rain, snow and salt water. Consistent printability and readability are ensured over the transportation of a drum, through all climate or environmental changes. Drum labels are typically large, and the portfolio suits application by hand. Materials have high dimensional stability and can meet BS 5609 Marine Test standards for seawater resistance and durability. Grades are available for UV flexo, thermal transfer and laser printing. A new grade is also available suitable for water-based Inkjet printing, which facilitates GHS compliance for smaller quantities and on-location printing.

Key features

- Large and small labels
- Matt coated filmic grades for superior performance
- Special polyethylene and polypropylene grades for laser applications
- Special grade for water-based Inkjet

Application areas

- Chemical drums and containers
- Point-of-use labels printed on-site at manufacturing and shipping locations
- Labels facing extreme conditions

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)	BS5609 Section 2	**BS5609 Section 3
77412	LaserCode Drum Label TC/S4600/50#MF	NA	1372	686	✓	✓
54162	2 Mil White Laser PET/S4600/66#PK	NA	1372	686	✓	✓
79572	3.7Mil Smudgeproof Kimdura/S4600/50#SCK	NA	1524	762	✓	✓
72197	TransCode/S475/50#SCK	NA	1372	686	✓	✓
F50150.1000	DATA PE 80 CD303 BG40WH N FSC	ASEAN	1000	2000	✓	
F41675.1000	Synthetic Paper/CD303/BG40WHN FSC	ASEAN	1000	2000		
BW0264	Synthetic Paper 65/S4700N/BG40Wh Imp	ASEAN	1525	1525		
9171.1060	Dataflex/CD303/B100	ASEAN	1060	2120		
79348	5Mil Matte White Kimdura Inkjet/S4600/50#SCK	NA	1524	762	✓	✓
79724	3.4 Mil Matte White SYN WBIJ/S4600/50#SCK	NA	1524	762	✓	✓
ADS1396	100mic InkJet Synthetic Paper/TS80/BG40Wh Imp	ASEAN	1070	1070		
ADS1399	5Mil InkJet Synthetic Paper/S6600/BG40Wh Imp	ASEAN	1530	765		
SY7122	WBIJ synthetic paper/S4700N/BG40Wh Imp FSC	ASEAN	1000	2000	✓	

* The Avery Dennison label materials above are recognized by UL. Representative samples of this component have been evaluated by UL and meet applicable UL requirements certified to BS5609. File MH61182.

To learn more about Easing the BS5609 certification process for converters, find out more in our [Chemical Drum Product Overview](#).



Automotive

Labels for the automotive segment have to cope with a range of challenges – harsh chemical environments, challenging substrates and the stresses imposed by vehicle wear and tear. The Select Solutions Automotive portfolio contains materials with proven performance in the most extreme environments, meeting the needs of all supply chain processes, industry regulations and OEM testing parameters.

Key features

- Full range of self-adhesive materials, including multiple facestocks and adhesives
- Excellent adhesion to a wide range of substrates, including rough and low surface energy plastics
- High temperature and chemical resistance
- Durable performance in harsh environments
- Compliant with REACH, RoHS, IMDS and common testing parameters specified by automotive OEMs

Application areas

- Exterior: Fuel cap, tire pressure and tracking/ service labels
- Interior: Airbag, security/anti-counterfeit, warning, instruction and tracking labels
- Under-the-hood: Labels for heat/chemical-resistant warnings, engine component instructions, tracking, fluid containers, car batteries and cables

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)	Interior	Exterior	Under the Hood	UL recognised
79732	2Mil White PET TC/S8029/50#SCK ABC	NA	1372	686	●			✓
79453	2Mil White Polyester TC/S8049/50#SCK ABC	NA	1372	686		●	●	✓
79534	2Mil Matte Chrome Polyester TC/S8049/50#SCK	NA	1372	686		●	●	✓
79653	2 Mil White Polyester TC/S8049A/90# EZ liner	NA	1372	686		●	●	✓
79654	2Mil Brushed Chrome Polyester TC / S8049A/90#EZ liner	NA	1372	686		●	●	✓
BY086	PET50 Black Laser Etch/S8029/BG45WH FSC	EU	1000	1000	●	●		✓
ADS1604	105mic Matte White Laser Etch PET TC/ S899/BG50Blue	Korea	1060	1060	●	●		
ADS1605	85mic Matte Silver Laser Etch PET TC/ S899/BG50Blue	Korea	1060	1060	●	●		
MZS1491	65 um White PVC/SD203/75um Clear PET Liner	China	500	500	●			
CI832	TRANSFER PET WHITE PT/S8073/BG45WH FSC	EU	300	300	●			
CI892	PET25 MATT WH OPQ/S8075/PET23	EU	1000	1000	●			



Sun Visor

Avery Dennison's innovative sun visor labelling solutions offer irreversible adhesion to challenging substrates such as PVC, ABS, PC, and automotive textiles. They're specially engineered, also suitable for dashboards and and mirror cases.

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.

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

Product information

Code	Description	Location
CI892	PET25 MATT WH OPQ/S8075/PET23	EU
MZ1491	65 um White PVC/SD203/75um Clear PET Liner	China

Key features

- Irreversible structural bond
- Fast and easy to apply

Application areas

- Car Sun Visor
- Dashboard
- Mirror cases

Technical Textiles



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.

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.

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

Product information

Code	Description	Location
CI832	Transfer PET White PT/S8073/BG45WH FSC	EU
CK123	PET23 Clear/S8073/BG45WH FSC	EU
CK199	Transfer PET125 White/S8073/BG45WH FSC	EU

Key features

- Irreversible structural bond
- Fast and easy to apply
- Endless design freedom

Application areas

- Automotive - Carpets, upholstery, insulation layers, seat belts, car seats
- 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

Laser Etch Marking



Avery Dennison offers laser etch marking solutions with excellent durability suitable for use in automotive, micromobility, industrial and pharmaceutical applications. Our solutions feature a white heat-stabilised polyester film with a black laser-etchable coating for the labelling of durable goods.

Our solutions are tested to ensure reliability in the most extreme conditions – to withstand mechanical abrasion, heat aging, chemicals including acetone and gasoline, weathering, laser etching and fuming.

Product information

Code	Description	Location
BY086	PET50 Black Laser Etch/S8029/BG45WH	EU
CH000	PET50 Black Laser Etch/AL170/BG45WH	EU
ADS1604	105mic Matte White Laser Etch PET TC/S899/BG50 Blue	ASEAN
ADS1605	85mic Matte Silver Laser Etch PET TC/S899/BG50 Blue	ASEAN

Key features

- Features white polyester film with black laser-etchable coating
- Long lasting under extreme conditions

Application areas

- Vehicle identification
- Unique device identification
- Item unique identification
- Machinery and equipment



Tire Point-of-Purchase

Proper tire labeling demands materials made for the job. A tire's uneven treads, combined with the low surface energy of rubber, makes adhesion a challenge. Face materials have to stand up to oil migration to prevent unsightly staining. And to communicate key information and make brand logos look great—excellent printability is essential.

TS79, our rubber-based hotmelt adhesive for tire labels, has always been designed for the job. We enhanced the adhesive to TS79N so that it offers approximately 20% more adhesion and loop tack¹ than the original version. You can be confident your labels will stick with the tire for its entire journey, from manufacturing to shelf with no curling on the way.

Special components help ensure that our POP tire label constructions consistently print great and look great. A premium top coating ensures high quality printing via conventional and thermal transfer methods. An optional overlaminates is available, too. Designed with a special barrier, it prevents oil migration and staining consequently protecting the prints. We offer Pattern Gum adhesive, along with a special adhesive formulation to prevent unsightly oozing.

Whether you're using UPC, QR codes, or the game-changing capabilities of RFID, our labels materials are designed for the job. Their crisp, clean printability enhances code readability.

¹ Results are based on evaluation and do not constitute a guarantee or warranty. Further testing is always recommended to determine its suitability.

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
PP Film				
SD8380	PP Light Top Silver/TS79N/ BG50Wh Double Silicone Liner	ASEAN	1525	3050
SD8310.1525	PP Top NG White /TS79N/BG50 Wh Double Siliconized	ASEAN	1525	9150
SYS508N	PP Top NG White/ TS79N/CCK80 Imp	ASEAN	1525	3050
PET Film				
SY5008	Barrier Foil 25 micron White PET TC/TS79N/BG50Wh Double Silicone Liner	ASEAN	1525	3050
SY5003N.1525	Barrier Foil 25 micron White PET TC/TS79N/ P140 Wh	ASEAN	1525	7625
Polyimide Film				
ADS1536	125mic White PI TC/TS8018/PET50	China	520	260
Paper				
AFU475	Fasson Tyre Plus	EU	1000	1000

Key features

- Excellent printability for readable information and best presentation of brand identity
- Durable thermal transfer printability perfect solution for tracking and tracing applications that improve supply chain and logistics management
- Controlled ooze performance designed for challenging applications
- Facestock comes with back barrier coating on the adhesive side to prevent rubber migration over time
- Double silicone adhesive for easier labeling dispensing during application process
- CCK80 and P140 liners enables improved label layflatness in sheet converting

Application areas

- Tire Branding labels
- Tire Rating labels
- Tire Logistic labels
- RFID labels and other logistics and supply chain solutions for tires



Overlaminates

Overlamine materials are important components commonly used to ensure the performance of durable goods labels. In order for the label to maintain its desired function over life of the item it's adhered to – be it identification, tracking or branding – these film materials protect printed label graphics from scuffing and fading, which in turn keeps them functional. Avery Dennison offers an extensive collection of overlaminates built for a variety of end use applications. Our portfolio includes Lexan®, clear print-treated, clear topcoated, clear UV and matte polyesters.

Key features

- UL® and c-UL® recognized
- Proven resistance to water, UV, chemical, high and low temperature
- Rich look that appeals to customer

Application areas

- Over printed label graphics

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)	UL recognized	cUL recognized
Clear PET						
MZ0082G	CLPET16TCY/ S8020D/23PET	Korea	1065	2130		
MZ0111	1M CL PET TC/S8020/PET30	ASEAN	1000	2000	✓	✓
MZ0111N	1M CL PET TC/S8020/BG40Wh Imp	ASEAN	1000	2000	✓	✓
MZ1081	1M CL PET TTR/S8020/23PET	Korea	1065	2130		
79325	1Mil Clear UV PET/S3000/1Mil PET	NA	1524	3048	✓	✓
MZ0112	1M Matte Clear PET/S8020/G80	Korea	1065	2130	✓	
Polycarbonate						
75850	5Mil Velvet Lexan/S730/1.5Mil Polyester	NA	1372	686	✓	
MZ0321	Polycarbonate/S333/30micron PET	China	1070	2140		

Durables General Purpose



Introducing the Durables NextGen portfolio, Avery Dennison now offers a range of more competitive PET products that come in a wide variety of choices including thickness, color, and adhesion that are suitable from low to medium/high volume general application projects such as product labeling, asset tagging, and instruction labeling, where good performance and affordability are key.

On top of its competitiveness, the NextGen product range delivers performance in printability, heat resistance and tear resistance that are found in the polyester based label materials in our standard range.

With the new Durables NextGen in place, you now have access to a complete set of solutions to address your varying needs — ranging from the most stringent applications requiring UL certification, down to the very fundamental labeling

Key features

- Excellent top coating layer suitable for most conventional presses, e.g., UV letterpress, Flexographic
- Excellent thermal transfer printability with the right choice of industrial ribbon
- Emulsion, solvent, and hotmelt based adhesives featuring various adhesion for different surfaces and application environments

Application areas

- Electronics parts
- White goods products
- Promotional and work-in-progress labels
- Asset tagging
- Applications requiring heat and chemical resistance

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
ADS1583	2mil WH PET TC.S8020EX.BG45WH	China	1070	2140
ADS1584	2mil WH PET TC.P8030EX.BG50WH	China	1070	2140
ADS1588	2mil MAT CH PET TC/ S8020EX/BG45WH	China	1070	2140
MZS1324A	50micron White PET TC5/S369/BG50Wh ni	China	1530	3060
MZ0212	2M WH PETC TC/S369/BG50Wh	ASEAN	1000	500
MZ0216	2M Bright Silver PET TC/S8020/BG40Wh Imp	ASEAN	1070	2140
MZS1327	50micron Matte Chrome PET/S369/BG50Wh ni	China	1530	3060
MZ0207	2M Matte Chrome PET TC/S2060/BG40Wh Imp	India	1500	750

Industrial



The Avery Dennison Industrial Portfolio gives you the performance you need for price-sensitive durables applications. It suits a wide range of substrates, including those used in domestic appliances, electronics and industrial goods.

Avery Dennison can help you to choose the right facestock/adhesive combination for any application - including both white and silver labels. Both A4 and roll samples are available for trial.

Key features

- Cost effective durable goods applications
- White PET, silver PET and white PP facestocks
- Compatible with standard pressing printing and thermal transfer
- High performance, all substrates permanent adhesive
- Broad application window
- Greater performance due to excellent adhesive performance on a wide range of substrates
- Suitable for rough, LSE-MSE-HSE substrates and applications
- Competitive pricing, suited for value-driven projects
- Reliable product performance, including for non-UL recognised applications

Application areas

- Domestic appliances
- Electronics
- Industrial goods

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
White PET				
MZ2155	45um White Total Flame Retardant PET TC/FR119/BG50# White imp	China	1070	1070
MZ0097.1000	50micron Matte White PET TC/ S333/BG50Wh Imp	ASEAN	1000	2000
MZS2601	50mic White PET TC/UP601/BG50WH	China	1530	3060
MZ0102	2M WH PET TC/S333/BG50Wh	ASEAN	1000	2000
40443	2M WH PET TC/S730/50#SCK	NA	1372	686
79453	2M WH PET TC/S8049/50#SCK	NA	1372	686
Chrome/Silver PET				
MZ0104	2M MAT CH PET TC/S333/ BG50Wh	ASEAN	1000	2000
MZ0054	50micron Bright Silver PET TC/ S333/BG50Wh	ASEAN	1000	1000
MZ2601	45um MAT CH PET TC/UP601/BG50WH	China	1530	3060
Clear PET				
MZS2605	36um CL PET TC/UP601/BG50WH	China	1530	3060

Code	Description	Location	Width (mm)	MOQ (m ²)
ESD Featured				
MZ2057	2M Gloss White PET ESD TC/ DS015U/BG50Wh ni	China	1070	2140
MZ2058	2M Gloss White PET ESD TC/ DS015E/BG50Wh ni	China	1070	2140
Durables Digital				
OZ2120	100u Inkjet Synthetic Paper/ AF101/BG40Wh Imp	China	1530	3060
Synthetic Paper				
BW9664.1000	3mil Synthetic Paper/S333/ BG50Wh	China	1000	2000
MZ2603	75um Synthetic Paper/UP601/BG50WH	China	1530	3060

Heavy Industrial



Applying tracking information onto raw materials such as metals, timber, stones and other building materials can be done in many ways - including conventional solutions, the use of hanging tags and as well as adhesive labels. Conventional solutions include handwriting, riveting or welding plates onto parts. Materials can be rough, dusty or oily, and at times high in temperature during label application making it difficult to apply.

The Avery Dennison Heavy Industrial Labeling range allows label converters to offer a highly effective alternative labeling solution. It ensures traceability throughout the manufacturing process. Materials for conversion into both hanging tags and adhesive labels are also available, covering different temperature ranges. Labels and hanging tags applied at ambient temperatures can use cost effective solutions based on polyolefins. For peak temperatures up to +220°C, a heat stabilized polyester Film solution is available. Topcoated Polyimide films, featuring high abrasion and solvent resistance for thermal transfer print, can be used at temperatures up to +580°C. Avery Dennison possesses a strong R&D team that develops and provides suitable solutions for the Heavy Industry.

Key features

- Products designed for different temperature ranging from 70°C to 580°C
- Wide range of portfolio inclusive PE, PET and PI to accommodate different application needs
- Performs in extreme conditions
- Available in tag or label form

Application areas

- Metal processing
- Building material industry
- Timber industry
- Manufacturing

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
Tag				
ADS1587	Fasson®150mic Matte White PP BS coated	China	1070	4280
ADS1559	Fasson® Rapid Roll® PET Tag 125 Top White	ASEAN	1390	2780
MZS1475	Fasson® Rapid Roll® 4mil PI Tag TC - BS	China	500	300
MZ2904	High Temperature White PI Tag	China	500	500
MZS1476	Fasson® Steel Paper Tag	China	1070	5350
75728	Fasson® Rapid-Roll® 7.5 Mil C2S Valeron®	NA	1334	678
Label				
ADS1596	2M MAT WH PI HTC/S6066/ BG50# WH ni	China	1000	500
BH655	Fasson®TRANSF PET MATT WH HT/S8093/BG50WH	EU	1000	1000
MZ2603	75um Synthetic Paper/UP601/BG50WH	China	1530	3060

Hard Disk Polyimide



Printed circuit boards (PCBs) are found inside every electronic device, used to hold and connect electronic components. Reliable tracking is required during production, and labels must survive exposure to extreme heat (up to 280°C) and cleaning agents. Avery Dennison polyimide label constructions are specially designed to maintain their physical integrity, and their high-performance heat-resistant topcoats ensure dependable legibility. Minimising costs depends on finding a good match between application requirements and label performance, and Avery Dennison offers a complete polyimide portfolio.

Key features

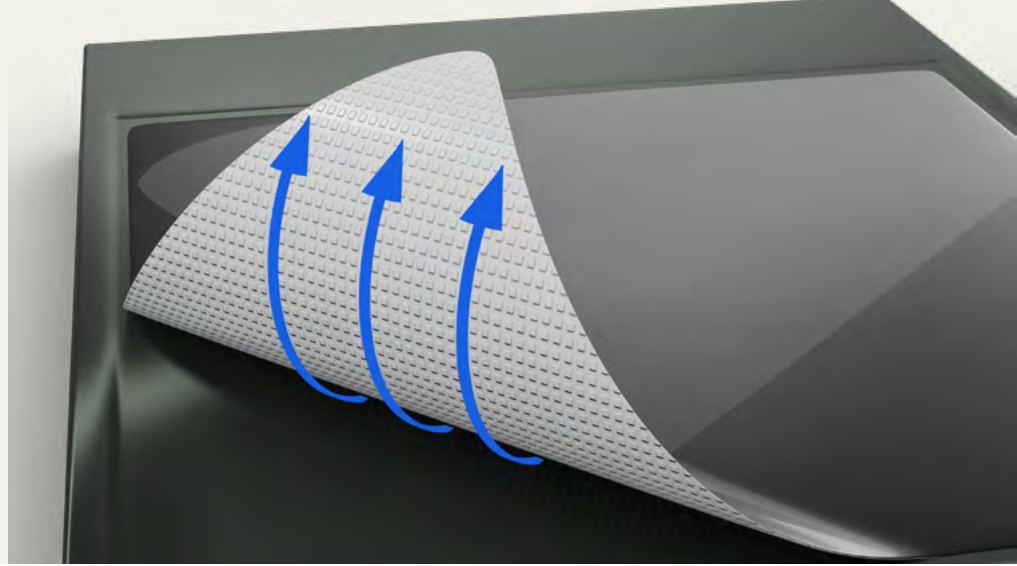
- Materials tolerate peak soldering temperatures (up to 300°C)
- Resistant to PCB cleaning agents
- Options for different temperature profiles and cleaning processes
- Meets all PCB labelling requirements

Application areas

- PCB labelling before wave soldering/reflow process
- Computers, IT peripherals, telecommunications and consumer electronics
- Industrial and medical devices
- Automotive, aerospace and military components

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)	UL Recognized
Standard Range					
MZ2000W	25um Matte White PI HTC/S8088S/ BG50#Wh ni	China	500	250	✓
MZ2001W	25um Gloss White PI HTC/S8088S/ BG50#Wh ni	China	500	250	✓
MZ2002W	50um Matte White PI HTC/S8088S/ BG50#Wh ni	China	500	250	✓
MZ2003W	50um Gloss White PI HTC/S8088S/ BG50#Wh ni	China	500	250	✓
MZ2000B	25um Matte Blue PI HTC/S8088S/ BG50#Wh ni	China	500	250	
MZ2000G	25um Matte Green PI HTC/S8088S/ BG50#Wh ni	China	500	250	
MZ2000P	25um Matte Pink PI HTC/S8088S/ BG50#Wh ni	China	500	250	
MZ2000Y	25um Matte Yellow PI HTC/S8088S/ BG50#Wh ni	China	500	250	
ESD Featured					
MZ2051	25um matte white PI HTC/S8095SD/ BG50#Wh ni	China	500	250	
MZ2053	50um Matte white PI HTC/S8095SD/ BG50#Wh ni	China	500	250	



Air Egress

Label appearance can be impacted by wrinkles and bubbles, distorting the finish and spoiling the end result. This can be a particular issue for injection-molded plastics, such as PC and ABS, commonly used in the durable goods segment. Injection molded materials can also contain volatile elements that can diffuse at elevated temperatures above 40°C and cause an ‘outgassing’ phenomenon. This phenomenon, as well as entrapped air during label application, can contribute to undesired bubble formation under the label material.

The conventional way to deal with bubbles under labels is to perforate the label surface to release trapped air, but this leaves undesirable holes in labels. Another method involves repeatedly reapplying the label, however this makes it more likely an applied label will be misaligned.

Avery Dennison Air Egress technology uses a micro-embossed texture to create a nearly flawless, even finish. The textured adhesive creates a complex grid and allows trapped air to escape while the label is being applied.

Product information

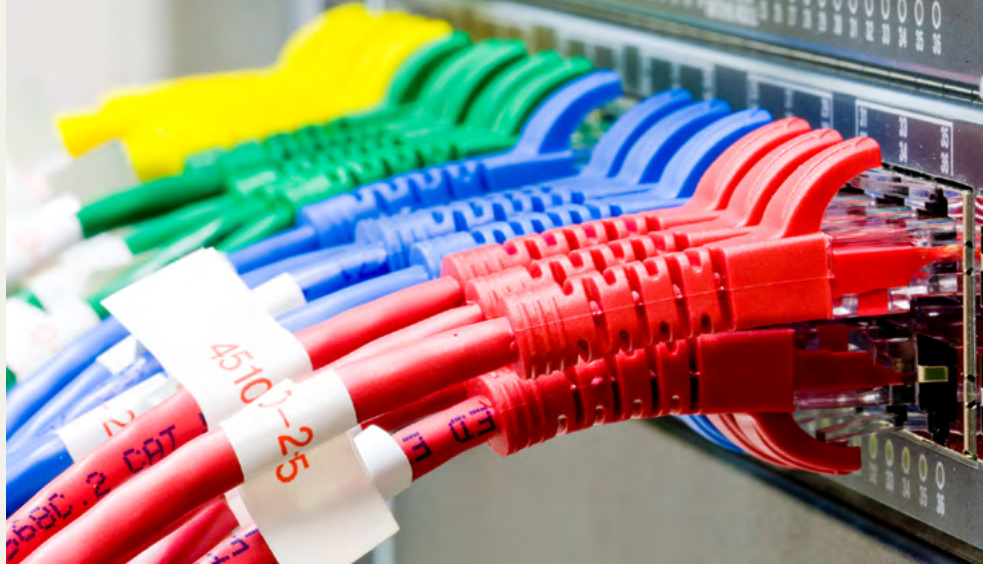
Code	Description	Location	Width (mm)	MOQ (m ²)
MZ0330E	50micron White PET TC/S333/Embossing Poly-coated liner	China	1070	2140
MZS903	50micron White PET TCY/S692N/Embossed Polycoated liner ni	China	1070	2140
MZS1290	50micron Matte White PET TC/S692N/ Embossed Polycoated liner	China	1070	2140
MZ0328	75u Matte White PET TC/S333E/Embossing polycoated liner ni	China	1070	2140
MZ1118	2M CL PET TCY/SP4200N/G80Em	Korea	1065	2130

Key features

- Textured adhesive allows trapped air to escape while label is being applied
- Enables eye catching designs over large labels without unsightly wrinkles and bubbles
- Suitable for labels applied on injection molded plastics

Application areas

- PCB labelling before wave soldering/reflow process
- Computers, IT peripherals, telecommunications and consumer electronics
- Industrial and medical devices
- Automotive, aerospace and military components



Cable Labels

Keeping track of cables in cabinets, workstations and offices is essential when installing, repairing or troubleshooting. Reliable part identification and branding depend on good printability, usually with thermal transfer printers and ribbons. Smaller diameter cables need more flexible films and higher performance adhesives. Avery Dennison materials minimize ‘butterflying’ by combining a flexible film with a high cohesion, high shear adhesive.

Key features

- Good printability
- Good resistance to ‘butterflying’
- High performance adhesive and flexible facestock
- UL-recognised, flame retardant and UV-resistant options
- White, highly flexible materials for flag labels
- Transparent, highly flexible materials for wrap around solutions

Application areas

- Supports wide range of cable applications
- Flag labels with space for text/barcodes
- Wrap-around labels where space is limited

Product information

Code	Description	Location	Width (mm)	MOQ (m ²)
MZS1032	50micron White FR PET TCY/EP118/BG50Wh ni	China	1070	2140
MZ4119	3Mil Synthetic Paper 3/DS128S/BG50# ni	China	1070	2140
MZ0470	Low Synthetic paper 3/DS128 / BG40#White ni	China	1530	4590
BWS707	63Mic FasClear 250/S8040/BG50# Wh	China	1000	2000
BWS708	Primax 250/S8040/BG50# Wh ni	China	1070	2140
79554	3.25 Mil Clear Vinyl NTC/S8025/50#SCK	NA	1372	4116
79139	4 Mil White Flexible Vinyl TC/S8025/50#SCK	NA	1372	4116

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 label solutions at label.averydennison.com



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