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Wine, Spirits and Craft Beverages



Labeling

A canvas for your brand



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There are many approaches to design within wine, spirits, and craft beverages as there are products and brands. The challenge is creating exactly the right look, feel and brand message — choosing from among traditional, contemporary and specialty papers and films. At Avery Dennison, we provide labeling materials that become a canvas for your brand story, elevating your design to capture the attention of your customers.

Miguel Garcia
Business Development Lead — Premium
Solutions, Avery Dennison

Industry trends

Today, the global wine, spirits and craft beverages market is highly influenced by the drive to lower the carbon footprint and address environmental challenges — meaning, a much greater focus on sustainability. Also a priority are label performance and increased shelf appeal to better connect with consumers. Ultimately, especially for this market, it's all about the experience.



Design studio: Killeridea

Sustainability

As consumers are pursuing more conscious lifestyles, they're also looking for brands, products and services that share their values. The organic wine market is projected to grow by 15.9% per annum until 2030¹. By comparison the annual growth rate for the overall wine market lies between 4 and 5%². According to an August 2018 Nielsen report, 81% of global respondents replied they felt strongly that companies share the responsibility for improving the environment. Between 65 and 85% of respondents from all age groups, responded that it is "extremely" or "very" important that companies take action in implementing programs to improve the environment.

Premiumization

The global premium alcoholic beverage market is expecting a CAGR of 8.43% between 2024 and 2029, which makes this category particularly attractive for brands to focus their efforts on³. Premiumization has two major benefits: giving a brand's top-of-the-range bottles prestige and winning the battle on supermarket shelves. We're seeing a new generation of consumers who aren't afraid to pay a bit more for a premium product.



Connected packaging

Connected packaging, enabled by RFID-enabled labels, is growing in popularity and adoption in the wine, spirits and craft beverage industry as consumers become more familiar with digital brand experiences. Connoisseur consumers and brands looking to prevent counterfeit products in the marketplace are using intelligent labels for provenance tracking and to create unique brand experiences and loyalty programs.

Convenience packaging

Today's consumer is always on the go. Bringing their favorite beverage along for the ride is important for creating an enjoyable social experience. Improved convenience, including portable and single-serve packaging, is making it easier for consumers. With the convenience of food delivery services on the rise, single-serve cocktails and wines are growing in popularity as they can be easily served by delivery and consumed and finished quickly.

Personalization

As consumers learn more about their unique health needs, thanks to big data and widespread biological testing availability, they are becoming more conscious consumers, according to Mintel's Global Food and Drink Trends 2030. Personalized recipes that fit custom diet plans and even individualized cocktail offerings are all increasing in popularity.



Non-alcoholic cocktails and beverages

Mintel's Global Food and Drink Trends 2030 claims consumers will take a more holistic health and wellness approach to beverage choices in the coming years. This is already evident in the marketplace with the emergence of non-alcoholic wines, beers and cocktails that offer consumers a social experience without the side effects of alcohol consumption.

1. Insights Connect (November 2023) *Organic Wine Market [2023–2030] | Worldwide Industry Growing at a Significant Growth Rate.* (Accessed August 16, 2024)
2. Spherical Insights (January 2024) *Europe Wine Market Size, Share, and COVID-19 Impact Analysis, By Type (Sparkling Wine, Still Wine, Others), By Flavor (White Wine, Red Wine, Rose Wine), By Distribution Channel (On-trade, Off-trade), By Country (United Kingdom, Germany, Italy, France, Spain, Netherlands, Rest of Europe), and Europe Wine Market Insights Forecasts to 2033.* (Accessed August 16, 2024)
3. Mintel, *Global Food and Drink Trends 2030.* (Accessed May 12, 2020)

Labeling solutions

Go beyond the “look” of a label. These solutions embrace the philosophies of different wine, spirits and craft beverage producers, speaking to brand image, brand values and consumer needs. Luxurious textures, colors and even scents go hand-in-hand with materials made to protect the planet.



Design studio: Pagode Studio

Sustainable solutions

rCrush range: of the earth, by the earth, for the earth

The rCrush range of facestocks is a sustainable wine label alternative. These papers are produced with 15% agri-industrial by-products and 40% post-consumer recycled paper, which results in 20% lower CO2 emissions than standard label papers.

Recycled fibers range: a sustainable label for a premium vintage

Made using recycled content of up to 100%, these materials help convey your brand essence in a compelling way and offer everything from sparkling impact to antique appeal. Designers can show sustainability in action, combining a craft or premium look with a strong visual impact.

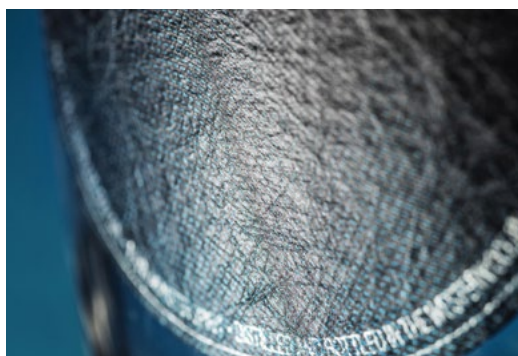
Alternative fibers range: materials made from the unexpected

This range defies convention, bringing new life to materials that would otherwise be discarded. Sugar cane waste is used to make a sustainable paper — providing an excellent story for rum producers, among others. Flax fiber brings a unique texture and natural elegance to the paper and the ultimate surprise is reserved for a label made from the marble mining waste stream.

Sensorial Collection

Engaging as many of the senses as possible

Our Sensorial Collection gives you an array of new possibilities for bringing brands to life, with tactile materials that are pleasing not only to the eye but also to the touch, ear and nose. Choose textured materials made from textile fibers, soft-touch materials like velvet, or materials as authentic as real wood. Explore exquisitely crafted, artfully designed labeling materials that can say both “premium” and “artisanal” while instantly conveying the values, philosophy and passion behind a brand in a way words never can.



Black Collection

Black is sophisticated. Black is sexy.

Black suggests luxury.

Our Black Collection is an extensive portfolio of materials ranging from smooth to highly structured, thick to thin, in shades that spark a spectrum of emotions and associations. All are saturated to prevent white edges. All are stable enough to stand up to hot foiling. All give you the material to craft something of exceptional quality.



Cotton Range

Nature's own feel of luxury

Unmatched for texture, our Cotton range delivers an exceptional tactile and visual experience. The materials are made of 100% cotton, offering soft to high-cotton tactility. Each option evokes an earth-friendly look and feel. Colors include white, contemporary extra white and deep black without any white edges.



Tell your brand story

Standing out from a crowd with a strong brand presence is key in the increasingly crowded wine, spirits and craft beverages category. Equally important is the functionality of the labeling.



Design studio: Flov

We offer you a specially curated premium labeling materials portfolio, which includes patented adhesive coating technologies and just the right label materials to help ensure your bottle never compromises your brand.

Visual communication

Crowded onto a shelf with dozens of other bottles, labels for alcohol beverages must tell a brand's story at a glance. Our experience in supplying the marketplace has given us the expertise to work closely with label designers, making sure they have the platform and production choices they need to put the best and most eye-catching brand image forward.

Our collection of solutions for wine, spirits and craft beverage bottle labels offers a range of traditional, contemporary and specialty papers and films. From textured, natural wine label paper that evokes an earth-friendly approach or sleek, metallized labels that speak to style-minded consumers, we have the right label material to express your unique brand story.

Functional performance

Our products are designed to handle function as gracefully as form. They address such perennial challenges as peeling, edge lifting, wrinkling and slipping, along with the risks posed by temperature changes during shipping, storage and consumption — even in wet conditions, easily meeting the ice bucket challenge.

As pioneers in the pressure-sensitive industry, we continually advance our materials and adhesives to ensure that our solutions are fit for purpose and future-ready. And our technical teams are always on standby to help create custom solutions to suit your unique needs. You can count on us to approach any challenge with genuine curiosity and care.

Full service

With a wide variety of ready-made label materials, finding the right labeling for your brand is simple. Our team of business development managers and technical labeling experts can give you the close, local support you need at all stages of application development and implementation. Wherever you're working, expert technical advice is on hand.

Sustainability

As consumers and brands alike are increasingly interested in the sustainability of labels and packaging, so too are we. Our sustainable range includes a wide variety of materials made from recycled and sustainably sourced materials for wine, spirits and craft beverages that help brands build and communicate a sustainable image.

Our sustainable premium labeling materials provide brands with a way to differentiate their product with a unique story. For example, using pomace or bagasse fiber in their label with Avery Dennison's rCrush Grape and Cane Fiber label materials.



Design studio (top right): Work by Lule
Design studio (bottom): Killeridea

Where inspired design and materials science meet.

M_use, which stands for “Materials in Use,” is Avery Dennison’s online space for brands and designers interested in labels and packaging materials. Our goal is simple: to create a place where inspired design and materials science connect to foster innovative solutions to complex design challenges.



M_use offers inspirational content on industry insights and future trends, and invites you to explore an interactive materials portfolio with the technical information you need to make an informed decision about your project. We are joined by a team of collaborators, and we partner with designers, materials scientists, industry experts and future thinkers from around the world to bring new ideas and technologies to light and inspire innovation.

Visit [M_use](https://my-muse.com) and register online for more design inspiration, material insights and event invitations: my-muse.com | [@m_uselive](https://twitter.com/m_uselive)



Design studio (top left): Spazio Di Paolo
Design studio (bottom right): Artevino Studio

Avery Dennison: Making Possible

With an abundance of ready-made labeling solutions for wine, spirits and craft beverages, and a focus on driving innovation in the labels and packaging industry, we help brands meet their labeling and packaging goals.

Whether you're looking for a sustainable solution for an existing application or to reinvent your packaging to be more eye-catching on the shelf, we want to work with you.

What we do

Avery Dennison is a global materials science and digital identification solutions company that provides a wide range of branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and help brands and consumers better connect.

Together, we connect intellect and imagination, science and technology, and the physical and digital.

Work with us

Discover how we're creating products and solutions for our customers that unlock new value and help address some of the world's most complex challenges. Contact a business development manager or Avery Dennison sales representative today to learn more about our sustainable label solutions. You can count on us to approach any challenge with genuine curiosity and care.

label.averydennison.com

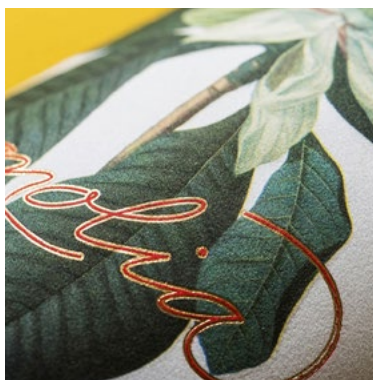


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Luxury Labeling Materials





Luxury Collection

Experience elegant design with performance that lasts.

Consumers shopping for wine, spirits, craft beverages and luxury goods don't choose a product so much as feel it — with their hearts and their hands. Fully telling a brand's story and winning at the point of sale means packaging products in a way that engages as many of the senses as possible.

Our **Sensorial Collection** gives you an array of new possibilities for bringing brands to life, with tactile materials that are pleasing not only to the eye but also to the touch, ear and nose. Choose textured materials made from textile fibers, soft-touch materials like velvet, or materials as authentic as real wood. Explore exquisitely crafted, artfully designed labeling materials that can say both “premium” and “artisanal” while instantly conveying the values, philosophy and passion behind a brand in a way words never can.

Our **Black Collection** is an extensive portfolio of materials ranging from smooth to highly structured, thick to thin, in shades that spark a spectrum of emotions and associations. All are saturated to prevent white edges. All are stable enough to stand up to hot foiling. All give you the material to craft something of exceptional quality.

Key features

- A range of materials that engage the senses
- Premium look and feel
- For Black Collection, eliminates the need to print twice for full black and keeps the edges of the label black
- Backed by our dedicated Avery Dennison service and technical expertise

Applications

- Wines
- Spirits
- Craft beverages
- Gourmet food
- Beauty

Portfolio overview

Sensorial Collection

Code	Product name
BH382	Birch Wood S700-BG50WH
BH379	Cherry Wood S700-BG50WH
BC271	Cloud White FSC S2047N-BG45WH FSC®
BC274	Fibers Look FSC S2047N-BG45WH FSC
CP949	Limestone rPLUS FSC S700-BG45WH FSC
BS095	MarbleBase S2030-BG45WH FSC
BI304	Paper Watermark 120 FSC S2030-BG45WH FSC
CP649	rWood Skin rPLUS FSC S700-BG45WH FSC
BG348	Soft Touch White FSC S2047N-BG45WH IMP FSC
BG358	Tyvek 54 S2030-BG45WH FSC
BO519	Velvet Bordeaux S700 DEC-BG45WH
BO520	Velvet Emerald S700 DEC-BG45WH
BO713	Velvet Garnet S700 DEC-BG45WH
BO517	Velvet Grey S700 DEC-BG45WH
BO518	Velvet Indigo S700 DEC-BG45WH
BO516	Velvet Rose S700 DEC-BG45WH
BT113	Velvet Textile White S700 DEC-BG45WH FSC
BL760	Velvet Violet S700 DEC-BG45WH
AX224	Velvet White S700 DEC-BG45WH

Black Collection

Code	Product name
BH341	Cotton Black S2047N INC-BG45WH
CI738	Leatherlike Black FSC S2030-BG45WH FSC
BI477	Matt Wine Black FSC S2047N-BG45WH FSC
AR633	PP 90 Top Black S692N-BG45WH FSC
CK806	rMartelé Black FSC S2047N-BG45WH FSC
CJ810	rPaper Black FSC S2047N-BG45WH IMP FSC
BI443	Soft Touch Black FSC S2047N-BG45WH FSC
BL759	Velvet Black S700 DEC-BG45WH

Materials in our **Sensorial** and **Black Collections** are unique, and so require special attention during conversion. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Visit my-muse.com or Instagram @m_uselive for more label inspiration.

label.averydennison.com

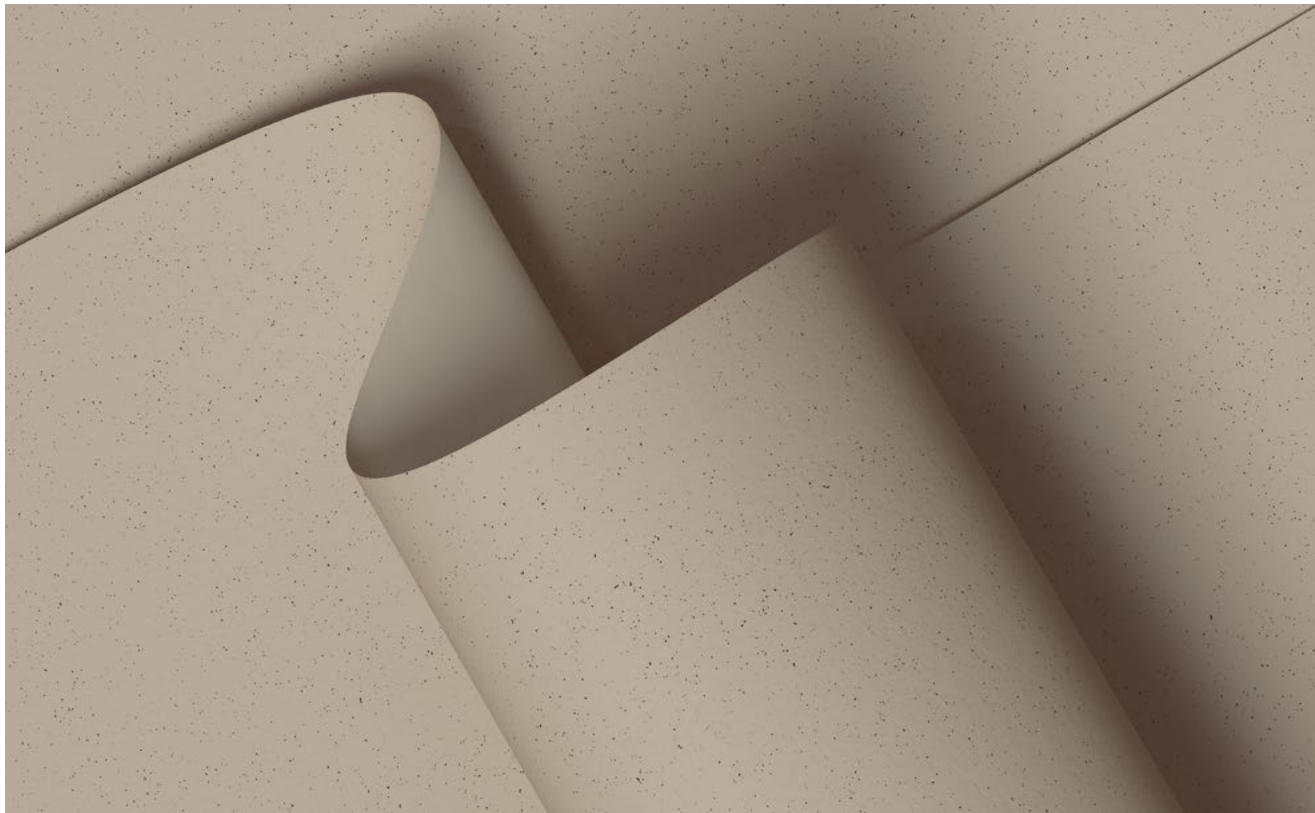


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Premium Labeling Materials



Expanding your possibilities

Welcome to our new and improved Premium Labeling Materials Portfolio. A carefully curated, comprehensive collection of classic, contemporary and specialty papers and films that stir the senses, capture your brand essence and bring your vision to life in an engaging and compelling way.

With our unique blend of craftsmanship, technology and science, we're expanding the possibilities of premium labeling materials to tell your brand story, improve your carbon footprint and better connect with consumers. Experience elegant design and performance that lasts with tactile, sensorial materials that blend luxury and sustainability. Applications include wine and spirits, craft beverages, gourmet food, beauty and more.



Standard

Budget: €€€€

Uncoated and coated papers

Fasson® High Gloss Wine FSC®
Fasson® Matt Wine FSC
Fasson® MC90 FSC

Films

Fasson® PP 50 Top Clear

Classic

Budget: €€€€
Opacity*

Uncoated and coated papers

Fasson® Alinea Blanc FSC	
Fasson® Apple Touch FSC	
Fasson® Arctic FSC	Opacity*
Fasson® Artisan Blanc FSC	Opacity*
Fasson® Artisan Crème FSC	Opacity*
Fasson® Artisan Extra White FSC	Opacity*
Fasson® Artisan Rustique™ FSC	Opacity*
Fasson® Canal Blanc FSC	
Fasson® Cotton Touch FSC	Opacity*
Fasson® Maille Blanc FSC	
Fasson® Maille Crème FSC	
Fasson® Martelé Blanc FSC	Opacity*
Fasson® Martelé Creme FSC	
Fasson® Martelé Extra White FSC	Opacity*
Fasson® Natural Bois	Opacity*
Fasson® Noble Blanc FSC	Opacity*
Fasson® Noble Crème FSC	Opacity*
Fasson® Noble Extra White FSC	Opacity*
Fasson® Olea Greaseprotect FSC	
Fasson® Pampa FSC	Opacity*
Fasson® Sable Blanc FSC	Opacity*
Fasson® Sable Crème FSC	
Fasson® Skin Blanc FSC	
Fasson® True Linen FSC	
Fasson® Vallone Blanc FSC	
Fasson® Vergé Blanc FSC	
Fasson® Vergé Blanc New FSC	Opacity*
Fasson® Vergé Crème New FSC	Opacity*
Fasson® Vergé Extra White New FSC	Opacity*

Sustainable

Fasson® Apple Touch FSC	
Fasson® Cane Fiber	
Fasson® Hemp Fiber FSC	Opacity*
Fasson® Lin Fiber FSC	Opacity*
Fasson® rCrush Barley FSC	
Fasson® rCrush Citrus FSC	
Fasson® rCrush Grape FSC	
Fasson® rFleury Antique FSC	
Fasson® rFleury Chêne FSC	
Fasson® rMartelé Blanc FSC	
Fasson® rMC 100% FSC	
Fasson® rNoble Blanc FSC	Opacity*
Fasson® rSable Blanc FSC	Opacity*

Metallized papers

Fasson® Bright Foil Gold FSC	Opacity*
Fasson® Bright Foil Silver FSC	Opacity*
Fasson® Dull Foil Gold FSC	Opacity*
Fasson® Dull Foil Silver FSC	Opacity*
Fasson® MP Plus Gold FSC	
Fasson® MP Plus Matt Silver FSC	
Fasson® MP Plus Silver FSC	

Films

Fasson® PP 50 Top Silver	Opacity*
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Black Collection

Fasson® rMartelé Black FSC	Opacity*
Fasson® rPaper Black FSC	Opacity*

Premium

Budget: €€€€

Uncoated and coated papers	
Fasson® Cotton Touch Craft FSC	
Fasson® Frozen Astra Diamond FSC	
Fasson® Frozen Orion Diamond FSC	Opacity*
Fasson® Frozen Quartz NG FSC	Opacity*
Fasson® High Gloss Wine Perle FSC	
Fasson® Naturel Touch Craft FSC	Opacity*
Fasson® Super Opaque FSC	Opacity*
Sustainable	
Fasson® Cotton Extra White	Opacity*
Fasson® Cotton White	Opacity*
Fasson® MarbleBase	Opacity*
Fasson® rEvora FSC	
Fasson® rOxford FSC	
Fasson® rSiena FSC	
Fasson® rSorbonne FSC	
Metallized papers	
Fasson® Satin Gold FSC	

Films	
Fasson® Aqua Proof Orion	Opacity*
Fasson® Aqua Proof Silver	Opacity*
Fasson® PE 150 Top White	Opacity*
Fasson® PP 120 Matt Wine	Opacity*
Black Collection	
Fasson® Cotton Black	Opacity*
Fasson® Leatherlike Black FSC	Opacity*
Fasson® Matt Wine Black FSC	Opacity*
Fasson® PP 90 Top Black	Opacity*
Fasson® Soft Touch Black FSC	Opacity*
Sensorial Collection	
Fasson® Cloud White FSC	
Fasson® Fibers Look FSC	Opacity*
Fasson® Soft Touch White FSC	
Tyvek® 54	Opacity*

Luxury

Budget: €€€€

Metallized papers	
Fasson® Silver Foil Embossed FSC	
Black Collection	
Fasson® Velvet Black FSC	Opacity*

Sensorial Collection	
Fasson® Birch Wood	
Fasson® Cherry Wood	
Fasson® Limestone FSC	
Fasson® Paper Watermark FSC	Opacity*
Fasson® rWood Skin FSC	
Fasson® Velvet White FSC	Opacity*
Fasson® Velvet Textile White FSC	
Fasson® Velvet Color FSC	

Continuing to push the boundaries of premium labeling, we blend craftsmanship, technology, and sustainability to create materials that inspire, perform, and connect. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

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Sustainable Premium Labeling Materials





Our Sustainable Collection

Explore the broadest selection of premium sustainable materials.

Businesses are increasingly aware of the environmental challenges our planet is facing, not to mention sustainability legislation is getting increasingly enforced and reducing our carbon footprint is no longer just something to think about but rather a must.

In the premium market, winemakers especially know first-hand the effects of climate change and the importance of sustainability. After years of planting, caring for and harvesting the vines in ever-changing conditions, that first precious bottle is ready for a label. What will the label say about the journey from vine to bottle of the wine inside?

Until now, winemakers and other premium goods producers had a choice to make when choosing labels: either recycled content or an artfully designed label material with a premium look and feel. With our expanded range of sustainable wine labels, they can have both.

Key features

- Robust portfolio with a wide range of options
- Helps brands meet and market their sustainability goals
- Facestocks made with responsibly sourced ingredients, such as using cotton linters, agro-industrial by-products or bagasse fiber
- Excellent service for easy adoption and project flexibility

Applications

- Wines
- Spirits
- Craft beverages
- Gourmet food
- Beauty

rCrush range

The rCrush range of facestocks is a sustainable wine label alternative. These papers are produced with 15% agri-industrial by-products and 40% post-consumer recycled paper, which results in 20% lower CO2 emissions than standard label papers.

Fasson® rCrush Grape FSC®

Grape residue left over from pressing is combined with water and natural fibers to create a unique ecological paper. Fasson rCrush Grape is made from a combination of post-consumer waste (40%) and grape residue (15%).

Fasson® rCrush Citrus FSC®

Citrus mash, leftover from making fruit juice, is mixed with natural fibers to create a sustainable paper with a premium look and feel. Fasson rCrush Citrus is made with a combination of post-consumer waste (40%) and citrus pulp (15%).

Fasson® rCrush Barley FSC®

Barley waste from brewing beer and malt whiskey is used to create a unique paper. Fasson rCrush Barley is made from a combination of post-consumer waste (40%) and barley (15%), which would otherwise be destined for landfill.

Cotton range

Unmatched for texture with nature's own feel for luxury, our cotton range delivers an exceptional tactile and visual experience. The materials are made of 100% cotton, offering soft to high-cotton tactility. Each option evokes an earth-friendly look and feel. Colors include white, contemporary extra-white, and deep black without any white edges.

Fasson® Cotton White



Fasson® Cotton Extra White



Fasson® Cotton Black



Recycled fibers range

Our recycled fibers range is made of 100% recycled fibers, including products containing 100% post-consumer waste fibers or a mixture of post-consumer waste and post-industrial waste fibers:

Fasson® rSable Blanc FSC



Fasson® rNoble Blanc FSC



Fasson® rMartelé Blanc FSC



Fasson® rMartelé Black FSC



Fasson® rPaper Black FSC



Alternative fibers range

Our alternative fibers range offers a curated selection of papers made of fibers obtained from annual plant materials such as flax, hemp and more. Annual plant-sourced pulp is considered to be a more sustainable raw material choice for paper compared to wood-sourced pulp, as these less-demanding plants grow quickly and more efficiently.



Fasson® Hemp Fiber FSC®

50% hemp paper is a sustainable, low carbon footprint alternative to conventional wood-based paper:

- A hemp field produces four to five times more paper than a forest of the same size.
- Hemp can be harvested three times a year (with trees, you need to wait several years to cut them down).
- Hemp crops use fewer pesticides and herbicides because the plants are more resistant.
- Hemp fibers are naturally whiter and require fewer bleaching agents.
- Hemp fibers recycle more easily.
- 80% of European hemp is produced in France and 20% in Germany.

Fasson Hemp Fiber FSC is smooth and very soft to the touch, providing you with an exceptional, natural finish to your labels. It handily meets the ice bucket challenge for sparkling, white and rosé wines — and it doesn't turn gray. As well, the mechanical resistance of hemp fibers gives the paper a very high ease of transformation.

Fasson® Lin Fiber FSC®

Made from 50% flax fibers, our Lin Fiber paper is a great sustainable paper alternative to wood pulp. This off-white material has a unique texture and naturally elegant appearance that brings a sophisticated look and feel to any packaging.

According to resources:

- Flax is a quickly growing, environmentally friendly plant that can be cultivated without needing pesticides, genetic modification or water irrigation.¹⁻⁴
- Flax can produce a higher yield per hectare than wood.^{3,4}
- The entire flax plant can be utilized, implying zero waste and circularity.²⁻⁴
- Flax cultivation can be found across Western Europe, spanning a coastal strip from southern Normandy through northern France and into Belgium and the Netherlands.^{3,5}

References:

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4. <https://www.swmintl.com/wp-content/uploads/2024/01/PORTFOLIO-Hempflaxandnaturalfibers-4668-2024.pdf> (Accessed August 16, 2024).
5. Alliance for European Flax-Linen and Hemp. Available at: <https://allianceflaxlinenhemp.eu/en/all-about-european-linen> (Accessed August 16, 2024).

Portfolio overview

rCrush range

Code	Product name	Sustainability notes
BT024	rCrush Barley FSC S2030-BG45WH FSC®	Face material made using 15% barley waste and 40% recycled fibers
BT025	rCrush Citrus FSC S2030-BG45WH FSC	Face material made using 15% citrus waste and 40% recycled fibers
BD733	rCrush Grape FSC S2047N-BG45WH IMP FSC	Face material made using 15% grape waste and 40% recycled fibers

Cotton range

Code	Product name	Sustainability notes
BH341	Cotton Black S2047N INC-BG45WH	Face material made from 100% cotton linters
AW682	Cotton Extra White S2047N INC-BG45WH IMP FSC	Face material made from 100% cotton linters
AU266	Cotton White S2047N INC-BG45WH FSC	Face material made from 100% cotton linters

Recycled fibers range

Code	Product name	Sustainability notes
CG296	rEvora FSC S2047N-BG45WH IMP FSC	50% PCW recycled content
CT212	rARTISAN BLANC FSC - S2030-BG45WH FSC	100% recycled (10% PCW and 90% PIW)
AA525	rFleury Antique FSC S2047N-BG45WH IMP FSC	Face material made using 65% recycled fibers
AG121	rFleury Chêne FSC S2047N-BG45WH IMP FSC	Face material made using 30% recycled fibers
CK806	rMartelé Black FSC S2047N-BG45WH FSC	100% recycled (50% PCW and 50% PIW)
CK388	rMartelé Blanc FSC S2030-BG45WH FSC	100% recycled (50% PCW and 50% PIW)
CM260	rNoble Blanc FSC S2030-BG45WH FSC	100% recycled (PCW)
BS189	rOxford FSC S2047N-BG45WH IMP FSC	50% PCW recycled content
CJ810	rPaper Black FSC S2047N-BG45WH IMP FSC	100% recycled (50% PCW and 50% PIW)
CF631	rSable Blanc FSC S2030-rPET23	100% recycled (50% PCW and 50% PIW)
BS186	rSiena FSC S2047N-BG45WH IMP FSC	50% PCW recycled content
BS188	rSorbonne FSC S2047N-BG45WH IMP FSC	50% PCW recycled content
CP649	rWood Skin rPLUS FSC S700-BG45WH FSC	50% PCW recycled content

PCW = Post-consumer waste PIW = Post-industrial waste

Alternative fibers range

Code	Product name	Sustainability notes
AI020	Cane Fiber S2047N-BG45WH IMP	Face material produced using a minimum of 90% bagasse fiber
CK169	Hemp Fiber FSC S2030-BG45WH FSC	50% hemp fiber
CP791	Lin Fiber FSC S2030-BG45WH FSC	50% linen fiber
BS095	MarbleBase S2030-BG45WH FSC	Face material made from 80% calcium carbonate derived from marble mining

Our expanded range of sustainable premium labeling materials enables brands to seamlessly blend environmental responsibility with high-quality design. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Visit my-muse.com or Instagram @m_uselive for more label inspiration.

label.averydennison.com



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Meet the Infinity Collection: Design without limits

Premium papers for bold ideas,
top performance and unforgettable
consumer experiences.



The design world moves fast. Brands fight harder than ever to stand out, while packaging has to translate big ideas into reality.

That's why we created the Infinity Collection. Curated from our most loved premium papers, this portfolio is built to give you confidence at every step. Whether you're sketching your boldest idea or running complex production lines, these materials help make it happen.

The Infinity advantage

- Design autonomy: Endless possibilities for challenging designs and premium textures
- Resilience: Engineered to resist bubbling and wrinkling during printing and application
- Consumer experience: Labels that look premium, feel premium and stay that way

The lineup

- Fasson® Sable Blanc rPlus FSC® Infinity
- Fasson® rSable Blanc rPlus FSC® Infinity
- Fasson® Noble Blanc rPlus FSC® Infinity
- Fasson® rNoble Blanc rPlus FSC® Infinity
- Fasson® Noble Extra White rPlus FSC® Infinity

Ready to let your design take flight? Discover the collection now by getting in touch with our experts.

label.averydennison.com

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Neck Label Application



Neck label range

In response to the growing demand for premium neck labels, particularly from champagne, prosecco, spumante, and cava, Avery Dennison has selected a wide range of tested materials and provided technical recommendations within this guide to ensure successful applications for premium brands.

There is constant growth in the sparkling wine market, so brands must find a solution to their neck label woes—after all, it is the only element of a bottle that is visible when immersed in a bucket and becomes the brand ambassador when not on the table. We're proud to address a common industry problem with this cutting-edge range.



Factors influencing neck label lifting

Neck labels that have been applied well and displayed no sign of lifting at the packaging stage might later show variable degrees of lifting. This is also referred to as 'winging.' To solve the problem, we need to understand what is causing it, as many factors can be responsible for neck label detachment.

Here are some common culprits to watch out for:

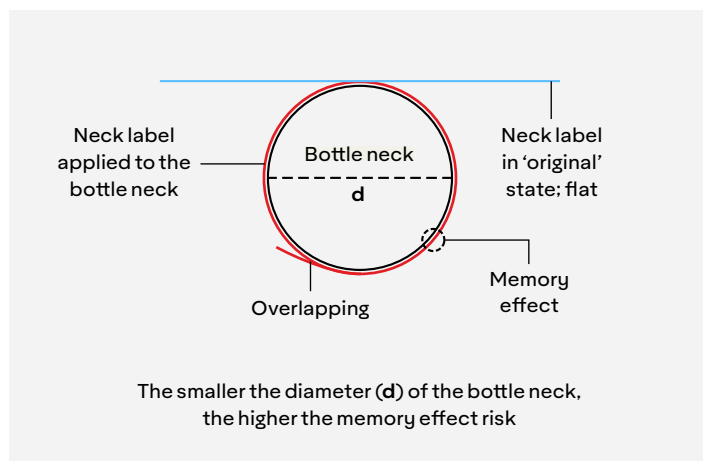
1. Incorrect use of materials

1.1 Facestock

One factor to consider is the 'memory effect', which occurs when paper labels applied to curved surfaces – like bottle necks—tend to return to their original flat shape. This effect can result from various circumstances, such as how the paper is converted or the direction in which the labels are wound on the mandrel.

1.2 Adhesive

Some adhesives are better for neck label applications, while others are more likely to lift. Just because one adhesive is conceived to offer good performance for a particular application doesn't mean the same is true for others. Therefore, adhesives must be adapted to the particular constraints of the neck labels.



2. Environment

2.1 Storage conditions

Storage conditions play a key role in maintaining the initial characteristics of the adhesive and label. There are three key factors that contribute to neck label detachment issues when it comes to storage conditions:

- Temperature and humidity have a particular impact on material adhesion performance. Extreme conditions or fluctuations can reduce the quality of the adhesive and may cause peeling.
- Labels should be kept next to the label applicator a few hours beforehand to be in the same climatic conditions.
- Each label has an expiration date. Adhesion performance may vary over time. It is, therefore, essential to ensure that labels are used before the expiration date to avoid any loss of adhesive quality.

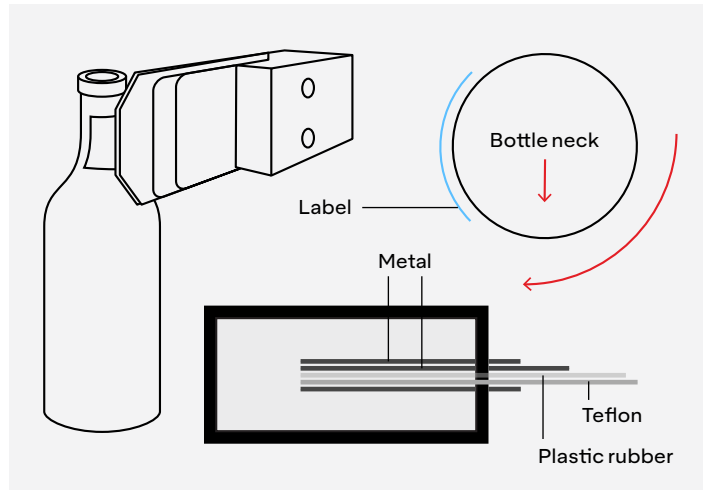
2.2 Humidity and dust

Moisture and dust on the bottle surface also reduce adhesion. For best results, brands must ensure the surface is perfectly dry and contamination-free. It can often cause adhesion problems due to glass imperfections, bottle shape, and surface protection treatments. It is crucial to pay particular attention to these factors.



3. Print inks and varnishes

Inks and varnishes used in the label print and embellishment process can cause neck labels to detach more easily due to chemical incompatibility and/or mechanical stress that could make the label more rigid and increase the memory effect mentioned above. Therefore, when in doubt, label makers should run preliminary tests and/or reach out our experts to support in finding the best possible solution; choice of paper, inks, varnish, and more.



4. Label design

Designers also need to pay close attention to the shapes of neck labels and the choice of embellishments. Screen printing inks and thick embossed varnish can stress the label and increase its rigidity and, as a result, compromise the adhesion performances. Similarly, excessive embossing can reduce the contact surface of the adhesive on the bottle, causing it to peel off.

5. Label application process and technology

Pressure during the application on the labeling machine also plays a role in neck label detachments. It is important to set labeling machines to apply the labels with enough pressure on the bottlenecks. Not enough pressure can result in the labels not being appropriately applied and cause the adhesive to detach.



Outdated solutions

Some brands are reluctant to use more aesthetically pleasing materials, such as more textured and premium papers, similar to those chosen for bottle front labels due to inadequate adhesion. Therefore by choosing paper facestocks that feature a smooth texture and low grammage the risk of label lifting is decreased. However, thin paper choices impact overall aesthetic appeal and don't offer consistency and uniformity between the front and neck labels. This is often compensated for by adding embellishments, which affects the packaging's overall aesthetic balance. Moreover, low-weight papers can leave creases in the capsules, while thinner papers are also more difficult to handle during application.

Our groundbreaking solutions

Our adhesives solve these problems and offer the opportunity to create a fully coordinated product image. With our innovations, brands, designers, and label manufacturers can now use the same material for both their products' neck and front labels. Additionally, the neck label range includes materials made from 100% recycled pulp and some featuring the AD rPET liner. With AD Circular, our recycling program that helps brands divert liner waste from landfills, brands can take positive steps towards a more sustainable future. This recycling service is also carried out in in short circuits (for example, in the Champagne region of France, paper is recycled locally).

Furthermore, our solutions offer more cost-effective and logistically efficient options. Manufacturers can reduce warehouse costs by using the same material for both the front and neck labels, as they don't need to store separate materials for each label type. Since neck labels are smaller than front labels, they risk expiring on the manufacturer's warehouse shelves.

Overall, our neck label solutions offer more convenience and flexibility to label manufacturers and brands alike, making it an ideal choice for those looking to streamline their operations, save costs, and create a cohesive, premium image.

Product recommendation:
Acrylic adhesive

Facestock type	Facestock
Uncoated	Fasson® rSable Blanc FSC®, Fasson® rNoble Blanc FSC®, Fasson® Artisan Blanc FSC®, Fasson® Super White Opaque FSC®, Fasson® Martele Blanc FSC®, Fasson® rPaper Black FSC®*
Coated	Fasson® Matt Wine FSC®, Fasson® Matt Wine Black FSC®, Fasson® rMC 100% FSC®, Fasson® High Gloss Wine FSC®, Fasson® High Gloss Wine Perle FSC®, Fasson® Frozen Quartz FSC®, Fasson® Frozen Orion Diamond FSC®
Metallized paper and foils	Fasson® MP Plus Silver FSC®
Film	Fasson® PE 120 Top White, Fasson® PE 150 Top White

* Remember to watch out for papers with higher grammage. We recommend label makers run preliminary tests or ask for our experts' technical support.



Summary

We offer comprehensive solutions to the problem of neck label detachment. With the increasing demand for packaging premiumization and consumers seeking aesthetically pleasing products on shelves, our collection of tested materials and technical expertise offers brands and designers the necessary information to ensure successful neck label applications—meaning you won't be left in a sticky situation.

Moreover, we offer pre and post-sales assistance to brands and their designers in resolving this pressing problem by providing expert technical guidance and material recommendations that will support them in establishing a premium image and thereby improving the overall experience for their customers.

DISCLAIMER — Avery Dennison provides a general guideline for improving neck label performance. However, due to variations in primers, inks, embellishments, etc., Avery Dennison cannot guarantee the neck label's performance under every circumstance. In case of doubts, we can provide support to verify the compatibility of specific designs with neck labels.



Ask for our FSC®-
certified products

Materials in our Neck Label portfolio are unique and so require special attention during conversion. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com



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Reclosure Labels for Wet Wipes



Wet wipe packaging plays a crucial role in home care, cosmetics, and baby care applications, where consumers have high demands in terms of safety, health, and usability. At Avery Dennison, we're innovating to keep meeting these demands as we drive sustainability improvements and help brands meet their long-term goals. Our innovations include label reclosure solutions as an alternative to rigid plastic lids alongside safer and more sustainable chemical formulations across label components.

Solvent-free adhesives for wet wipe reclosure labels

While wet wipe packaging often includes adhesives containing solvents, these can be problematic in terms of sustainability due to higher CO2 footprint. There have been no reclosure labels made with solvent-free adhesives on the market – until now.

Our new, award-winning solvent-free UV acrylic adhesives RR3030 and RR3031 are the first 100% solvent-free adhesives available for wet wipe applications. They offer ultra stable performance for all types of wet wipe solutions and all sizes of mono material wet wipe packagings.

These new sustainable adhesives serve as alternatives to our legacy solvent adhesives, solvent acrylic R1490M and UVR145, which offer good performance for functional reclosure labels used for personal care, cosmetic, and baby care wipes.



High performance, sustainable, and future-proof solutions

Our RR3030 and RR3031 adhesives are safer* and more sustainable** alternatives to solvent acrylic and UV acrylic adhesives. They are compliant with current and we believe with the upcoming new EU regulations and restrictions and offer sustainability benefits without compromising on performance.

- 25–30% lower CO2 emissions**
- 50% less water consumption**
- Winners of the Radtech 2024 Sustainability Award

Key features of RR3030 and RR3031

- Exceptional chemical resistance for all types of wet wipe solutions
- Smooth and quiet functionality
- Ultra stable and reliable reclosure, even for larger wipe packages
- Excellent moisture retention within the package over time and after the first opening

Packaging applications

- Wipes with fatty / oil-based solutions (e.g. face wipes)
- Wipes with water-based solutions (e.g. baby wipes)
- Wipes with high alcohol, degreasing solutions (e.g. cleaning wipes)
- Packages containing up to 80 wipes

* Solvent-free UV acrylic VOCs
“volatile organic compounds”:
< 40PPM vs. Solvent acrylic
VOCs: 10,000PPM

** According to Avery Dennison's
carbon footprint tool



A range of adhesives for wet wipe reclosure labels

We offer a range of solvent-free UV acrylic and solvent acrylic adhesives to meet the demands of your wet wipe reclosure label packaging, now and in the years to come.

Existing solutions		New, future-proof solutions	
Solvent acrylic adhesives		Solvent-free UV acrylic adhesives	
UVR145	Industry recognized reclosure adhesive with a consistent smooth opening sensation	→	RR3030 Ultra stable and the industry's first 100% solvent-free adhesive for various sizes of wet wipe packaging and most wet wipe solution contents
R1490M	Fit-for-purpose reclosure adhesive with good adhesion to matt, flexible packaging	→	No adhesive transfer when used for mono material packaging Exceptional water whitening resistance
UVR155	Adhesive choice for packaging for wet wipes with high solvent and high alcohol content	→	RR3031 Variation of RR3030 with enhanced chemical resistance, specially designed for the most demanding wet wipe solutions

Reclosure label solutions for wet wipes***

Face material	Adhesive name	Product code	Product description
PP50 CLEAR	RR3030	CQ778	PP50 TOP CLEAR RR3030 BG40WH FSC
	RR3031	CS034	PP50 TOP CLEAR RR3031 BG40WH FSC
	UVR145	AU507	PP50 TOP CLEAR UVR145 BG45WH FSC
	R1490M	AO633	PP50 TOP CLEAR R1490M BG40WH FSC
PP60 CLEAR	RR3030	CS024	PP60 TOP CLEAR RR3030 BG40WH FSC
	RR3031	TBC	PP60 TOP CLEAR RR3031 BG40WH FSC
	UVR145	AF991	PP60 TOP CLEAR UVR145 BG40WH FSC
	R1490M	AS320	PP60 TOP CLEAR R1490M BG40WH FSC
PP90 CLEAR	RR3030	CI949	PP90 TOP CLEAR RR3030 BG40WH FSC
	RR3031	TBC	PP90 TOP CLEAR RR3031 BG40WH FSC
	UVR145	AE964	PP90 TOP CLEAR UVR145 BG40WH FSC
	R1490M	AQ687	PP 90 TOP CLEAR R1490M BG40WH FSC

*** Additional constructions are available (e.g. white face material, PE, PET). For more information, please reach out to your Avery Dennison sales representative.

Whether you need solutions for home care, cosmetics, or baby care applications, our **reclosure solutions** deliver the safety, usability, and sustainability that wet wipe applications demand. With the right combination of materials, adhesive technology, and expertise, we help you navigate every challenge so you can focus on what matters most: delivering safe, effective products to customers worldwide.

Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

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Durables

Product Guide

Automotive Label Materials

Product Guide

Label Materials for the Micromobility Market

Product Guide

Tire Labeling

Product Guide

Oil Can and Chemical Drum Labeling

Product Guide

Cable Label Materials

Product Guide

Label Materials for Consumer
Electronics and Appliances

Product Guide

Label Materials for Power Tools

Product Guide

Outdoor and Garden Label Materials

Product Guide

Label Materials for Printed Circuit Boards

Compliance Guide

Durable Goods Labeling

Automotive Label Materials



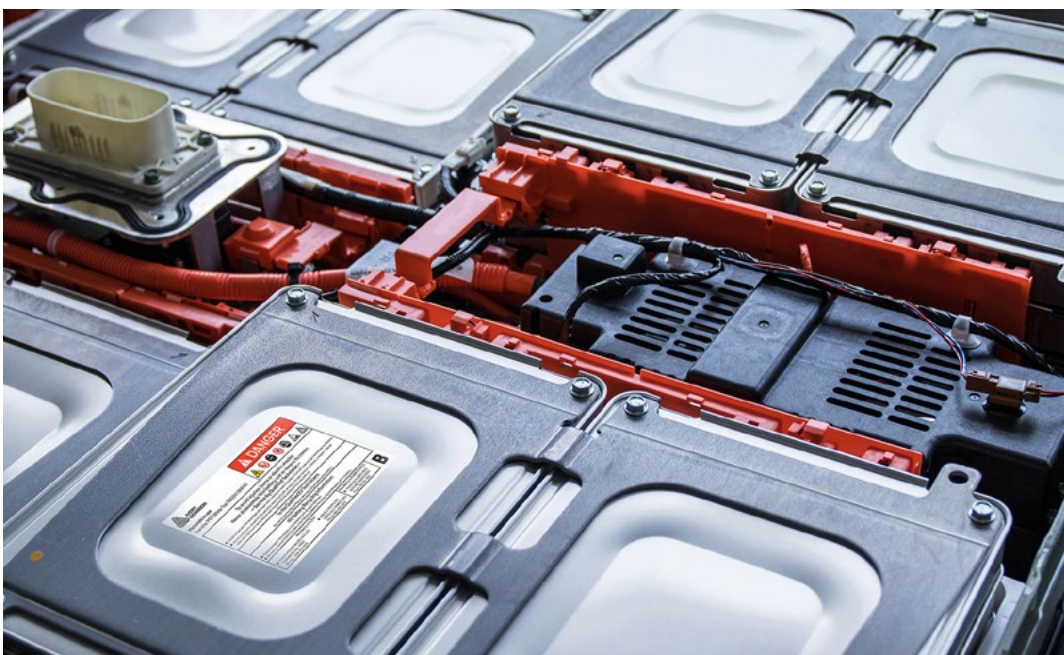
Materials and expertise for every part of the car

Much like every part of a car does a particular job, automotive labeling materials have to be purpose-engineered to meet the specific demands of the components they label. That's where our solutions come in. Designed for automotive applications and backed by deep technical know-how, they deliver the durability, compliance and precision your project demands — with expert support to help you get it right from the start. And if your project calls for something more specific, our teams can quickly develop custom solutions to match.

Compliant materials for quick qualification

Our materials are built to meet the industry's most demanding standards, including IATF 16949, UL, CSA, IMDS, ISO and FMVSS 302. Whether you're a converter, OEM or tier supplier, our technical teams can support you through every step of the qualification process.

With in-house labs capable of testing under nearly any condition and a compliance team that actively monitors regulatory updates, we help you stay ahead of evolving requirements and get to market faster.



Promoting sustainability without compromising performance

As sustainability becomes a growing priority across the automotive industry, label materials have to evolve to support both environmental goals and operational demands. Our portfolio includes options with up to 70% post-consumer recycled (PCR) content – helping promote circularity and offering a lower carbon footprint than comparable constructions with non-recycled facestocks.

Key features

- A broad selection of materials that meet any automotive need
- Solutions that meet automotive regulation and testing requirements
- Low minimum order quantities (MOQs) and short lead times
- Consultation from materials experts with deep automotive experience
- Sustainable options without compromising performance

Applications

- Nearly any automotive application
- Lightweight, difficult-to-label automotive components
- EV batteries and cables
- Sealing, insulating and shielding in EVs



From hood to trunk — a wide selection available

Whether it's interior, exterior or under the hood, we have materials built to perform wherever labels are applied. And if your application calls for something more specific, our teams can quickly develop custom solutions to match.

General applications label portfolio

Application	Code	Product name	UL recognition	MOQ (m ²)	Lead time (days)
Metal (with AL170, featuring excellent chemical resistance)	LB450	Transfer rPET White Top AL170-BG42WH FSC	Yes	100	(EXT) 1
	LB476	Transfer rPET Matt White AL170-BG42WH FSC	Yes	100	(EXT) 1
	AA645	Transfer PET Matt Chrome Top AL170-BG42WH	Yes	300	(RW) 1
	AA146	Transfer PET Matt Silver AL170-BG42WH	Yes	100	(EXT) 1
	BS912	Transfer PET Platinum TC19 AL170-BG45WH FSC	Yes	1,000	7
Paint and plastics	LB453	Transfer rPET White Top S8029-BG45WH FSC	Yes	300	1
	BN949	Transfer PET Matt White S8029-BG42WH	Yes	500	7
	BH781	Transfer PET Matt Chrome Top S8029-BG42WH	Yes	1,000	7
	BN950	Transfer PET Matt Silver S8029-BG42WH	Yes	500	15
	BS913	Transfer PET Platinum TC19 S8029-BG45WH FSC	Yes	500	7
Interiors	LB452	Transfer rPET White Top S8002-BG42WH	Yes	100	(EXT) 1
	BU455	Transfer rPET MT WH TC20 S8002-BG42WH	Yes	100	(EXT) 1
	BL799	Transfer PET Matt Chrome Top S8002-BG42WH	Yes	100	(EXT) 1
Textiles (with heat-activated adhesive)	CI832	Transfer PET White PT S8073-BG45WH FSC	No	1,000	On demand
	CK199	rPET125 Matt White TC20 S8073-BG45WH FSC	No	1,000	On demand
	CK123	PET23 Clear S8073-BG45WH FSC	No	1,000	On demand
	CL854	PET25 Matt WH OPQ S8075	No	1,000	On demand
Siliconized fabrics	AS191	Transfer PET36 Top White S8092-PET75	No	500	30
Security and VOID	AB048	PET VOID Check Matt Chrome S8015 BG42WH	Yes	500	(EXT) 1
	CN652	PET65 VOID WHITE S8049-BG45WH LR FSC	No	1,000	On demand
	AV544	PET VOID Check Matt Chrome S8039 BG42WH BSS	No	500	30
Laser marking	BY086	PET50 Black Laser Etch S8029-BG45WH FSC	Yes	300	7
Overlamination film with 70% recycled content	LB495	Overlaminating rPET23 AL170-HF80 FSC	Yes	500	1
	BZ034	rPET23 Top Clear AL170-rPET23	No	500	7

Day(s) = Business day(s) (EXT) = Fasson® EXACT™ service (RW) = Fasson® Ready Width™ service

RHA: An adhesive technology engineered for today’s vehicles

As today’s vehicles get lighter and cleaner, traditional adhesives often fall short. Our rubber hybridized adhesive (RHA) technology is engineered to meet that challenge, delivering high peel adhesion along with the chemical and temperature resistance needed for demanding automotive environments.

RHA is available on standard face materials and can be paired with a range of facestocks. Its formulation also makes it easier to convert than heavy-coat alternatives, helping you maintain production efficiency without compromising performance.

RHA label portfolio

Application	Code	Product name	UL recognition	MOQ (m ²)	Lead time (days)
Rough and low surface energy plastics	LB455	Transfer rPET White Top S8049-BG42WH BSS FSC	Yes	300	3
	AL854	Transfer PET Matt White S8049-BG42WH BSS	Yes	300	1
	AL852	Transfer PET Matt Chrome Top S8049-BG42WH BSS	Yes	300	1
	AJ060	Transfer PET Matt Silver S8049-BG42WH BSS	Yes	1,000	7

Day(s) = Business day(s) (EXT) = Fasson®EXACT™ service (RW) = Fasson® Ready Width™ service



Engineered for everything EV

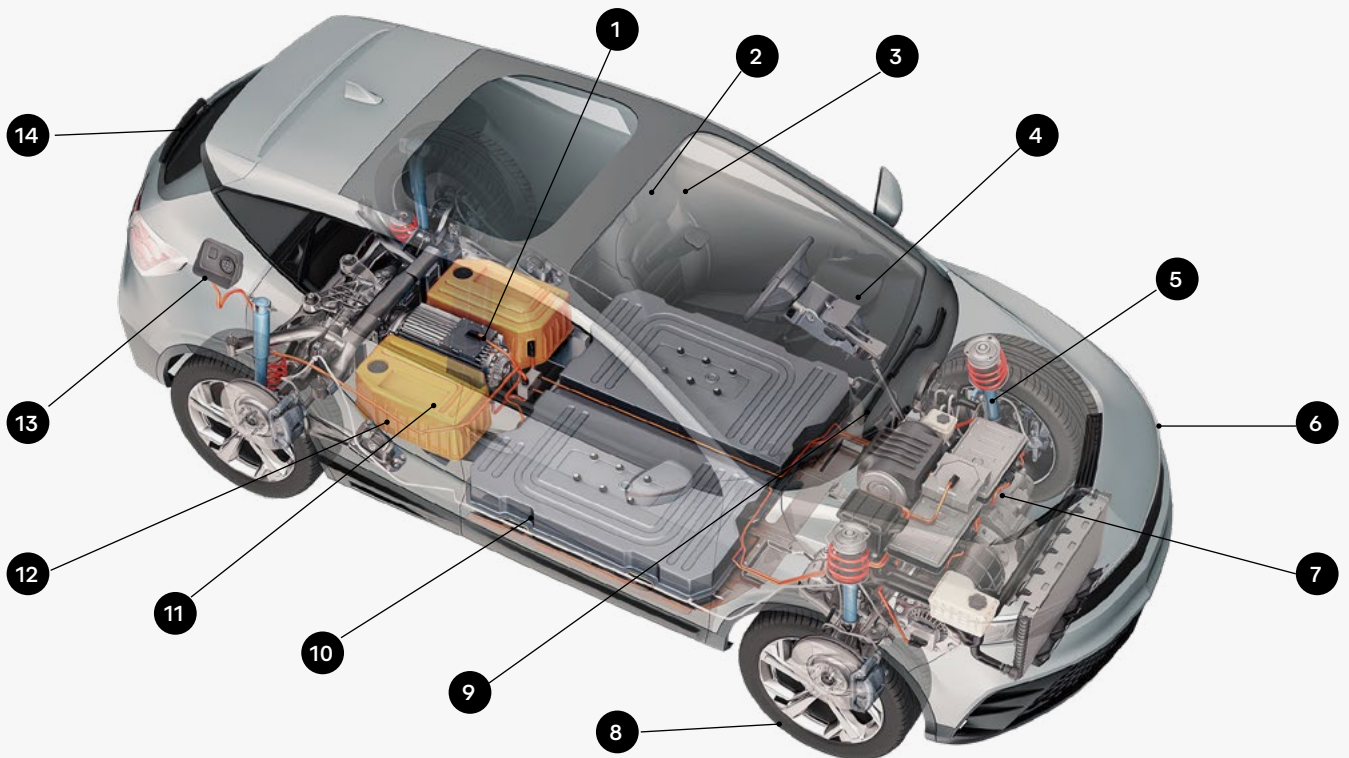
As EV production accelerates to meet Europe's CO2 reduction targets, labeling materials have to keep pace with new demands. We're focused on this fast-evolving space — delivering solutions built for the unique challenges of electric and hybrid vehicles.

Our materials are designed to withstand the heat and chemicals common in EV environments. With technologies that support thermal conductivity, high-shear bonding and insulation, shielding and sealing — including RFID-enabled cable and harness labels — we help ensure durability, safety and traceability throughout the vehicle.

EV battery label portfolio

Application	Code	Product name	UL recognition	MOQ (m ²)	Lead time (days)
Cell bonding adhesives	AI337	TT BG40 White LR AL170-BG40WH HR	No	1,000	7
	BR517	TT BG40 White LR S8029-BG45WH	No	500	14
	CM586	TT BG40 WHITE FSC S8049-BG42WH BSS FSC	No	300	7
Cell wrapping and insulating	LB490	TRANSFER rPET TRANS TOP AL170-BG50WH FSC	Yes	1,000	7
	Various	Transfer PET Clear/Colored films	No	1,000	On demand
Extreme chemical resistance	BJ140	Transfer PET White CR AL170-BG42WH	Yes	500	7
	CH361	Transfer PET Silver CR AL170-BG42WH	Yes	2000	On demand
Flame retardant materials	BN142	Transfer PET40 White Top FR AL170-BG40WH LR	Yes	1,000	7
	CP905	Transfer PET45WH Top FR TC FR119-BG50WH	Yes	1,000	On demand
	BO772	PVC Outdoor White S8029-BG45WH	Yes	500	21
High dielectric strength material	BL507	PET175 PT White S8039-PET30	No	1,000	On demand

Day(s) = Business day(s) (EXT) = Fasson®EXACT™ service (RW) = Fasson® Ready Width™ service



Label and functional material applications

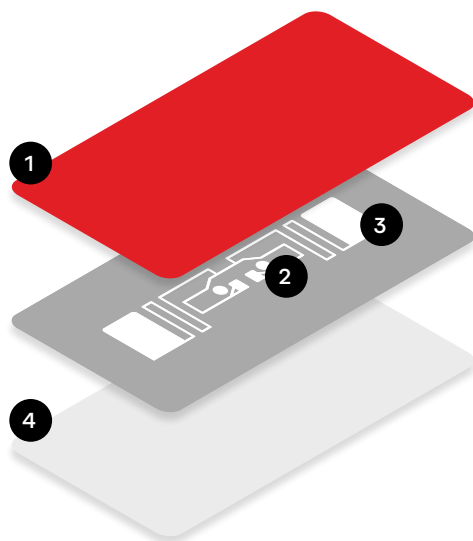
1. Cable harness label (also RFID enabled)
2. Sun visor label
3. Tire pressure laser markable label
4. Airbag fabric identification label
5. Fluid container label
6. Headlight identification label
7. Tamper evident label
8. Tire and tire vulcanization label
9. Protection films
10. Axle identification label
11. Battery case identification label
12. Battery cell wrapping material
13. Fuel door label
14. RFID tracking label

Connecting the physical and digital for smarter automotive operations

Automation, quality and cost control are key across every stage of automotive manufacturing. RFID makes it possible by connecting the physical with the digital and providing each component with a unique digital ID.

By pairing RFID inlays with standard label constructions, our solutions bring real-time visibility to complex processes. They automate tracking and tracing, optimize supply chain transparency and deliver significant cost control. Whether it's tracking returnable packaging or authenticating components on metal using a Midas Flagtag, RFID turns data into action.

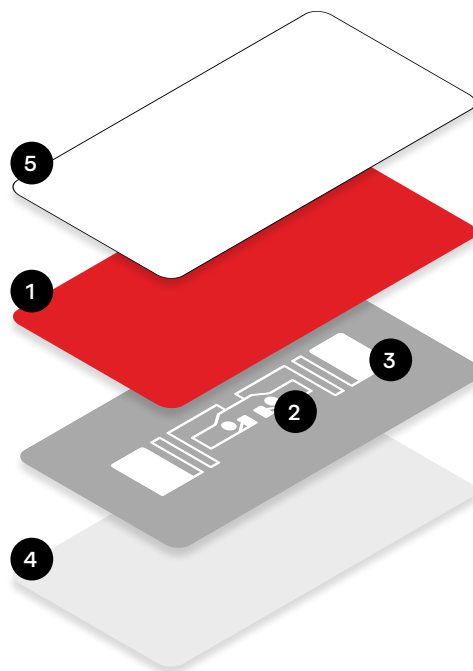
Wet inlay



1. Inlay carrier
2. Chip
3. Antenna
4. Transfer tape

- Paper or film front material
- Adhesive and liner
- Not intended for printing
- Tight pitch
- Die cut

Label/sticker inlay



1. Inlay carrier
2. Chip
3. Antenna
4. Transfer tape
5. Label

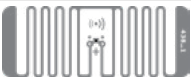
- Paper or film front material
- Adhesive and liner
- Printable label

The right inlay and label for every application

Even under complex tagging environments, we can help you build a solution that fits. Our portfolio includes a wide range of labeling materials and intelligent labels featuring RFID technologies — each engineered for the demands of automotive environments.

RFID label portfolio

General purpose

Product	Design	Dimensions	Chip	Format delivery
AD Miniweb		45 × 18 mm, variants with white PET facestock	U8, U9, U7XM, U9XM	Wet / dry, label*
AD Belt		73 × 17 mm, variants with white PET facestock	U8, U9, U7XM, U9XM	Wet / dry, label

On metal

Product	Design	Dimensions	Chip	Format delivery
AD Midas Flagtag		60 × 21 mm, white PET facestock	Monza R6-P	Label
		72 × 21 mm, white PET facestock	U7XM	Label
		43 × 21 mm, white PET facestock	U9XM	Label
AD 2MetalRock		93 × 32 mm, white PET facestock	M781	Label

Heavy duty

Product	Design	Dimensions	Chip	Format delivery
AD Dogbone		97 × 27 mm, clear PET or opaque matt paper	U7XM, U8, U9,	Wet+ / Dry+, label
AD Dogbone Dura 2.0		97 × 27 mm, white PER facestock, 321µm thickness	M730	Dura

* Delivery formation for some integrated chip variants only



Simplifying cable management with intelligent labeling

Cables and harnesses are the nervous systems of modern vehicles, and managing them across global production lines is no small task. From manufacturing to final installation, complexity can lead to errors, delays and added cost.

That’s where RFID labeling can bring control to the process. By enabling automated identification and real-time tracking, they support greater accuracy throughout production, logistics and installation. With intelligent labeling, manufacturers can reduce manual errors, streamline cable handling and improve traceability from start to finish.

Say goodbye to cable chaos and hello to a smarter, more connected automotive future.

RFID tag

Product	Design	Dimensions	Chip	Format delivery
AD Twist		25 × 25 mm	U8, U9, U9XM	Wet

PSL material

Code	Product name	Type	Front material	Printing technology
LB450	Transfer rPET White Top AL170-BG42WH FSC	Label	rPET	Thermal transfer, UV Flexo, digital flexo, offset
BN142	Transfer PET40 White Top FR AL170-BG40WH LR	Label	PET	Thermal transfer, UV Flexo, digital flexo, offset
CP905	45µm White Transfer PET TC FR119-BG50WH	Label	PET	Thermal transfer, UV Flexo, digital flexo, offset



Smarter labeling built for the paint shop

Automotive body production relies on precision from the very first stage, and traceability is essential throughout. RFID-enabled labels support this by uniquely identifying each body-in-white as it enters production and tracking it through key stages, including the harsh conditions of the paint shop.

These labels are purpose-built for automotive environments. They withstand high temperatures and chemical exposure while retaining both RFID functionality and a durable visual identifier. And their silicone-free construction also helps protect paint quality by avoiding contamination during the finishing process.

RFID labels provide a reliable data backbone for automation — helping make sure every vehicle body is matched with the right components at the right time. It's a smarter way to drive accuracy, traceability and production efficiency from start to finish.

RFID tag

Product	Design	Dimensions	Chip	Format delivery
AD Belt High Temp		70 × 10 mm	U7XM	Dry
AD Short Dipole		93 × 11 mm	G2iM, G2XM	Dry

PSL material

Code	Product name	Type	Front material	Printing technology
LB453	Transfer rPET White Top S8029-BG45WH FSC	Label	rPET	Thermal transfer, UV Flexo, digital flexo, offset
BN949	Transfer PET Matt White S8029-BG42WH	Label	rPET	Thermal transfer, UV Flexo, digital flexo, offset

Enhancing traceability in seat manufacturing

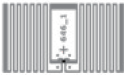
Car seat manufacturing is defined by high-volume customization — combining a wide variety of foam parts, seat trims, cables and structural elements, each with its own specifications and quality requirements. With production happening at speed and quality standards remaining uncompromising, precise tracking and process control are essential.

RFID labels support this complexity. By embedding them into every component, they empower suppliers and manufacturers to automate essential processes. This supports consistent quality, streamlined logistics and greater operational efficiency — all while meeting the strict standards and legislations of the automotive industry.

These unique IDs also lay the groundwork for more sustainable manufacturing. They enable better preparation for upcoming Digital Product Passport (DPP) requirements and support future reuse and recycling of materials by linking each component to its origin, composition and lifecycle data.



RFID tag

Product	Design	Dimensions	Chip	Format delivery
AD Twist		25 × 25 mm, white PET facestock	U8, U9XE	Label
AD Bling		25 × 15 mm	M730	Wet/dry
AD-456		64 × 6 mm, white PET facestock	U8	Label
AD-457		64 × 6 mm, 2mil white PET or TT2C facestock	U9	Label

PSL material

Code	Product name	Type	Front material	Printing technology
LB453	Transfer rPET White Top S8029-BG45WH FSC	Label	rPET	Thermal transfer, UV Flexo, digital flexo, offset
BY086	PET50 Black Laser Etch S8029-BG45WH FSC	Label	PET	Fiber/Nd-YAG Laser



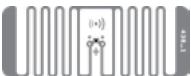
Powering the automotive supply chain

It's no secret that automotive manufacturing depends on tightly coordinated supply chains where just-in-time delivery, efficient use of Returnable Transport Items (RTIs) and single-use packaging keep production moving.

Fortunately, RFID labels support this flow by enabling automated identification and tracking of RTIs and packaging throughout the supply chain. Engineered for durability and compatibility with demanding automotive processes, these labels improve visibility, reduce manual handling errors and help optimize logistics at every stage.

The result is faster, more accurate synchronization of components, fewer disruptions and stronger performance across the entire network.

RFID tag

Product	Design	Dimensions	Chip	Format delivery
AD Miniweb		45 × 18 mm, variants with white PET facestock	U8, U9, U7XM, U9XM	Wet/dry, label*
AD Belt		73 × 17 mm, variants with white PET facestock	U8, U9, U7XM, U9XM	Wet/dry, label
AD Dogbone		97 × 27 mm, clear PET or opaque matt paper	U7XM, U8, U9,	Wet+ / Dry+, label
AD Dogbone Dura 2.0		97 × 27 mm, white PER facestock, 321µm thickness	M730	Dura

*Delivery formation for some integrated chip variants only

PSL material

Code	Product name	Type	Front material	Printing technology
LB452	Transfer rPET White Top S8002-BG42WH	Label	rPET	Thermal transfer, UV Flexo, digital flexo, offset
BU455	Transfer rPET Matt White TC20 S8002-BG42WH	Label	rPET	Thermal transfer, UV Flexo, digital flexo, offset

Whether you're designing for durability, compliance or smarter traceability, our portfolio of automotive label materials is built to perform. Backed by deep industry knowledge, we help you solve tough challenges and stay ahead of evolving standards — from concept to qualification.

Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com



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Label Materials for the Micromobility Market





Labeling the next generation of urban mobility

Micromobility is transforming how people get around, and it's doing it fast. As demand grows for compact, efficient transport in dense urban spaces, vehicles like e-scooters, e-bikes and shared bicycles are becoming everyday choices in cities worldwide. This shift brings new requirements for labeling — from durability in outdoor environments to the need for traceability, branding and safety information.

At Avery Dennison, we're focused on this evolving market. Our portfolio includes materials engineered to meet the specific needs of micromobility, backed by technical support and RFID-enabled options to help you stay ahead in a fast-moving space.

A broad range of micromobility label solutions

From cargo bikes and hoverboards to solutions for insulating, shielding and sealing parts, micromobility vehicles rely on durable, high-performance labeling across every component. Whatever the application or substrate, we offer materials designed to perform.

As part of our portfolio, we offer solutions with flame-retardant properties, anti-scratch and anti-chip protection and options that support warning and security labeling. We also offer intelligent labels that combine traditional materials with integrated technology for enhanced functionality.

And if your application requires something specific, we can develop a custom material to match.



Tough enough for the street

Micromobility vehicles operate in the real world — through rain, dust, heat and daily wear. Our solutions are built to last in those conditions, delivering long-term adhesion and legibility where it counts most.

Our rubber hybridized adhesive (RHA) technology is a key part of that durability. Engineered for easier conversion than comparable heavy-coat adhesives, RHA delivers high peel adhesion, strong resistance to weathering and chemicals and consistent product quality. It's available on standard face materials and can be paired with a range of facestocks upon request.

Compliance made simple

Our materials meet broad industry standards, and our technical team can help converters and system integrators qualify against key specifications — including UL, CSA, ISO, FMVSS 302 and others. While our compliance team actively tracks evolving regulations to keep informed and prepared ahead of changing requirements, our labs can simulate nearly any condition for materials testing.



Label portfolio overview

Application type	Code	Product name	Color	Recognition	MOQ (m ²)
Metal	LB450	Transfer rPET White Top AL170-BG42WH FSC	Gloss white	✓	100
	AA645	Transfer PET Matt Chrome Top AL170-BG42WH	Matt chrome	✓	300
	BS912	TR PET Platinum TC19 AL170-BG45WH FSC	Platinum	✓	1,000
	LB490	TRANSFER rPET TRANS TOP AL170-BG50WH FSC	Gloss clear	✓	1,000
Paints and plastics	LB453	TRANSFER rPET WHITE TOP S8029-BG45WH FSC	Gloss white	✓	300
	BH781	Transfer PET Matt Chrome Top S8029-BG42WH	Matt chrome	✓	1,000
	BS913	TR PET Platinum TC19 S8029-BG45WH FSC	Platinum	✓	1,000
ROn rough or low surface energy plastics (covers)	LB455	TRANSFER rPET WHITE TOP S8049-BG42WH BSS FSC	Gloss white	✓	300
	AL852	Transfer PET Matt Chrome Top S8049-BG42WH BSS	Matt chrome	✓	300
Curved, difficult substrates (rims, small diameters)	BO641	Transfer PVC 50 CAST WH S8039-BG55WH FSC	White	✓	300
	BO958	Transfer PVC 50 CAST SILV S8039-BG55WH	Silver	✓	300
	BO946	Transfer PVC 50 CAST YEL S8039-BG55WH FSC	Yellow	✓	1,000
Close to electric battery applications	BN142	Transfer PET40WH Top FR AL170-BG40WH LR	White	✓	1,000
	CP905	Transfer PET45WH Top FR TC FR119-BG50WH	White	✓	On demand
	BJ140	Transfer PET White CR AL170-BG42WH	White	✓	500
Security and tamper evident	CN652	PET65 VOID WHITE S8049-BG45WH LR FSC	–	1,000	On demand
	AV544	PET VOID Check Matt Chrome S8039 BG42WH BSS	Matt chrome	✓	500
	AF765	PVC MATT WHITE UD S690-BG50WH	Matt white	×	500
	tbd	Transfer Tape - UV footprint adhesive	–	–	On demand
Anti-scratch, abrasion, chipping protection	LB495	OVERLAMINATING rPET23 AL170-HF80 FSC	Gloss clear	✓	500
	AS675	Overlam PET23 UV S8020-PET23	Gloss clear	✓	500
	AB702	OVERLAM POLYCARB 50 MT S8020-PET36	Matt clear	✓	1,000
	AS880	PVC OUTDOOR CLEAR AL170-BG42WH	Clear	✓	500
Demand laser markable film	BY086	PET50 Black Laser Etch S8029-BG45WH FSC	Black	✓	300

Connecting the physical and digital

In a changing and often unpredictable market, manufacturers need better real-time visibility — from inventory levels to parts in production. Tracking materials across suppliers and assembly plants is essential to minimizing disruption, reducing waste and supporting more efficient, lower-emission operations.

But achieving this visibility at scale calls for automation. By enabling accurate, consistent identification of parts and inventory and connecting that data across systems and partners, manufacturers can streamline operations and strengthen supply chain resilience.

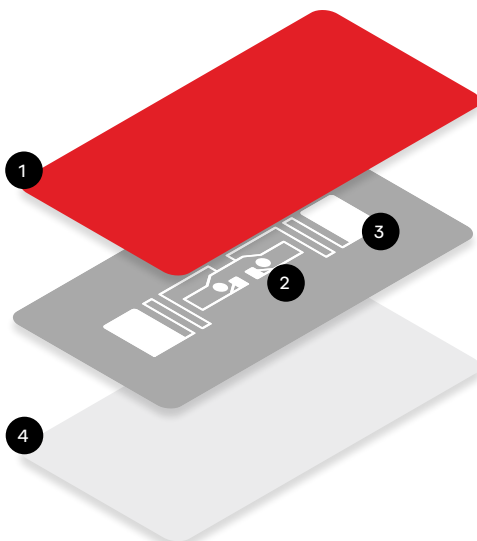
The right inlay and label for every application

Whether you need to tag a single component or an entire vehicle, we'll help you build a labeling solution that fits. Our portfolio includes a broad range of pressure-sensitive materials and intelligent labels featuring RFID — each engineered for the specific challenges of micromobility environments.

Wet inlay

1. Inlay carrier
2. Chip
3. Antenna
4. Transfer tape

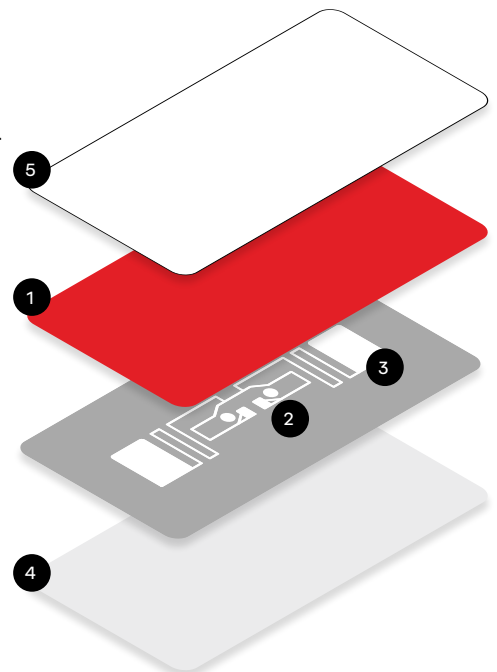
- Film front material
- Adhesive and liner
- Not intended for printing
- Tight pitch
- Die cut



Label/sticker inlay

1. Inlay carrier
2. Chip
3. Antenna
4. Transfer tape
5. Label

- Film front material
- Adhesive and liner
- Printable label





RFID in micromobility manufacturing

RFID tags bring powerful data capabilities to micromobility manufacturing — storing everything from serial numbers and installation dates to production details and part identifiers. That level of embedded information leads to better traceability, faster identification and greater control across the supply chain.

Designed for demanding production environments, these tags can be embedded or encapsulated directly into components. They remain readable whether the part is in a box, on a pallet or already installed in a vehicle. As a result, entire shipments can be identified in seconds without manual scans or line-of-sight requirements.

Even after assembly, parts can be located and verified instantly. That flexibility helps streamline production, reduce errors and keep operations moving fast.

Building smarter, more connected manufacturing
RFID doesn't just capture data — it connects it. By linking parts and inventory to cloud platforms, ERP systems and MES tools, manufacturers can gain a real-time view of what's happening across suppliers, logistics and production lines. This visibility helps reduce delays, cut waste and improve coordination at every stage.

However, data quality is just as important as speed. RFID facilitates fast, accurate reads with exceptionally low error rates — giving teams the confidence to scale output, increase product variety and make informed decisions faster.

And because micromobility environments can be demanding, durability really matters. RFID tags are engineered to perform in tough conditions and can be adapted for extreme heat, ensuring they hold up through storage, transit and use in the field. The result: a manufacturing process that's more agile and better prepared to meet rising demand.



Giving every vehicle a digital identity

Identity is everything, especially when it comes to protecting assets, verifying authenticity and tracking movement. Applied at the component or vehicle level, RFID tags support:

- **Component identification:** Track and trace critical parts across the supply chain and during fleet operation, improving efficiency for companies that rent vehicles
- **Digital passports:** Assign a unique, tamper-evident identity to each vehicle to help prevent theft, fraud and counterfeiting
- **Transparency and service history:** Monitor ownership, registration and maintenance records over time



Our solutions give any micromobility vehicle — or any part of one — its own traceable digital identity. With options for high-frequency and NFC applications, this technology supports security features, user interaction and deeper connectivity between vehicles and their ecosystems.

RFID portfolio overview

Product	Design	Dimensions (mm)	Facestock	Chip	Format delivery
AD Bullseye™ On-Metal (payment and activation)		ø 38		NXP NTAG213	Label
AD Circus™ (payment and activation)		ø 22		NXP NTAG213	Dry+, wet+, label
AD Twist (cable applications)		25 × 25	White PET	U8, U9XE	Label
AD Midas Flagtag® (on metal)		60 × 21	White PET	Monza R6-P	Label
AD 2MetalRock (on metal)		93 × 32	White PET	M781	Label
AD Dogbone® (logistics)		97 × 27	Clear PET or opaque matt paper	U7XM, U8, U9,	Dry+, wet+, label

Key features

- We offer a wide selection of compliant, high-performance, pressure-sensitive materials designed to meet the unique demands of micromobility
- Our materials are engineered for challenging substrates and harsh outdoor conditions, delivering reliable adhesion and long-term performance where it matters most
- Beyond materials, our deep expertise in smart labeling technology, helps manufacturers create connected and more efficient vehicles — ready for today's urban mobility landscape

Applications

- Bicycles
- E-bikes and E-scooters
- One-and two-wheelers
- Drones

Label and functional material applications



1. Warranty, maintenance and inspection labels
2. Security and anti-counterfeiting labels (tamper-evident)
3. Battery identification labels
4. Battery warning and instruction labels
5. RFID enabled label for connectivity (mobile apps)
6. RFID tracking labels
7. Protection films
8. Branding labels (logo's, model names, graphics)
9. Battery cell wrapping and performance materials
10. Compliance labels

Whether you're focused on durability, safety or smarter fleet management, our micromobility label solutions are built to keep up with the pace of urban transport. Backed by materials science capabilities and smart labeling technology, we help you stay ahead. Our technical experts are here to support you at every stage, from selecting the right construction to ensuring long-term performance in the field. You can count on us to bring thoughtful, practical guidance to every project.

Contact your Avery Dennison sales representative or visit label.averydennison.com



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Tire Labeling



For labels that keep rolling

When you think of tires, you might not think immediately of labels. Yet, across Europe, nearly 2.5 billion tires are produced every year, and most will carry at least one label. That could be a colorful brand or energy label, a simple logistical label or an RFID-enabled label that helps track the tire across the supply chain.



Ironically, then, that they are one of the most challenging objects to label. Low surface energy, tread patterns and the migration of carbon-black through the label all make for a hostile labeling surface. Extreme temperatures, humidity and abrasion during transport make it worse. And the dirty, creased or curled labels that can result in one thing: a reason for consumers to look elsewhere.

Make sure your labels show up on the shelf looking great and holding fast. We offer a range of materials specially engineered for the rough road tire labels must travel, based on our many years of close collaboration with the world's best-known tire brands. Our solutions are available worldwide, designed for automatic dispensing, and backed, as always, by our outstanding technical support.

Start with the right adhesive

Our tire labeling materials are made with special rubber hotmelt adhesives optimized for the balance between problem-free performance on the tire and headache-free processing for printers.

Get all your materials from one trusted provider

We offer tire labeling materials of all kinds — including point-of-purchase brand labels, energy labels, vulcanization barcode labels, RFID tags, and more.

Develop solutions for your specific needs

You might require a solution beyond what's available from our vast and varied portfolio of materials. Our R&D and operational teams can help with innovative custom materials, quick turnaround, and low minimum order quantities. Whatever your challenge, we'll work with you to solve it together.

Embrace sustainability with recycled materials

Our white polypropylene film materials, containing 30% recycled content from mechanically recycled post-consumer waste, offer a sustainable yet high-performing alternative for tire POP labels. This ensures quality, legibility, and adherence under significant stress and exposure.



Key features

- A variety of face materials with barrier technologies to ensure durability and excellent shelf appeal
- Specific coat weights for summer and winter tires
- Production-friendly gum patterns for smooth conversion and dispensing
- Back-side siliconization (BSS) liners to prevent labels from sticking to each other on rolls
- Flawless printing with common printing techniques, including UV flexo, UV inkjet, thermal transfer and water-based inkjet

Applications

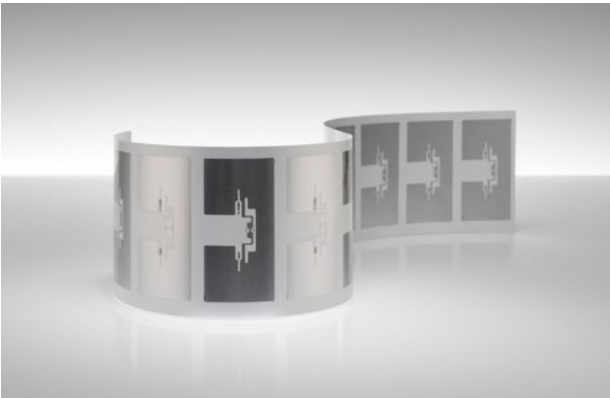
- Tires
- Other substrates that are difficult to label (from carpets to vinyl floors, woven HDPE bags and rubber tiles)



Portfolio overview

	Code	Product name	MOQ (m2)
Film hand-application	LC101	rPP NG Top White TS8000-BG50WH FSC	1,000
	CK646	rPP NG Top White TS8000-BG50WH BSS FSC	1,000
	LC100	rPP Tire Top White TS8000 SGP-BG45WH IMP FSC	1,000
	AQ409	PP Light Top Silver TS8000 SGP-BG50WH	1,000
	BX068	PP90 Top White TS8000 SGP-BG45WH BSS	1,000
Film auto-dispensing	LC076	rPP NG Top White rPlus TS8000 SGP-BG45WH BSS	1,000
	BZ761	PET White PT TS8000 DEC SGP-BG45WH BSS	1,000
Motorcycle	LC038	rPP NG Top White S3100 INC-BG50WH FSC	1,000
Water-based inkjet	BO898	WBIJ PET Top White TS8000 DEC SGP-BG45WBSS	1,000
Paper labels	AA875	Tire Plus TS79-BG50 WH IMP	1,000
	CL427	rMC Primecoat Plus FSC F1-BG40WH FSC	1,000
Direct thermal	AI837	Thermal Top S8 NP FSC TS8005-BG40WH FSC	1,000
	AA080	THERM PREMIUM TOP K8 FSC F1-BG40BR	1,000
Vulcanizing barcode	BQ226	PET125 White TC TS8018-PET50	50

Reliable RFID performance for tire tagging



High dielectric materials, such as tires, can make reliable RFID performance difficult to achieve. Our AD Grip M730 inlays are built to address this challenge, enabling consistent identification and traceability in demanding tire tagging applications.

Equipped with the Impinj M730 chip, they support UHF performance across industrial environments and are compliant with Auburn University Spec T. Available in both dry and wet inlay formats, they integrate into a range of label constructions and are manufactured to high-quality standards, backed by ARC accreditation from the Auburn RFID Lab.

RFID tag

Product	Design	Dimensions	Chip	Format delivery
AD Grip		80 × 40mm	M730	Label



Whether you're focused on reliable adhesion, strong visual impact or efficient processing, tire labeling demands materials that perform consistently across every stage. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com



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Oil Can and Chemical Drum Labeling





Tough performance in unforgiving conditions

Petrochemical packaging and chemical drums have one thing in common: Both can be challenging to label, because both perform under tough conditions. Get materials designed especially for the job: Our purpose-engineered solutions deliver better adhesion on challenging substrates while standing up to both harsh weather and strict regulations.

Oil can and lubricant bottle labeling

Avery Dennison S277 adhesive: The standard for petrochemical products

Oil cans and lubricant containers are among the most difficult packages to label. Slick, corrosive, and sometimes hazardous contents, along with textured containers and exposure to weather, make adhesion a challenge. At the same time, labels have to look great — they can't pleat, bubble or scuff easily.

For more than three decades, our Avery Dennison S277 rubber solvent adhesive has set the standard for adhesion on petrochemical products. Its high-adhesion properties enable labeling immediately after containers are blow-molded, when surface energy is low. S277 also resists bubble formation from outgassing, ensuring labels look great on store shelves.

Key features

- More than three decades of proven performance from the industry standard
- Excellent adhesion on challenging surfaces
- High chemical resistance and dependable performance at low temperatures

Applications

- Lubricant bottles
- Oil cans
- Brake fluid containers
- Cooling fluid containers

Avery Dennison S477 adhesive: Engineered for hot-filling

Labeling on the filling line? No problem. We designed our S477 acrylic emulsion adhesive to expand along with containers during hot filling, eliminating pleats and wrinkles. S477 can also improve the sustainability of your packaging, because it is made without solvent and enables the use of thinner facestocks.

Key features

- Specially engineered for application during hot-filling
- Solvent-free
- High chemical resistance
- Reliable and high speed dispensing on all bottle sizes

Applications

- Lubricant bottles
- Oil cans
- Brake fluid containers
- Cooling fluid container
- Other hot-fill applications, such as food



Chemical drum labeling

Materials designed to go where drums go

Chemical drums endure harsh environments on their global journeys, from baking heat to freezing cold to rain, snow, and saltwater. We've engineered materials that can take the same punishment. They deliver consistent printability and readability, whether they're printed on thermal printers or with laser- or water-based inkjet printers. They're easy to apply by hand and comply with GHS regulations as well as with BS5609 Section 2 (marine immersion) standards — we even provide BS5609 Section 3 certification at no charge. In short, we've developed purpose-built, certified materials ready for the real-world conditions in which chemical producers operate every day.

Key features

- High durability in harsh climates
- Dimensional stability for easy manual application of large labels
- Excellent printability with flexo, thermal transfer, UV and water-based inkjet, and laser printing
- GHS and BS 5609 compliant (BS 5609 Section 3 certification available at no charge)

Applications

- All types of chemical drums
- Intermediate bulk containers (IBCs)
- GHS labeling
- Internal tracking labels
- Branded labels





Sustainable solutions for oil and chemical drums

The trend toward sustainable labeling is here to stay and is becoming increasingly widespread within the industry. We offer high-density polyethylene materials that incorporate 30% post-consumer waste, providing durability and resistance to water, weather, grease, and chemicals. Designed to withstand the harsh conditions typical of chemical drum storage and transportation, these sustainable labels maintain their integrity and legibility throughout the product's life cycle. Choosing these solutions ensures compliance and supports a more sustainable future.

Portfolio overview

Solvent rubber

Code	Product name	MOQ (m ²)	Lead time (days)
AF680	PE100 Clear S277-BG45WH IMP	2,000	1
AF172	PE100 Top White S277-BG45WH IMP	1,000	1
AF170	PE100 White S277-BG45WH IMP	1,000	1
BN671	PE85 White S277-BG40WH	2,000	7
AF876	PP Top Clear S277-BG45WH	2,000	1
AA684	PP Top White S277-BG45WH	1,000	1
AG731	Primax I S277-BG45WH IMP	1,000	1
AD385	Primax Plus S277-BG45WH IMP	1,000	1
AF174	PVC White S277-BG45WH IMP	1,000	1

Emulsion acrylic

Code	Product name	MOQ (m ²)	Lead time (days)
BL166	PE Laser Matt White E400N-HF80	700	1
BJ114	PE100 Top Clear S477-BG40WH FSC	1,000	7
AV721	PE100 Top Silver S477-BG40WH FSC	1,000	7
BB697	PE100 Top White S477-BG40WH IMP	1,000	1
BN135	PE85 Top Silver S477-BG45WH	2,000	7
AV723	PP Light Top Silver S477-BG40WH FSC	1,000	7
BJ024	PP Light Top White S477-BG40WH	2,000	1
BG226	PP Top White S477-BG40WH IMP	2,000	1
BD904	PP50 Top White S477-BG40WH IMP FSC	1,000	7
LC098	Transfer rPE HD S4700-BG40WH FSC	1,000	7

Day(s) = Business day(s)

Hotmelt

Code	Product name	MOQ (m²)	Lead time (days)
AH957	Bright Silver Foil REV S2085 DEC-BG40WH FSC	1,000	1
AB221	CO-EX100 S2060N-BG40WH FSC	1,000	7
AB655	CO-EX100 S445N-BG45WH	1,000	7
AA028	Grip S445N-BG40BR	2,000	1
BD793	PE80 Data Matt White D170N INC-BG50WH	1,000	1
AO814	PP NG Top White S2060N-BG40WH FSC	2,000	1
AB303	PP NG Top White S445N-BG45WH FSC	1,000	1
AE750	PP90 Top White S445N-BG40WH FSC	1,000	7
AD578	Thermal PP100 Top White S445N-BG40WH FSC	1,000	1
LC025	Transfer rPE HD S2045N-rBG40BR	1,000	1
AN025	Transfer PE HD105 S2045N-BG40BR	1,000	1
AM664	Transfer PE HD105 S445N-BG40BR	1,000	1
LC042	Transfer rPE HD110 S2085 INC-BG45WH FSC	1,000	7
AA225	Transfer PE HD90 S445N-BG40WH FSC	1,000	1
BK706	Transfer PP70 Matt WH S2045N-BG40WH	2,000	1
CI301	rTuff S445N-rBG40BR	1,000	1

Day(s) = Business day(s)

Materials in our Oil Can and Chemical Drum portfolio are unique and so require special attention during conversion. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com



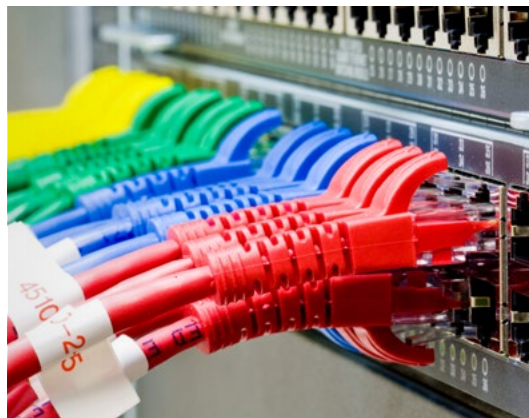
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Cable Label Materials



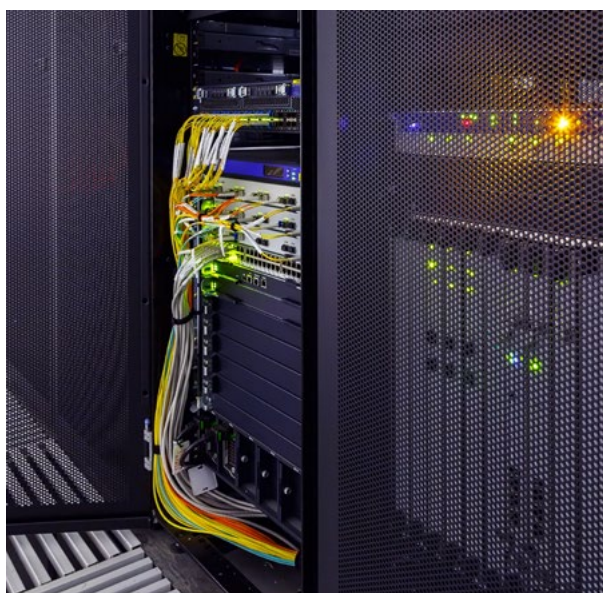


Materials for nearly any cable

More technology in our lives means more connecting cables, wires and harnesses. And with them comes opportunity: an increasing demand for cable labels. We offer a comprehensive range of purpose-engineered materials for both flag and wrap-around cable labels, with solutions for every application.

The performance you need

Choosing the right material comes down to the label application and the technical and regulatory requirements involved. Our portfolio includes materials that are heat and UV resistant, flame retardant, and UL-compliant, among many others. All offer outstanding printability with both thermal transfer and conventional printing technologies.



Introducing a material designed specifically for general-purpose flag labeling

We created our new BU600 general-purpose PP solution for flag labels. Like all of our materials, our BU600 product delivers excellent printability and is designed with a facestock and adhesive that resist butterflying.

The options you want

Not every application requires the most advanced materials. To help you choose, we offer a variety of products with different technical specifications.

Key features

- A complete range of white and transparent films for both flag and wraparound labels
- Different technical features for fulfilling different requirements
- Compliant with UL and CSA standards, as well as regulations for flame retardancy

Applications

- Cables, wires, and harnesses in electronics appliances and automotive applications
- Interior and exterior use
- Identification, tracking, warning and handling

Sustainability

Made from 70% Post Consumer Recycled (PCR) polyester, our sustainable LB495 material matches the quality of its virgin PET counterparts and is UL-recognized.

Portfolio overview

Flag cable labels

Code	Product name	Facestock	Flexibility	Max. serv. temp. (°C)	UL969	UL969A	Flame retardant*	Halogen free	Outdoor use (years)
BU600	Transfer PP 50 White Top S8022 BG42WH	PP	● ● ● ○	120	No	No	Yes	Yes	–
BF481	Transfer PO White S8020-BG42WH	PO	● ● ● ○	80	No	Yes	Yes	Yes	–
AA648	PVC Outdoor White AL170-BG42WH	PVC	● ● ● ○	110	Yes	Yes	Yes	No	7
AA948	PVC Outdoor Matt WH AL170-BG42WH	PVC	● ● ● ○	110	Yes	Yes	Yes	No	7
BN142	Transfer PET 40 WH TOP FR AL170-BG40WH LR	PET	● ● ● ○	150	No	Yes	Yes**	Yes	–
BO643	Transfer PVC 50 Cast WH AL170-BG55WH FSC	PVC	● ● ● ●	120	Yes	No	Yes	No	12

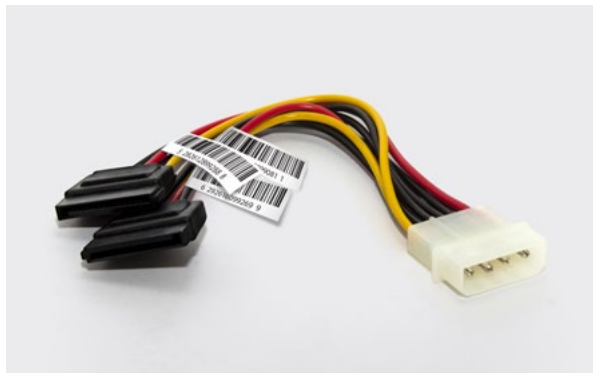
Wrap-around cable labels

Code	Product name	Facestock	Flexibility	Max. serv. temp. (°C)	UL969	UL969A	Flame retardant*	Halogen free	Outdoor use (years)
AS880	PVC Outdoor Clear AL170-BG42WH	PVC	● ● ● ○	110	Yes	Yes	Yes	No	7
AZ793	PVC Outdoor Clear AL170-HF80	PVC	● ● ● ○	110	Yes	Yes	Yes	No	7
AW627	PVC Outdoor Matt Clear AL170-BG42WH	PVC	● ● ● ○	110	Yes	Yes	Yes	No	7
BA036	PVC Outdoor Matt Clear AL170-HF80	PVC	● ● ● ○	110	Yes	Yes	Yes	No	7
LB495	Overlaminating rPET25 AL170-HF80 FSC	PET	● ● ● ○	150	Yes	No	No	Yes	–
AC747	Overlaminating PET25 Matt AL170-HF80	PET	● ● ● ○	150	Yes	No	No	Yes	–
BX508	LASERCOPY PET23 MATT CL AL170-HF140 FSC	PET	● ● ● ○	150	Yes	No	No	Yes	–

Key: ○○○○ Fair ●●○○ Good ●●●○ Great ●●●● Excellent

*Flame retardant (FMVSS 302) **Additionally flame retardant according to UL94

Smart labels that keep every wire in the loop



Wire harnesses and cable assemblies face some of the toughest conditions in any product line — extreme heat, fluid exposure and constant vibration, all in a footprint too tight for standard labels. Our portfolio of RFID and NFC inlays is built for that same environment, injecting digital identity directly into wiring assemblies. From an appliance's internal routing, where a tap-to-scan harness instantly pulls up wiring schematics, to an automotive chassis, where sub-assemblies must withstand heat, fluid exposure and high-vibration tracking, RFID secures quality control and streamlines automated assembly from the production line to the road.

Product list

Product	Design	Dimensions	IC	Special feature	Datasheet
AD 2Metal Rock		95 × 40 mm	Impinj M781	On-metal tags, thin, soft and flexible — suitable for curved and flat surfaces	AD 2Metal Rock
AD Belt High Temp		70 × 10 mm 70 × 14 mm	NXP UCODE 7xm	Track automotive parts and logistics with enhanced performance and longer read range	AD Belt High Temp U7XM
AD Dogbone™		94 × 24 mm	Impinj M830, NXP UCODE 7xm, UCODE 9, 9xm	Reliable, high-performance for industrial applications	AD Dogbone™
AD Burst		70 × 10.5 mm	Impinj M830, M850 NXP UCODE 9	Suitable for a wide variety of RFID tagging applications, including supply chain, inventory and logistics, apparel, and home essentials	AD Burst
AD Midas Flagtag®		34.4 × 18 mm 47 × 18 mm	NXP UCODE 7xm, 9xm, 9	On-metal tags for metallic surfaces	AD Midas Flagtag®
AD Circus™ NFC		Ø 20 mm	NXP NTAG213	NFC, Small round HF inlay with best-in-class performance for apparel, gaming, toys, and electronics	AD Circus™ NFC

Our label solutions for cables are backed by deep industry knowledge, we help you solve tough challenges and stay ahead of evolving standards — from concept to qualification. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

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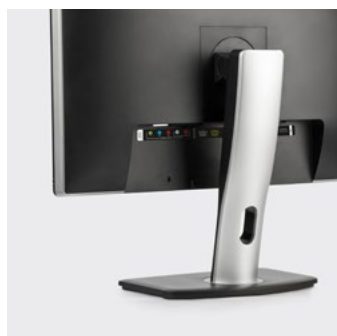
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Label Materials for Consumer Electronics and Appliances





Your single source for appliance labels

Sales of appliances and electronics are booming, and with them come labels: brand labels, warning labels, energy labels, point-of-purchase labels, labels for cables, RFID-enabled labels, and more. At Avery Dennison, we offer purpose-engineered materials for all of them, in a comprehensive product portfolio sure to contain the right material for your application. As the longtime partner of choice for some of the world's biggest appliance brands and the converters who serve them, we'll apply our years of experience to provide you with materials proven to perform — in our testing labs and in the field.

Any label. For any appliance and consumer electronics. Offering the industry's widest range of materials for appliance and consumer electronics labels — including our seven adhesive technologies — means we can provide you with solutions for virtually any application. We can also supply high-quality RFID tags that let brands dramatically improve inventory visibility across the supply chain and better track parts during manufacturing.

The performance you need

The life of an appliance or electronic component is rugged. Our lab-tested and UL-recognized materials are specifically engineered for the job, with adhesion and legibility that stand up to years of fluctuating temperatures, humidity, cleaning products, and UV exposure.

Residue-free removability

Our removable labels bond securely to delicate surfaces and peel easily without sticky residue. We're introducing our extended portfolio of removable labels that offer PET, PP, and paper facestocks with three levels of peel adhesions for various substrates.

Featuring a unique solvent-based silicone adhesive, our PET clear label solution has a low adhesion level and presents residue-free removability, even after exposure to dynamic temperatures. Perfect for protecting delicate surfaces and screens on all kind of devices, with crystal clear transparency and excellent printability.

Ready when — and where — you are

Global manufacturing operations and worldwide distribution network enable us to supply you with materials of consistent quality and performance virtually anywhere you need them — fast.

Materials your way

Our proven materials come with our proven service and flexible ordering programs. We're happy to provide sample rolls, along with MOQs as low as 100 square meters. With our Mix & Match program, it's easy to combine different materials to construct the label you need. And we're here with answers to your questions — about compliance, testing, converting, and more.

Key features

- Materials for any appliance or electronics application
- Customizable through our Mix & Match service
- Most materials for permanent labels are UL- and C-UL- recognized

Applications

- Brand and product identification
- Warning and instruction labels
- Promotional labels
- Energy labels

Sustainability

Made from Post Consumer Recycled (PCR) polyester, our sustainable labeling materials match the quality of their virgin PET counterparts and are UL-recognized.



Portfolio overview

Permanent

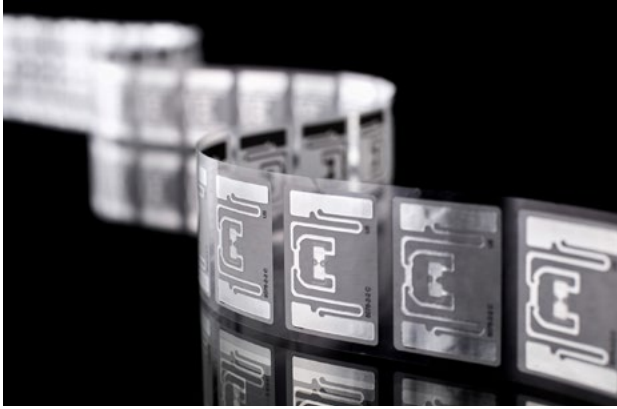
Applications	Code	Product name	Color	Adhesive technology	Maximum service temperature (mm)	UL / CSA recognition (mm)
Low demanding applications	BD843	Transfer PET White PT16-S8007-BG40WH	White	Emulsion acrylic	120°C	✓
	BL690	Transfer PET Matt Chrome PT17-S8007-BG40WH	Matt chrome	Emulsion acrylic	120°C	✓
Smooth plastic substrates and metals	LB466	Transfer rPET White TOP S8003-BG40WH FSC	White	Emulsion acrylic	150°C	✓
	BX661	Transfer rPET Matt White TC20-S8003-BG40WH FSC	Matt white	Emulsion acrylic	150°C	✓
	BX659	Transfer PET Matt Chrome TOP-S8003-BG40WH FSC	Matt chrome	Emulsion acrylic	150°C	✓
Rough plastic substrates	BN104	Transfer PP TR 75 Matt White-S8002-BG42WH	Matt white	Emulsion acrylic	150°C	✓
	LB452	Transfer rPET White TOP S8002-BG42WH	White	Emulsion acrylic	150°C	✓
	BU455	Transfer rPET MT WH TC20 S8002-BG42WH	Matt white	Emulsion acrylic	150°C	✓
	BL799	Transfer PET Matt Chrome TOP-S8002-BG42WH	Matt chrome	Emulsion acrylic	150°C	✓
	AE366	Transfer PET Bright Chrome TOP-S8030-BG42WH	Bright chrome	Solvent acrylic	150°C	✓
Low surface energy plastics	LB453	Transfer rPET White TOP S8029-BG45WH FSC	White	RHA	150°C	✓
	BH781	Transfer PET Matt Chrome TOP-S8029-BG42WH	Matt chrome	RHA	150°C	✓
Air egress	BD188	Transfer PET White TCB-S8040-BG65EM	White	Solvent acrylic	150°C	✓
Security	AB048	PET Void Check Matt Chrome-S8015-BG42WH	Matt chrome	Solvent acrylic	150°C	✓
Cable labels	See Cable Label Materials Product Guide					
PCB labels	See Label Materials for Printed Circuit Boards Product Guide					

Overlamination films

	Code	Product name	Color	Adhesive technology	Maximum service temperature (mm)	UL / CSA recognition (mm)
	LB496	Overlaminating rPET23 S8020-BG42WH FSC	Transparent	Emulsion acrylic	120°C	✓
	AS675	Overlam PET 23 UV-S8020-PET23	Transparent	Emulsion acrylic	150°C	✓
	AC747	Overlam PET 25 Matt Trans-AL170-HF80	Matt transparent	Solvent acrylic	150°C	✓

Removable

Application surface	Peel adhesion	Code	Product name	Color
Glass	High	CI556	PP80 TOP Matt White R0301P-BG40WH	Matt white
		CI545	PP TOP White R3200N-BG40WH FSC	White
	Medium	AL348	PP White UVR145-HF140	White
	Low – Ultra-low	BD755	PET50 TOP Clear R8001-PET50	Clear
		BE621	PP TOP White R8514-PET30	White
HSE plastics (ABS)	High	CI556	PP80 TOP Matt White R0301P-BG40WH	Matt white
		CI488	PP LIGHT TOP Clear UVR155-BG42WH	Clear
	Medium	AL348	PP White UVR145-HF140	White
	Low – Ultra-low	BD755	PET50 TOP Clear R8001-PET50	Clear
		BE621	PP TOP White R8514-PET30	White
Metal (stainless steel)	High	CI556	PP80 TOP Matt White R0301P-BG40WH	Matt white
		CI488	PP LIGHT TOP Clear UVR155-BG42WH	Clear
	Medium	AL348	PP White UVR145-HF140	White
	Low – Ultra-low	BD755	PET50 TOP Clear R8001-PET50	Clear
		BE621	PP TOP White R8514-PET30	White
LSE plastics (PP)	High	CI556	PP80 TOP Matt White R0301P-BG40WH	Matt white
		CI488	PP LIGHT TOP Clear UVR155-BG42WH	Clear
	Medium	AL348	PP White UVR145-HF140	White
	Low – Ultra-low	BD755	PET50 TOP Clear R8001-PET50	Clear
		BE621	PP TOP White R8514-PET30	White
Enamel	High	CI556	PP80 TOP Matt White R0301P-BG40WH	Matt white
	Medium	AL348	PP White UVR145-HF140	White
	Low – Ultra-low	BD755	PET50 TOP Clear R8001-PET50	Clear
		BE621	PP TOP White R8514-PET30	White
Powder coated	High	CI556	PP80 TOP Matt White R0301P-BG40WH	Matt white
		AL348	PP White UVR145-HF140	White
	Medium	BE621	PP TOP White R8514-PET30	White
	Low – Ultra-low	BD755	PET50 TOP Clear R8001-PET50	Clear
Paper labels		AA003	MC PRIMECOAT FSC R5000N-BG40BR	White



Smart labels for smarter appliances

Appliances can be difficult surfaces to tag — metal chassis can block or detune an RFID signal, and enclosures have to survive years of heat, humidity and repeated cleaning. Our portfolio of RFID and NFC inlays is built for that environment, giving manufacturers accurate component tracking from the factory floor into the consumer's home. And it lets a simple smartphone tap unlock the real function. A fridge flags which groceries are about to expire. A coffee machine loads a saved brew profile. A washing machine downloads the right cycle. It's the same principle either way: one passive tag, doing the identifying and the interacting.

Product list

Product	Design	Dimensions	IC	Special feature	Datasheet
AD 2Metal Rock		95 × 40 mm	Impinj M781	On-metal tags, thin, soft and flexible — suitable for curved and flat surfaces	AD 2Metal Rock
AD Belt High Temp		70 × 10 mm 70 × 14 mm	NXP UCODE 7xm	Track automotive parts and logistics with enhanced performance and longer read range	AD Belt High Temp U7XM
AD Dogbone™		94 × 24 mm	Impinj M830, NXP UCODE 7xm, UCODE 9, 9xm	Reliable, high-performance for industrial applications	AD Dogbone™
AD Burst		70 × 10.5 mm	Impinj M830, M850 NXP UCODE 9	Suitable for a wide variety of RFID tagging applications, including supply chain, inventory and logistics, apparel, and home essentials	AD Burst
AD Midas Flagtag®		34.4 × 18 mm 47 × 18 mm	NXP UCODE 7xm, 9xm, 9	On-metal tags for metallic surfaces	AD Midas Flagtag®
AD Circus™ NFC		Ø 20 mm	NXP NTAG213	NFC, Small round HF inlay with best-in-class performance for apparel, gaming, toys, and electronics	AD Circus™ NFC

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Label Materials for Power Tools



Powerful enough for power tools

Whether you're making labels for the growing home DIY market, for the professional-grade tools, or for heavy construction equipment, we're here to lend a hand—for converters and brands alike. We offer a complete range of adhesives and laminates for brand labels, point-of-purchase labels, warning and instruction labels and more. Whatever kind of tool you're labeling, and whatever kind of label you need, we're ready to roll up our sleeves and help.

The right adhesion

We offer materials with extra-strong adhesion for tools used outdoors or in other rugged settings—including our rubber hybridized adhesive technology (RHA), which we engineered specifically to hold fast to the kind of difficult-to-label, low surface-energy plastics many power tools are made of.

The right durability

Power tools and construction equipment perform in tough environments. Their labels must stand up to dirt, oil, chemicals, weather, and mechanical stress. Our overlaminating films provide labels with excellent resistance to scuffing, ultraviolet light, grease, and routine wear and tear—on the job site or the home workbench.

The right application. The right colors.

From labels that meet the rigorous technical requirements for heavy-duty tools and equipment to lighter-duty solutions for the home-improvement market, we offer a complete range of products in colors including white, silver, black and yellow. Our technical experts are always here to help you select the best material for your application and get the performance you need.

Key features

- Labels for outdoor and indoor applications
- Excellent adhesion on low surface energy substrates
- UL and C-UL-recognized
- Customizable through our Mix & Match service

Applications

- Brand and identification labels
- Warning and instruction labels
- Point-of-purchase labels

Sustainability

Made from 70% Post Consumer Recycled (PCR) polyester, our sustainable LB452 and LB496 materials match the quality of their virgin PET counterparts and are UL-recognized.



Portfolio overview

Brand and identification labels Heavy duty

Code	Product name	Color	Metal substrates	Plastic substrates	Service temperature	Indoor/ outdoor	UL/CSA recognition
BH781	Transfer PET Matt Chrome Top S8029-BG45WH FSC	● Matt chrome	✓	✓	-40 – +150°C	Indoor	✓
BN949	Transfer PET Matt White S8029-BG45WH FSC	● Matt white	✓	✓	-40 – +150°C	Indoor	✓
BY086	PET50 BLACK LASER ETCH S8029-BG45WH FSC	● Black	✓	✓	-40 – +150°C	Outdoor	✓
BR635	PVC Outdoor White S8029-BG42WH	● White	✓	✓	-40 – +110°C	Outdoor	✓
AB702	Overlam Polycarb 50 Matt S8020-PET36	● Transparent	✓	✓	-40 – +125°C	Indoor	✓

Brand and identification labels Light duty

Code	Product name	Color	Metal substrates	Plastic substrates	Service temperature	Indoor/ outdoor	UL/CSA recognition
LB452	Transfer rPET White Top S8002-BG42WH	● White	✓	✓	-40 – +150°C	Indoor	✓
BL799	Transfer PET Matt Chrome Top S8002-BG42WH	● Matt chrome	✓	✓	-40 – +150°C	Indoor	✓
AA648	PVC Outdoor White-AL170-BG42WH	● White	✓		-40 – +110°C	Outdoor	✓
LB496	Overlaminating rPET 25-S8020-BG42WH FSC	● Transparent	✓	✓	-40 – +150°C	Indoor	✓
AS675	Overlam PET 23 UV-S8020-PET23	● Transparent	✓	✓	-40 – +150°C	Outdoor	✓

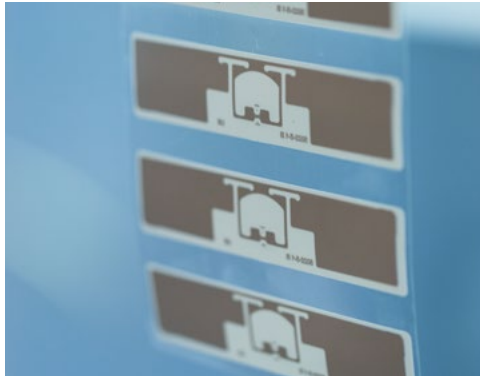
Warning labels

Code	Product name	Color	Metal substrates	Plastic substrates	Service temperature	Indoor/ outdoor	UL/CSA recognition
AE492	PVC Outdoor Yellow AL170-BG42WH	● Yellow	✓		-40 – +110°C	Indoor	✓

Brand/POP labels

Code	Product name	Color	Metal substrates	Plastic substrates	Service temperature	Indoor/ outdoor	UL/CSA recognition
BU936	PET50 Brushed Chrome S8049-HF100	● Matt Chrome	✓	✓	-40 – +150°C	Indoor	×
AL348	PP White UVR145-HF140	○ White	✓	✓	-40 – +80°C	Indoor	×

Key: ● Permanent ○ Removable



RFID that works as hard as power tools

Metal housings can block or detune an RFID signal. Low surface-energy plastics resist labels sticking at all. Power tools and heavy machinery hit both problems at once, which makes them some of the toughest hardware in any industry to tag. Our portfolio of RFID and NFC inlays is built for that environment, injecting digital intelligence directly into the hardware. From home DIY tools that guide weekend hobbyists through proper safety settings, to professional-grade power tools that prevent job site theft, to heavy construction equipment that tracks field maintenance automatically, RFID turns hardware into assets that identify, protect and monitor themselves.

Product list

Product	Design	Dimensions	IC	Special feature	Datasheet
AD 2Metal Rock		95 × 40 mm	Impinj M781	On-metal tags, thin, soft and flexible — suitable for curved and flat surfaces	AD 2Metal Rock
AD Belt High Temp		70 × 10 mm 70 × 14 mm	NXP UCODE 7xm	Track automotive parts and logistics with enhanced performance and longer read range	AD Belt High Temp U7XM
AD Dogbone™		94 × 24 mm	Impinj M830, NXP UCODE 7xm, UCODE 9, 9xm	Reliable, high-performance for industrial applications	AD Dogbone™
AD Burst		70 × 10.5 mm	Impinj M830, M850 NXP UCODE 9	Suitable for a wide variety of RFID tagging applications, including supply chain, inventory and logistics, apparel, and home essentials	AD Burst
AD Midas Flagtag®		34.4 × 18 mm 47 × 18 mm	NXP UCODE 7xm, 9xm, 9	On-metal tags for metallic surfaces	AD Midas Flagtag®
AD Circus™ NFC		Ø 20 mm	NXP NTAG213	NFC. Small round HF inlay with best-in-class performance for apparel, gaming, toys, and electronics	AD Circus™ NFC

Materials in our **Power Tools** portfolio are unique and so require special attention during conversion. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

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Outdoor and Garden Label Materials





Materials for everything under the sun

With the boom in outdoor furniture and gardening equipment has come an increase in the demand for labels. Our Outdoor and Garden portfolio offers a comprehensive range of proven solutions that meet performance requirements for virtually any outdoor application, including lawn and garden tools, outdoor furniture, barbecues, and garbage bins.

Engineered to withstand the great outdoors.

Our materials provide outstanding weathering and UV resistance, combined with high adhesion, even on difficult-to-label surfaces like plastics and lacquers. We offer facestocks in a range of colors, along with overlaminating films to help keep labels and inks from fading or discoloring over time. All the materials in our Outdoor and Garden portfolio have been fully tested to meet UL and CSA standards.

CG711: Medium-life outdoor labeling and versatile adhesion.

Rigid containers, BBQ toolings, and outdoor products require durable labeling that can withstand weather conditions on various surfaces. Fasson® PP90UV TOP WHITE S8002-BG42WH FSC combines a gloss white UV-stabilized polypropylene film with high-performance adhesive technology to ensure long-lasting legibility and strong bonding on challenging substrates. It delivers reliable outdoor performance with an expected durability of up to 5 years.

Portfolio key features

- Outstanding weathering and UV resistance
- Excellent adhesion on low surface energy substrates
- Reliable adhesion on rough, dusty and oil substrates
- A range weather-resistance: 2 years, 5 years, and more
- UL- and c-UL recognized

Applications

- Lawn and garden tools
- Outdoor furniture
- Barbecues
- Sport equipment
- Garbage bins and other municipal hardware

Portfolio overview

	Code	Product name	UL recognition	MDQ (m ²)	Lead time (days)
Short term (<2 years)	BL805	Transfer PET WH PT S8002	✓	300	1
	BJ213	Transfer HDPE 95 Matt WH S8094 SGP-BG45WH FSC	×	1,000	7
	AS674	Overlam PET23 UV AL170-PET23	✓	300	1
Short term (<5 years)	AA648	PVC Outdoor White AL170-BG42WH	✓	100	(EXT) 1
	BR635	PVC Outdoor White S8029-BG42WH	✓	500	15
	AA948	PVC Outdoor Matt White AL170-BG42WH	✓	125	(RW) 1
	BR636	PVC Outdoor Matt White S8029-BG42WH	✓	500	15
	AH753	PVC Outdoor Silver AL170-BG42WH	✓	1,000	7
	BR637	PVC Outdoor Silver S8029-BG42WH	✓	500	15
	CG711	PP90UV TOP WHITE S8002-BG42WH FSC	✓	1,000	14
Long term (>5 years)	BO643	PVC Cast White AL170-BG55WH	✓	500	15
	BO641	PVC Cast White S8039-BG55WH	✓	300	1
	BO958	PVC Cast Silver S8039-BG55WH	✓	300	1
	BO946	PVC Cast Yellow S8039-BG55WH	✓	300	1
Security	AW451	PVC Semi Gloss White UD S690-BG50WH	✓	300	1

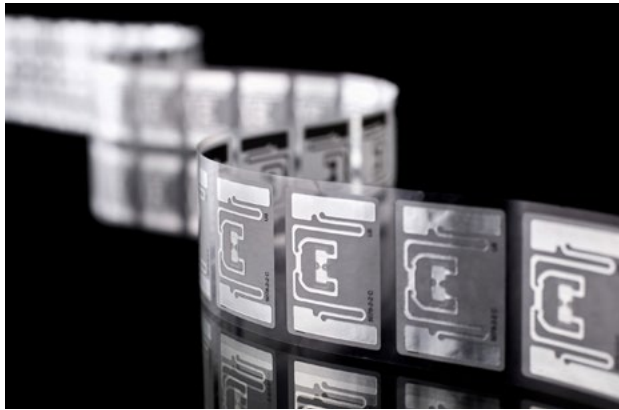
Day(s) = Business day(s) (EXT) = Fasson® EXACT™ service (RW) = Fasson® Ready Width™ service



WARNING

Before lighting the burners inspect the gas supply piping or hose. If there is evidence of cuts, wear or abrasion, it must be replaced prior to use. Always keep your face and body as far away from the grill as possible when lighting





RFID built to live outdoors

Outdoor furniture and garden equipment live outside for years, so any tag on them has to hold up through UV exposure, moisture and repeated temperature swings. Our portfolio of weather-resistant RFID and NFC inlays is built for that same environment, injecting digital identity into products that never come indoors. From smart outdoor furniture that lets customers instantly order matching replacement cushions, to garden equipment that confirms which zone it's calibrated for, RFID helps manufacturers build lasting brand loyalty while streamlining operations from the retail showroom to the backyard.

Product list

Product	Design	Dimensions	IC	Special feature	Datasheet
AD 2Metal Rock		95 × 40 mm	Impinj M781	On-metal tags, thin, soft and flexible — suitable for curved and flat surfaces	AD 2Metal Rock
AD Belt High Temp		70 × 10 mm 70 × 14 mm	NXP UCODE 7xm	Track automotive parts and logistics with enhanced performance and longer read range	AD Belt High Temp U7XM
AD Dogbone™		94 × 24 mm	Impinj M830, NXP UCODE 7xm, UCODE 9, 9xm	Reliable, high-performance for industrial applications	AD Dogbone™
AD Burst		70 × 10.5 mm	Impinj M830, M850 NXP UCODE 9	Suitable for a wide variety of RFID tagging applications, including supply chain, inventory and logistics, apparel, and home essentials	AD Burst
AD Midas Flagtag®		34.4 × 18 mm 47 × 18 mm	NXP UCODE 7xm, 9xm, 9	On-metal tags for metallic surfaces	AD Midas Flagtag®
AD Circus™ NFC		Ø 20 mm	NXP NTAG213	NFC, Small round HF inlay with best-in-class performance for apparel, gaming, toys, and electronics	AD Circus™ NFC

Materials in our **Outdoor and Garden** portfolio are unique and so require special attention during conversion. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com

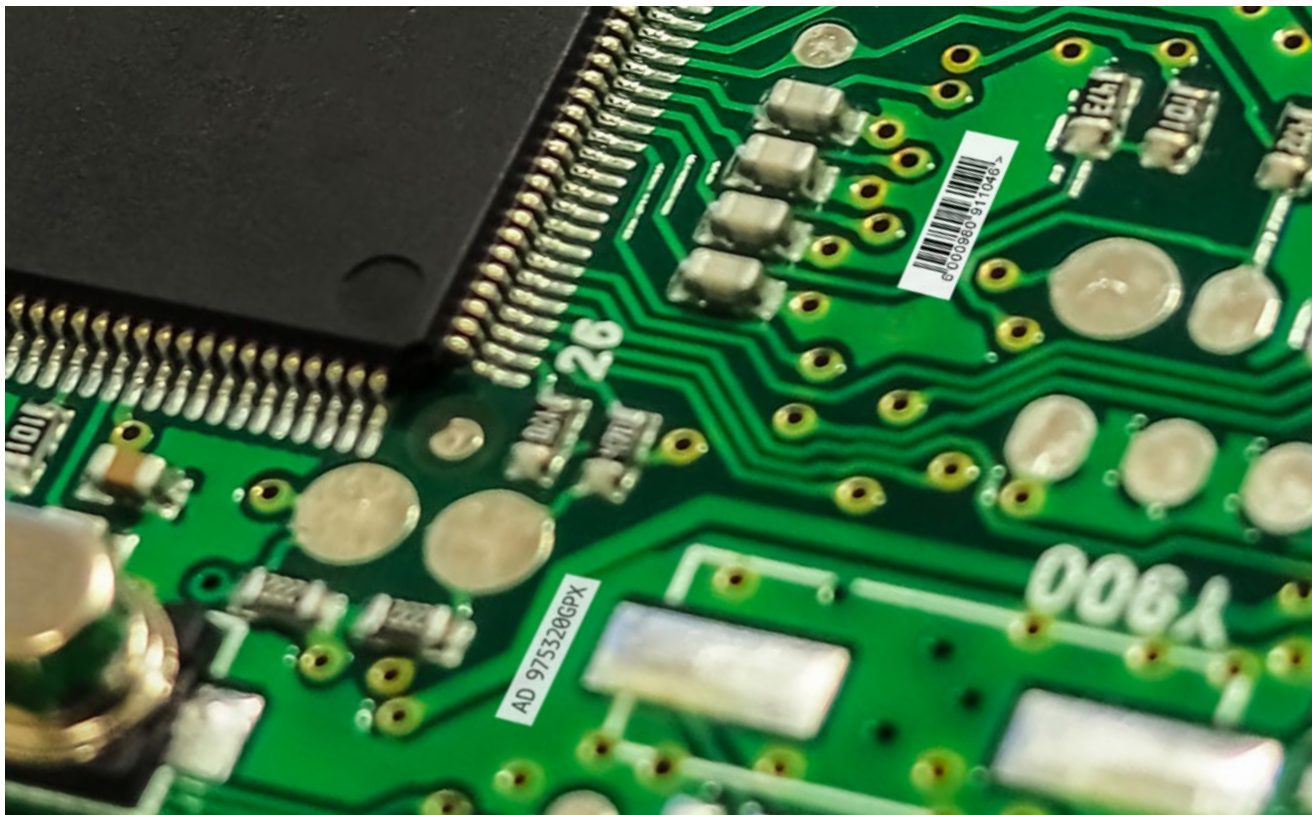


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Label Materials for Printed Circuit Boards



Performance and choice for the PCB market

Makers of printed circuit boards (PCB) depend on labels to identify and track boards throughout the assembly process. To be tough enough for the job, labels must withstand temperatures as high as 280°C, along with the harsh chemicals used during production. Our polyimide materials—available in multiple colors—are engineered to stand up to the extremes of PCB manufacturing and come in a broad range of options, so you can choose exactly the best match for your application. All materials come with local, expert Avery Dennison technical support and fast, reliable service.

For labels that are always legible

Our materials come with specially engineered, heat-resistant topcoats to ensure that labels won't wither under extreme temperatures or corrosive chemicals.

Available in a variety of colors

Color-coding boards and components with labels lets PCB manufacturers increase efficiency and reduce mistakes. We offer labels in matt blue, yellow, red and light green in addition to white.

Built-in protection against electrostatic discharge

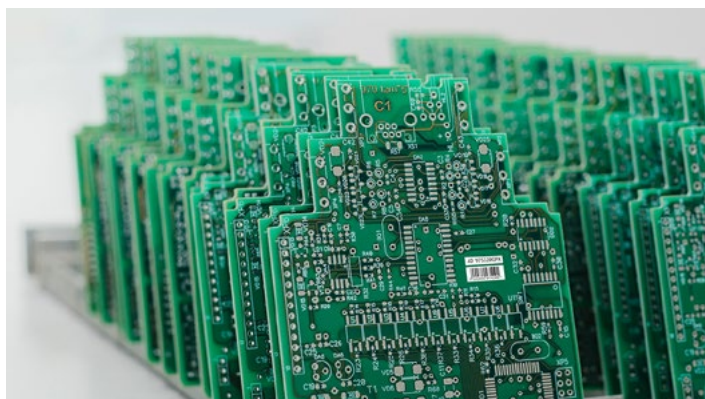
Electrostatic discharge, and the resulting damage to boards and components, is a constant risk during PCB manufacturing. Our BL945 material features an adhesive specially designed to protect labeled parts from electrostatic discharge, offering makers another layer of confidence.

Key features

- Heat resistant to temperatures higher than 300°C
- Able to withstand harsh chemicals
- Excellent legibility
- UL recognized

Applications

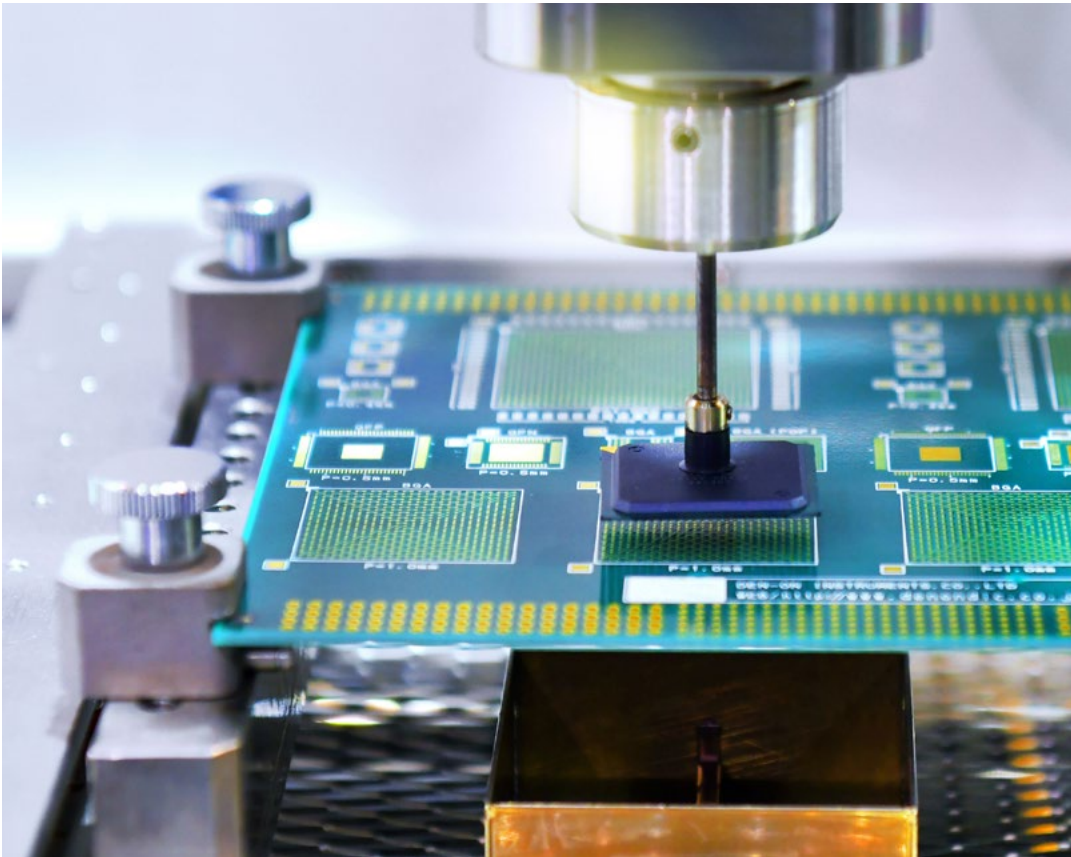
- Printed circuit boards
- LED light bars



Polyimide range

Code	Facestock	Caliper PI film	Appearance	Adhesive	Liner	Peak service temp/ time	Suitable for reflow process	Suitable for wave solder process	UL recognition
BB810	Polyimide I GL WH TC14	25 µm	Semi-matt	S8088	BG50WH	260°C, 5 min	●●●		✓
BC133	Polyimide II GL WH TC14	50 µm	Semi-matt	S8088	BG50WH	260°C, 5 min	●●●		✓
AI300	Polyimide I Matt White	25 µm	Matt	S8088	50#SCK	280°C, 5 min	●●●	●●○	✓
AH415	Polyimide II Matt White	50 µm	Matt	S8088	50#SCK	280°C, 5 min	●●●	●●○	✓
BL945	Polyimide II WH TC14	50 µm	Matt white	S8095-SD	BG50WH	300°C, 5 min	●●●	●●○	✓
BU718	Polyimide	25 µm	Matt green	S8088S	BG50WH	260°C, 5 min	●●●		✓

●○○ Good ●●○ Better ●●● Best



Materials in our **Printed Circuit Board** portfolio are unique and so require special attention during conversion. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

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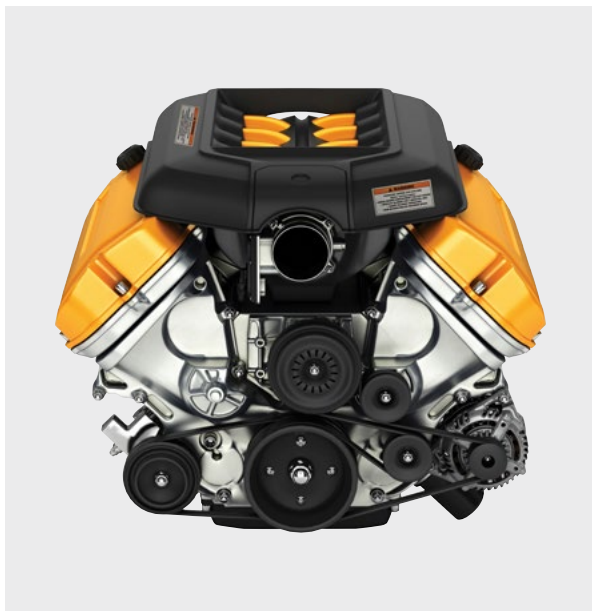


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Durable Goods Labeling



Durables, meet your match

Labeling durable goods like appliances, automotive components, and industrial equipment is challenging. Surfaces are varied and working conditions are punishing. To label durable goods well, you need materials engineered especially for the job.

At Avery Dennison, we offer a broad range of materials developed for one purpose: to meet the unique needs of durables manufacturers. We design them based on our decades of collaboration with the makers of durable goods, and we back them with the expertise of our global teams of materials scientists, whose innovations define labeling. The result? Labels that consistently stand up to some of labeling's most challenging applications.

Start with the right adhesive

The first challenge of labeling durable goods is understanding the substrate. That means the right adhesive is essential. We offer adhesives for virtually any durables surface, including plastics with low surface energy and lacquers.

Put your best face forward

Durables labels take a lot of abuse. In addition to holding fast, they have to look good and stay legible in spite of weather, chemical exposure, and countless other insults. Our filmic facestocks are engineered for outstanding printability and to stand up to the rough-and-tumble of everyday use.

Whatever the label, a material for the job

We offer materials for constructing branding labels, warning and instructional labels, labels for tracking and tracing, and more. We can also custom-design materials for unique or higher-end applications. All of our materials come with our signature support for choosing and testing the right label material for your application, and with the creative capabilities of our global research and development teams.

Compliance: we've got you covered

Durables labels must meet a dizzying array of standards and regulations that vary by segment. Our materials for durable labels are compliant with applicable standards and regulations and are pre-tested for fast approval by regulators and manufacturers.

Here's a simple guide to some of the most important standards and regulations, along with information about how our products measure up. Please contact your Avery Dennison sales representative if you need additional information or materials testing.



For electronics and appliances

UL and C-UL

UL (formerly Underwriters Laboratories, Inc.) is a U.S.-based safety consulting company. Goods and components to be sold in the U.S. must be UL-recognized for safety. UL not only tests and certifies products in its laboratories, but also defines standards and writes specifications. Converters supplying labels for use with a UL-recognized product in the U.S. must use materials that meet all relevant UL requirements.

For labels applied to smooth, flat surfaces, UL sets out requirements for labels in its standard called UL 969 (“Standard for Marking and Labeling Systems”). The standard focuses on the permanence of adhesion and legibility of the label after different exposure conditions.

C-UL is UL’s mark of approval in Canada. Labels used in Canada must comply with Canadian Safety Association standard 22.2 no. 0.15 (“Adhesive Labels”).

Chemical rub test of printed labels

A marking durability rub test is often required for labels on electronic and electrical goods. The test involves rubbing a label for 15 seconds with a cloth soaked in water, drying it, and then rubbing it for another 15 seconds with a cloth soaked in n-hexane. We test labels made with our materials according to the widely used specification IEC 60335-1 (7.14). Labels for electric medical equipment are tested for chemical resistance according to IEC 60601-1. This test involves rubbing printed samples for 15 seconds with a cloth soaked in water, followed by 15 seconds of rubbing with methylated spirit, and a final 15-second rub with isopropyl alcohol. The table on pages 6–9 shows test results for thermal transfer printed labels printed with commonly used thermal transfer ribbons. More information is available from your Avery Dennison representative.



For automotive

The FMVSS 302 flammability standard

Federal Motor Vehicle Safety Standards (FMVSS) are U.S. federal regulations. Standard FMVSS 302 relates to the burning behavior of materials used inside passenger cars, trucks, buses and agriculture machinery. Most automotive OEMs require flammability testing of label materials based on FMVSS 302 and technically equivalent OEM standards. The test is conducted by holding the material horizontally in a U-shaped holder and exposing it to a flame for 15 seconds in a combustion chamber, to see if and when the flame extinguishes, and the time it takes for the flame to pass a defined distance. The burning rate per-minute is then calculated. For most automotive applications, a burning rate of no more than 100 mm/min is acceptable, although some manufacturers have tightened requirements.

Automotive industry specifications

In addition to government regulations, automotive OEMs and tier suppliers have their own technical specifications for self-adhesive labels in dedicated applications. Among the most important requirements are for peel-adhesion forces after materials have been stored in defined conditions (including heat, cold, and humidity) and the resistance of printed labels to chemicals and abrasion.

We regularly test label materials against automotive specifications. The table below indicates which of our materials have passed testing against automotive industry specifications for peel-adhesion after exposure to defined environmental conditions on standard laboratory panels. Please contact your Avery Dennison sales representative for details about specific test results.



Durables reference chart

		Product characteristics								
		Code	Color	Topcoat (TC) / Print treatment (PT)	Adhesive-technology (Solv.-Em.-Acrylic)	Adhesive coatweight (g/m ²)	Thickness face material (μm)	Min. application temperature (°C)	Min. service temperature (°C)	Max. service temperature (°C)
Gloss white polyester materials										
Good	Transfer PET white PT16 - S8007 - BG40wh	BD843	White	PT	Emulsion	19	50	5	-40	120
	Transfer PET white PT - S8020 - BG42wh	AA639	White	PT	Emulsion	20	50	5	-40	150
	Transfer rPET white TOP - S8020 - BG42wh FSC	LB449	White	TC	Emulsion	20	50	5	-40	150
Better	Transfer PET white PT - S8002 - BG42wh	BL805	White	PT	Emulsion	27	50	5	-40	150
	Transfer rPET white TOP - S8002 - BG42wh	LB452	White	TC	Emulsion	27	50	5	-40	150
	Transfer rPET white TOP - S8030 - BG42wh FSC	LB454	White	TC	Solvent	24	50	5	-40	150
Best	Transfer PET white PT - AL170 - BG42wh	AA640	White	PT	Solvent	24	50	0	-80	150
	Transfer rPET white TOP - AL170 - BG42wh FSC	LB450	White	TC	Solvent	24	50	0	-80	150
	Transfer rPET white TOP - S8015 - BG42wh	LB451	White	TC	Solvent	32	50	7	-40	150
	Transfer rPET white TOP - S8029 - BG45wh FSC	LB453	White	TC	Solvent	27	50	5	-40	150
	Transfer rPET white TOP - S8049 - BG42wh BSS FSC	LB455	White	TC	Solvent	45	50	5	-40	150
Matt white polyester materials										
Good	Transfer rPET matt white - S8020 - BG42wh FSC	LB477	White	TC	Emulsion	20	55	5	-40	150
	Transfer PET matt white TC20 - S8002 - BG42wh	BU455	White	TC	Emulsion	27	50	5	-40	150
Better	Transfer PET matt white TC20 - S8030 - BG42wh	BW197	White	TC	Solvent	24	50	5	-40	150
	Transfer PET matt white - S8030 - BG42wh	AD223	White	TC	Solvent	24	55	5	-40	150
Best	Transfer rPET matt white - AL170 - BG42wh FSC	LB476	White	TC	Solvent	24	55	0	-80	150
	Transfer PET 75 matt white - AL170 - BG42wh	AI397	White	TC	Solvent	24	82	0	-80	150
	Transfer PET matt white - S8015 - BG42wh	AA672	White	TC	Solvent	32	55	7	-40	150
	Transfer PET 75 matt white - S8015 - BG42wh	AI399	White	TC	Solvent	32	82	7	-40	150
	Transfer PET matt white - S8029 - BG45wh	BN949	White	TC	Solvent	27	55	5	-40	150
	Transfer PET matt white - S8049 - BG42wh BSS	AL854	White	TC	Solvent	45	55	5	-40	150
Chrome polyester materials										
Good	Transfer PET bright chrome TOP - S8030 - BG42wh	AE366	Chrome	TC	Solvent	24	50	5	-40	150
	Transfer PET matt chrome PT17 - S8007 - BG40wh	BL690	Silver	PT	Emulsion	19	50	5	-40	120
	Transfer PET matt chrome TOP - S8020 - BG42wh	AA644	Silver	TC	Emulsion	20	50	5	-40	150
Better	Transfer PET matt chrome TOP - S8002 - BG42wh	BL799	Silver	TC	Emulsion	27	50	5	-40	150
	Transfer PET matt chrome TOP - S8030 - BG42wh	AD221	Silver	TC	Solvent	24	50	5	-40	150
Best	Transfer PET matt chrome TOP - AL170 - BG42wh	AA645	Silver	TC	Solvent	24	50	0	-80	150
	TR PET platinum TC19 - AL170 - BG42wh	BS912	Platinum	TC	Solvent	24	50	0	-80	150
	Transfer PET matt chrome TOP - S8015 - BG42wh	AA674	Silver	TC	Solvent	32	50	7	-40	150
	Transfer PET matt chrome TOP - S8029 - BG45wh	BH781	Silver	TC	Solvent	27	50	5	-40	150
	TR PET platinum TC19 - S8029 - BG42wh	BS913	Platinum	TC	Solvent	27	50	5	-40	150
	Transfer PET matt chrome TOP - S8049 - BG42wh BSS	AL852	Silver	TC	Solvent	45	50	5	-40	150

Code	Application						Printability			Compliance						
	Polar surfaces (high surface tension)	Apolar surfaces (low surface tension)	Rough surfaces	Slightly dirty or oily surfaces	Curved substrates	Good UV resistance / outdoor exposure	Thermal transfer- printability resin ribbon	TT-printability r/w ribbons	UV inkjet general	UV inkjet UL - approval details available	UL	C-UL	Chemical rub test IEC 60335-1	Chemical rub test ICE 60601-1	Flammability FMVSS 302	Automotive specifications

Gloss white polyester materials

BD843	●○○	●○○					✓		✓		Indoor	Indoor		✓		
AA639	●○○	●○○					✓		✓		Indoor	Indoor		✓	✓	
LB449	●○○	●○○					✓		✓		In/Out	Indoor		✓	✓	
BL805	●●○	●●○	●○○				✓		✓		In/Out	In/Out		✓	✓	
LB452	●●○	●●○	●○○				✓		✓	In/Out	In/Out	In/Out		✓	✓	
LB454	●●○	●●○					✓		✓		Indoor	Indoor		✓	✓	
AA640	●●●						✓		✓		Indoor			✓	✓	
LB450	●●●						✓		✓		In/Out			✓	✓	M
LB451	●●●	●●○	●●○				✓		✓		In/Out	In/Out		✓	✓	M H
LB453	●●●	●●●	●○○	●○○			✓		✓		In/Out	In/Out		✓	✓	M H L
LB455	●●●	●●●	●●●	●●○			✓		✓		In/Out	In/Out		✓	✓	M H L

Matt white polyester materials

LB477	●○○	●○○					✓	✓			In/Out			✓	✓	
BU455	●●○	●●○	●○○				✓	✓			In/Out	In/Out		✓	✓	
BW197	●●○	●●○					✓	✓			Indoor	Indoor		✓	✓	
AD223	●●○	●●○					✓	✓			Indoor	Indoor		✓	✓	
LB476	●●●						✓	✓			In/Out	Indoor		✓	✓	M
AI397	●●●						✓	✓			Indoor	Indoor		✓	✓	M
AA672	●●●	●●○	●●○				✓	✓			In/Out			✓	✓	M H
AI399	●●●	●●○	●●○				✓	✓			Indoor	Indoor		✓	✓	M H
BN949	●●●	●●●	●○○	●○○			✓	✓			In/Out	In/Out		✓	✓	M H L
AL854	●●●	●●●	●●●	●●○			✓	✓			In/Out	In/Out		✓	✓	M H L

Chrome polyester materials

AE366	●●○	●●○					✓		✓		Indoor	Indoor		✓	✓	
BL690	●○○	●○○					✓				Indoor	Indoor				
AA644	●○○	●○○					✓		✓		In/Out			✓	✓	
BL799	●●○	●●○	●○○				✓		✓	In/Out	In/Out	In/Out		✓	✓	
AD221	●●○	●●○					✓		✓		Indoor	Indoor		✓	✓	
AA645	●●●						✓		✓		In/Out	Indoor		✓	✓	M
BS912	●●●						✓		✓		Indoor	Indoor		✓	✓	M
AA674	●●●	●●○	●●○				✓		✓		In/Out	In/Out		✓	✓	M H
BH781	●●●	●●●	●○○	●○○			✓		✓		In/Out	In/Out		✓	✓	M H L
BS913	●●●	●●●	●○○	●○○			✓		✓		Indoor	Indoor		✓	✓	M H L
AL852	●●●	●●●	●●●	●●●			✓		✓		In/Out	In/Out		✓	✓	M H L

Key: ●○○ Good ●●○ Better ●●● Best M = Metals and some lacquers H = High surface energy plastics L = Low surface energy plastics

		Product characteristics								
		Code	Color	Topcoat (TC) / Print treatment (PT)	Adhesive-technology (Solv.-Em.-Acrylic)	Adhesive coatweight (g/m ²)	Thickness face material (μm)	Min. application temperature (°C)	Min. service temperature (°C)	Max. service temperature (°C)
Silver polyester materials										
Good	Transfer PET matt silver - S8020 - BG42wh	AA646	Silver	TC	Emulsion	20	55	5	-40	150
Better	Transfer PET matt silver - S8030 - BG42wh	AD224	Silver	TC	Solvent	24	55	5	-40	150
Best	Transfer PET matt silver - AL170 - BG42wh	AA146	Silver	TC	Solvent	24	55	0	-80	150
	Transfer PET 75 matt silver - AL170 - BG42wh	AI398	Silver	TC	Solvent	24	82	0	-80	150
	Transfer PET matt silver - S8015 - BG42wh	AA676	Silver	TC	Solvent	32	55	7	-40	150
	Transfer PET matt silver - S8029 - BG45wh	BN950	Silver	TC	Solvent	27	55	5	-40	150
	Transfer PET matt silver - S8049 - BG42wh BSS	AJ060	Silver	TC	Solvent	45	55	5	-40	150
Transparent polyester materials										
Good	Transfer rPET trans TOP - S8020 - BG42wh FSC	LB486	Transparent	TC	Emulsion	20	50	5	-40	150
Better	Transfer rPET trans TOP - S8002 - BG50wh FSC	LB491	Transparent	TC	Emulsion	27	50	5	-40	150
Best	Transfer rPET trans TOP - AL170 - BG42wh	LB485	Transparent	TC	Solvent	24	50	0	-80	150
Overlamination films										
Glossy	Overlaminating rPET 23 - S8020 - BG42wh FSC	LB496	Transparent	PT	Emulsion	20	23	5	-40	150
	Overlaminating rPET 23 - AL170 - HF80 FSC	LB495	Transparent	PT	Solvent	20	23	0	-80	150
	Overlam PET 23 UV - S8020 - PET23	AS675	Transparent	PT	Emulsion	20	23	5	-40	150
	Overlam PET 23 UV - AL170 - PET23	AS674	Transparent	PT	Solvent	20	23	0	-40	150
Matt	Overlam PET 25 matt - S8020 - BG42wh	AI573	Transparent	-	Solvent	20	25	0	-80	150
	Overlam PET 25 matt - AL170 - HF80	AC747	Transparent	-	Solvent	20	25	0	-80	150
	Overlam Polycarb 50 matt - S8020 - PET36	AB702	Transparent	-	Emulsion	20	50	5	-40	125
PVC products for extra outdoor durability										
Calendered films	PVC outdoor white - AL170 - BG42wh	AA648	White	-	Solvent	24	80	0	-40	110
	PVC outdoor white - S8029 - BG42wh	BR635	White	-	Solvent	27	80	5	-40	110
	PVC outdoor matt white - AL170 - BG42wh	AA948	White	-	Solvent	24	80	0	-40	110
	PVC outdoor matt white - S8029 - BG42wh	BR636	White	-	Solvent	27	80	5	-40	110
	PVC outdoor silver - AL170 - BG42wh	AH753	Silver	-	Solvent	24	80	5	-40	110
	PVC outdoor silver - S8029 - BG42wh	BR637	Silver	-	Solvent	27	80	5	-40	110
	PVC outdoor clear - AL170 - BG42wh	AS880	Transparent	-	Solvent	24	80	0	-40	110
	PVC outdoor matt clear - AL170 - BG42wh	AW627	Transparent	-	Solvent	24	80	0	-40	110
	PVC outdoor yellow - AL170 - BG42wh	AE492	Yellow	-	Solvent	24	80	0	-40	110
Cast films	Transfer PVC 50 cast white - AL170 - BG55wh	BO643	White	-	Solvent	24	50	0	-40	120
	Transfer PVC 50 cast white - S8039 - BG55wh	BO641	White	-	Solvent	35	50	5	-40	120
	Transfer PVC 50 cast silver - S8039 - BG55wh	BO958	Silver	-	Solvent	35	50	5	-40	120
	Transfer PVC 50 cast yellow - S8039 - BG55wh	BO946	Yellow	-	Solvent	35	50	5	-40	120

Code	Application						Printability			Compliance						
	Polar surfaces (high surface tension)	Apolar surfaces (low surface tension)	Rough surfaces	Slightly dirty or oily surfaces	Curved substrates	Good UV resistance / outdoor exposure	Thermal transfer- printability resin ribbon	TT-printability r/w ribbons	UV inkjet general	UV inkjet UL - approval details available	UL	C-UL	Chemical rub test IEC 60335-1	Chemical rub test IEC 60601-1	Flammability FMVSS 302	Automotive specifications

Silver polyester materials

AA646	●○○	●○○					✓	✓			In/Out		✓	✓		
AD224	●●○	●●○					✓	✓			Indoor		✓	✓		
AA146	●●●						✓	✓			In/Out	Indoor	✓	✓		M
AI398	●●●						✓	✓			Indoor	Indoor	✓	✓		M
AA676	●●●	●●○	●●○				✓	✓			In/Out		✓	✓		M H
BN950	●●●	●●●	●○○	●○○			✓	✓			In/Out	In/Out	✓	✓		M H L
AJ060	●●●	●●●	●●●	●●○			✓	✓			In/Out	In/Out	✓	✓		M H L

Transparent polyester materials

LB486	●○○	●○○					✓		✓		In/Out		✓	✓		
LB491	●●○	●●○	●○○				✓		✓		In/Out		✓	✓		
LB485	●●●						✓		✓		In/Out		✓	✓		M

Overlamination films

LB496	●○○	●○○			●○○		✓				Indoor	Indoor				
LB495	●●●				●○○		✓				Indoor					
AS675	●○○	●○○			●○○	●○○	✓				In/Out	In/Out				
AS674	●●●				●○○	●○○	✓				In/Out	In/Out				
AI573	●○○	●○○			●○○		✓				Indoor					
AC747	●●●				●○○		✓				In/Out					
AB702	●○○	●○○									Indoor					

PVC products for extra outdoor durability

AA648	●●●				●●○	●●○	✓				In/Out	In/Out			✓	
BR635	●●●	●●●	●○○	●○○	●●○	●●○	✓				In/Out	In/Out			✓	
AA948	●●●				●●○	●●○	✓				In/Out				✓	
BR636	●●●	●●●	●○○	●○○	●●○	●●○	✓				In/Out	In/Out			✓	
AH753	●●●				●●○	●●○	✓				In/Out	In/Out			✓	
BR637	●●●	●●●	●○○	●○○	●●○	●●○	✓				In/Out	In/Out			✓	
AS880	●●●				●●○	●●○	✓				In/Out	In/Out			✓	
AW627	●●●				●●○	●●○	✓				Indoor				✓	
AE492	●●●				●●○	●●○	✓				In/Out	In/Out			✓	
BO643	●●●				●●●	●●●	✓				In/Out	In/Out			✓	
BO641	●●●	●●●	●●●	●●○	●●●	●●●	✓				In/Out	In/Out			✓	
BO958	●●●	●●●	●●●	●●○	●●●	●●●	✓				In/Out	In/Out			✓	
BO946	●●●	●●●	●●●	●●○	●●●	●●●	✓				In/Out	In/Out			✓	

Key: ●○○ Good ●●○ Better ●●● Best M = Metals and some lacquers H = High surface energy plastics L = Low surface energy plastics

	Product characteristics									
	Code	Color	Topcoat (TC) / Print treatment (PT)	Adhesive-technology (Solv.-Em.-Acrylic)	Adhesive coatweight (g/m ²)	Thickness face material (μm)	Min. application temperature (°C)	Min. service temperature (°C)	Max. service temperature (°C)	
Polypropylene films										
Transfer PP 50 white TOP - S8022 - BG42wh	BU600	White	TC	Emulsion	26	49	10	-40	120	
Transfer PP TR 75 matt white - S8020 - BG42wh	AC463	White	TC	Emulsion	20	75	5	-40	100	
Transfer PP TR 75 matt white - S8002 - BG42wh	BN104	White	TC	Emulsion	27	75	5	-40	100	
Polyimide films										
Polyimide I Wh TC14 - S8088 - BG50wh	BB810	White	TC	Solvent	27	46	10	-40	260	
Polyimide II Wh TC14 - S8088 - BG50wh	BC133	White	TC	Solvent	27	71	10	-40	260	
Polyimide I matt white - S8088 - 50#SCK	AI300	White	TC	Solvent	27	43	10	-40	280	
Polyimide II matt white - S8088 - 50#SCK	AH415	White	TC	Solvent	27	68	10	-40	280	
Polyimide II Wh TC14 - S8095SD - BG50wh	BL945	White	TC	Solvent	27	71	10	-40	300	
Polyimide I matt green - S8088 - BG50wh	BU718	Green	TC	Solvent	27	32	10	-40	260	
Products for special applications										
Transfer PET white CR - S8015 - BG42wh	BB815	White	TC	Solvent	32	52	7	-40	150	
Transfer PET 40 Wh TOP FR - AL170 - BG40wh LR	BN142	White	TC	Solvent	24	40	0	-80	150	
ESD PET white TOP - S8087 - BG55wh	AU978	White	TC	Solvent	24	52	4	-40	150	
Transfer PET 36 white TOP - S8092 - PET75	AS191	White	TC	Silicone	50	36	5	-80	150	
PET50 black laser etch - S8029 - BG45wh	BU300	Black	TC	Solvent	27	55	5	-40	130	
PET void check matt chrome - S8015 - BG42wh	AB048	Silver	TC	Solvent	26	53	7	-40	120	
PVC semi gloss white UD - S690 - BG50wh	AW451	White	-	Solvent	32	60	10	-40	110	
@TT BG40 white FSC S8049 - BG42wh BSS FSC	CM586	-	-	Solvent	45	-	5	-40	150	

Code	Application						Printability			Compliance						
	Polar surfaces (high surface tension)	Apolar surfaces (low surface tension)	Rough surfaces	Slightly dirty or oily surfaces	Curved substrates	Good UV resistance / outdoor exposure	Thermal transfer- printability resin ribbon	TT-printability r/w ribbons	UV inkjet general	UV inkjet UL - approval details available	UL	C-UL	Chemical rub test ICE 60335-1	Chemical rub test IEC 60601-1	Flammability FMVSS 302	Automotive specifications

Polypropylene films

BU600	●●○	●●○			●●○		✓									
AC463	●○○	●○○					✓	✓	✓		Indoor		✓			
BN104	●●○	●●○	●○○				✓	✓	✓		Indoor		✓			

Polyimide films

BB810	●○○			●○○			✓				Indoor					
BC133	●○○			●○○			✓				Indoor					
AI300	●○○						✓				Indoor	Indoor				
AH415	●○○						✓				Indoor	Indoor				
BL945	●○○						✓				Indoor	Indoor				
BU718	●○○			●○○			✓				Indoor	Indoor				

Products for special applications

BB815	●●●	●●○	●●○				✓				Indoor	Indoor				M H
BN142	●●●				●○○		✓									
AU978	●○○						✓				Indoor				✓	
AS191	●●○	●●●	●●●		●○○		✓									
BU300	●●●	●●●	●○○	●○○												
AB048	●●●	●●○	●●○				✓				Indoor	Indoor				M H
AW451	●●○	●○○					✓				In/Out	In/Out				
CM586	●●●	●●●	●●●	●●○												

Key: ● ○ ○ Good ● ● ○ Better ● ● ● Best M = Metals and some lacquers H = High surface energy plastics L = Low surface energy plastics

Order materials your way

With manufacturing facilities worldwide and most durable labels dependably in stock, we're here with the materials you need, when you need them — in the way that makes sense for your business. With our Ready Width™ and EXACT™ services, you can order as little as 100 square meters at a time to help cut inventory and reduce waste. And our Mix & Match service lets you combine different adhesives, facestocks and liners to suit your application.

Labeling's leading innovators, at your service

Working with our technical teams means working with more than eight decades of industry-defining knowledge and innovation. Engineers at our application labs in Europe, Asia, and North America are ready to help you determine the right combination of materials to best make your label construction a success.

Materials in our **Durable Goods Labeling** portfolio are unique and so require special attention during conversion. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com



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For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.com or contact your local Avery Dennison sales representative.

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Pharmaceutical

Product Guide	Label Materials for Ethical and OTC Pharmaceuticals
Product Guide	Labels for Small-Diameter Pharmaceutical Containers
Product Guide	Label Materials for Cold Chain Products
Product Guide	Intelligent Labels for Pharmaceuticals
Compliance Guide	Pharmaceutical Package Labeling
Service Program Guide	AD Procerta™

Label Materials for Ethical and OTC Pharmaceuticals



Sustainability as a priority

Globally, pharmaceutical companies are implementing more sustainable alternatives for their packaging and processes, switching to renewable electricity. As a leader in pharmaceutical labeling solutions, Avery Dennison supports these companies' sustainability missions with our broad range of offerings, which include thinner materials, recycled content materials, or solutions that enable recycling. Our product range covers the full spectrum of label materials for ethical and over-the-counter medicines packaging—including squeezable plastic bottles, security seals, blister packs, and opaque constructions for relabeling applications.

Taking responsibility for sustainability

We aim to reduce our Scope 1 and 2 GHG emissions by 70% from our 2015 baseline. Additionally, our goal is to work with our supply chain to reduce our 2018 baseline Scope 3 GHG emissions by 30%, with an ambition of net zero by 2050. As part of our commitment to provide better solutions to our customers, we are also constantly working on our product offering and innovating to meet market demands. Ultimately, our sustainable pharmaceutical materials are designed with patient safety in mind.

Our Sustainable ADvantage portfolio of products is designed to help you consume fewer natural resources, reduce carbon emissions, cut waste, and move toward a circular, sustainable economy. In essence, the portfolio consists of materials that are responsibly sourced, contain recycled/renewable content, reduce the use of materials and enable reuse, recycling, or compostability. Additionally, Sustainable ADvantage solutions are created according to EcoDesign principles, such as making labels from the same material as the package to increase the likelihood of the package being recycled.



Guidelines for sustainability



	Pill bottles	Eye drops	Secondary packaging	Inhalers
Most often used material	HDPE	LDPE	Cardboard	Aluminum
Recycling possibilities	Can be recycled with HDPE stream	Can be recycled with LDPE stream however, the container might be too small to pass the sorting process at the recycling facility	Can be recycled in regular paper recycling stream	Can be recycled in aluminum recycling stream
Recommended materials*	PP, PE	PP, PE	Paper	Paper
Reduce* (thinner materials)	Yes — Consider PP30 and PP40	Yes — Consider PP30 and PP40	Yes — Consider Semi Clear paper	Yes — Consider LW60 and MC PRIMECOAT
Re-use*	Yes — Liner with recycled content rPET30, chemically recycled facestocks	Yes — Liner with recycled content rPET, chemically recycled facestocks	Yes — Liner with recycled content rPET30	Yes — Liner with recycled content rPET30
Recycle*	Monomaterials, RecyClass approved (see product tables)	Monomaterials	Monomaterials — Paper on paper	

* Label choice

Certainly compliant

As a vital part of pharmaceutical packaging, we are fully aware that labels must comply with local and global regulations, depending on the market in which they are sold and consumed. All of 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. Additionally, security-seal materials are aligned with the EU Falsified Medicine Directive and are suitable for most cardboard box types on the market.

Change management

Whenever a pharmaceutical product changes, its impact on performance is assessed, a change management process is triggered. After extensive material testing the results are communicated to pharmaceutical manufacturers and third parties. We take it a step further by providing advance notifications of product changes (1-year pre-notification) for our pharma adhesives*. When changes happen, we offer extensive change implementation procedures, customized tests, and change impact analyses. Our goal is to provide pharmaceutical customers with the business-friendly support they need to successfully navigate and manage their pharmaceutical materials throughout their entire production cycle.

Key features

- More sustainable alternatives to standard products
- Compliance with pharma specific regulations
- Adhesives covered by change management
- Paper materials from FSC certified sources

Applications

- Plastic containers
- Cardboard packaging
- Prescription medicines
- Functional packaging
- Pill bottles
- Squeezable containers for liquid medicines
- Nasal sprays
- Inhalers
- Pouches
- Infusion bottles



* S2000NP, S692NP, S2045NP, S2060NP,
S717P, C2020P, C2050P, S799P

Portfolio overview

Cardboard boxes				Low temp storage performance (5°C)	Face basis weight (gsm/m²)	Face caliper	Waterbased varnish
Code	Product name	Sustainability feature	Type				
BF746	PP NG Top Clear S788P-BG45WH*		Box damage		43	48	
LB879	PP NG Top Clear S799P-rPET30	Reuse	Box damage	✓	43	48	●○○
CR726	Void PP50 Clear S799P-rPET30	Reuse	Visible sign	✓	45	49	●●○
CR533	Void PP50 Clear S799P-BG45WH FSC		Visible sign	✓	45	49	●●○
CK207	Semi Clear Paper FSC S2000NP INC-BG40WH FSC		Box damage	✓	60	55	●●○
CT469	SEMI CLEAR PAPER NG FSC S2000NP INC-BG40WH FSC		Box damage	✓	62	57	●●○
AF765	PVC Matt White UD S690-BG50WH		Label damage	✓	77	60	●●○
Key: ●○○ Good ●●○ Better ●●● Best							
*Options with different liners available off the shelf							

Blisters

Code	Product name	Face basis weight (gsm/m²)	Face caliper
AZ426	PVC Semi Gloss White UD S2000N-BG50WH	70	50
AF765	PVC Matt White UD S690-BG50WH	77	60

Relabeling

Code	Product name	Opacity backing	Face basis weight (gsm/m²)	Face caliper
BG372	MC90 OPQ FSC S700-BG40WH	Black	89	79
AF717	PE Top White OPQ S697-BG40WH	Black	92	93
AY924	PP Top White REV MET S692NP-BG40WH FSC	Silver	58	59
BQ523	PP Top White REV MET S799P-BG40WH FSC	Silver	58	59
LB873	PVC White Opaque S692N-rPET30	Silver	148	100

Hanging labels

All hanging label products are also available in options with customized glue pattern according to your design. Valeron 100-175 available in clear and white.

Code	Product name	Opacity backing	Face basis weight (gsm/m²)	Face caliper
AL442	PP125 Top White S697-BG45WH FSC	Glass	126	125
AP983	PP125 Top White S692NP-BG40WH FSC	Glass and plastic	126	125
AG549	PP125 Top Clear S697-BG45WH FSC	Glass	122	129
BQ210	Valeron 100 Clear S692N-BG40WH FSC	Glass and plastic*	93	100

*No cold storage

Curved containers

Face	Code	Product name	Sustainability feature	Minimum application temp. (°C)	Print quality	Opacity	Adhesion (initial tack during dispensing)	
							Glass	PE / PP
Paper	AT440	MC PHARMA FSC S2000NP-BG40WH FSC		0	●●○	●○○	●●●	●●○
	AS495	MC PHARMA FSC S692NP-BG40WH FSC		5	●●○	●○○	●●○	●○○
	BC932	MC PHARMA FSC S717P-BG45WH FSC		10	●●○	●○○	●●●	●●○
	BB544	MC PRIMECOAT FSC S2000NP-BG40BR	Reduce	0	●●○	●●○	●●●	●●○
	CJ793	LW FSC S692NP-rPET30	Reduce, reuse	5	●●●	●●○	●●○	●○○
	AE082	LW FSC S2000NP-BG40WH FSC	Reduce	0	●●●	●●○	●●●	●●●
	BZ347	HGW PREMIUM FSC S2000NP-BG40WH FSC		0	●●●	●●○	●●○	●●○
Film	AE947	PE85 TOP WHITE S692NP-BG40WH FSC	Recycle *	5	●●●	●●○	●●○	●○○
	CJ796	PE85 TOP CLEAR S692NP-rPET30	Recycle, reuse *	5	●●●	●●○	●●○	●○○
	BD522	PP LIGHT TOP WHITE S717P-BG45WH	Reduce	10	●●●	●●○	●●○	●○○
	CJ801	PP LIGHT TOP WHITE S692NP-rPET30	Reduce, reuse, recycle *	5	●●●	●●○	●●○	●○○
	BX357	PP LIGHT TOP CLEAR S692NP-rPET30	Reduce, reuse * †	5	●●●		●●○	●○○
	CG125	WBIJ PET38 WHITE S692NP-BG40WH FSC	Reduce	5	●●●	●○○	●●○	●○○

Key: ●○○ Good ●●○ Better ●●● Best

* Approved for HDPE recycling by RecyClass † Gamma sterilization dose below 30 kGy

Continued on next page →

Curved containers (continued)

Code	Coated surfaces	Mandrel hold (diameter above 15mm)		Sterilization		Low migration risk	Printability			Water-based inkjet
		Glass	HDPE / PP	Autoclave	Gamma and E-beam		UV Flexo	UV inkjet	Dry toner	
AT440		●●●	●●○	✓	✓		✓	✓	✓	
AS495		●●○	●●○	✓	✓	✓	✓	✓	✓	
BC932	✓	●●●	●●●	✓	✓	✓	✓	✓	✓	
BB544		●●○	●●○	✓	✓		✓	✓	✓	
CJ793		●●●	●○○	✓	✓	✓	✓	✓	✓	
AE082		●●○	●●○				✓	✓		
BZ347		●○○	●●○	✓	✓		✓	✓	✓	
AE947		●●●	●○○		✓	✓	✓	✓	✓	
CJ796		●●●	●○○		✓	✓	✓	✓	✓	
BD522	✓	●●●	●●○	✓	✓ †	✓	✓	✓		
CJ801		●●●	●○○	✓	✓ †	✓	✓	✓	✓	
BX357		●●●	●○○	✓	✓ †	✓	✓	✓	✓	
CG125		●●●	●○○		✓	✓	✓		✓	✓

Key: ●○○ Good ●●○ Better ●●● Best
* Approved for HDPE recycling by RecyClass † Gamma sterilization dose below 30 kGy



Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com



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Labels for Small-Diameter Pharmaceutical Containers



The biggest selection of small label materials

The pharmaceutical industry's demand for containers like pre-filled syringes, vials, ampoules and injection pens is growing. Labels on these containers must adhere dependably on curved surfaces and containers ranging from 25 millimeters to seven millimeters in diameter and perform on high-speed production lines. In addition, labels must withstand the heat and moisture of sterilization, as well as the chill of storage at low temperatures. Additionally, some require luminescence for detection by UV-based inline systems.

Get materials that meet the stringent performance requirements of this fast-growing segment. We offer dedicated solutions for small-diameter pharmaceutical containers, ranging from low-temperature performance to high humidity, heat, UV and chemical resistance.





*S717P, S692NP, C2020P, S799P, S2060NP,
S2000NP, C2050P, S788P

Purpose-engineered. Always available.

Choose from a wide range of filmic labels that provide the clear-on-clear, “no label” appearance desirable for pharmaceutical containers or traditional lightweight papers.

In our wide range of adhesives, we offer S692NP, an emulsion-based adhesive with the lowest migration risk. S717P is another emulsion adhesive that works well on treated surfaces, such as coated vials. Our solvent-based adhesives, S697 and S2196 offer high resistance to heat, humidity and chemicals like sanitizing agents. Additionally, S2196 offers exceptional performance in temperatures as low as -196°C .

We provide a minimum of one year’s advance notice of any changes to our pharmaceutical adhesives* and provide all testing, certification and documentation to satisfy compliance requirements.

Key features

- Suitable for application on small-diameter containers and high-speed dispensing lines
- Designed for application on treated surfaces (coated surfaces)
- Solutions with high humidity, heat, UV and chemical resistance

Applications

- Prefilled syringes
- Vials
- Ampoules
- Auto-injector pens and cartridges

Avery Dennison Footprinting Tool
results for AD RDX paper labels



Carbon savings*

9%



Water savings*

10%

* Comparison of CN357 PP50 TOP CLEAR S692NP-rPET30 vs CJ805 PP40 TOP CLEAR RDX S692NP-rPET30 according to Avery Dennison's Carbon Footprinting Tool on Oct 11, 2025.

Condensed surfaces

A growing number of liquid medicines that come in containers like vials, ampoules and prefilled syringes are temperature-sensitive. The challenge of maintaining two to eight Celsius low-temperature conditions across the supply chain hinders productivity. Once containers are removed from cold storage for labeling, they often have moisture on them, complicating the labeling process. Unfortunately, many of the current solutions create additional complexity in handling medicines and prolong their time exposed to higher temperatures.

However, correct adhesive choices like S692NP can improve the labeling of condensed surfaces since constructions including these adhesives perform better when combined with best practices such as overlapping the labels by at least 3mm or limiting the pre-dispensing of the labels. Many factors affect the success of this solution, including the type of glass used, coatings, dispensing speed and the amount of moisture on the surface.

Unleash the power of less with AD RDX™

Reducing material use is a growing priority for pharma labeling. Avery Dennison's AD RDX portfolio offers thinner, high performing materials engineered specifically for curved and small-diameter applications like vials, syringes and auto-injectors, helping support performance and sustainability.

The AD RDX™ advantage

- Performs on high-speed lines
- Thinner construction to reduce material use and waste
- Supports lower packaging tax and storage needs
- Increases roll length and reduces changeovers
- Available with rPET liners containing 30% recycled content

Single Layer vs. Multi Layer: maximize your space

Small-diameter containers, such as vials and syringes, offer highly restricted labeling space. This creates a challenge for displaying critical product data, regulatory text, and usage instructions in multiple languages. Our pharmaceutical multi-layer portfolio is specifically designed for the unique complexity of converting and dispensing on small-diameter containers, allowing you to safeguard patient safety without changing your primary packaging.



Portfolio overview

Face	Code	Product name	Adhesive	Liner	Adhesion			Mandrel hold*		Sterilization		Luminescent (Laetus Scale)	Low migration risk	Low temperature performance	Humidity resistance	Heat resistance	UV protection	Multi layer/Single layer**
					Glass	PE/PP	Coated surface	Glass	HDPE/PP	Autoclave	Gamma							
Film clear	CJ804	PP30 Top Clear RDX ● ●●	S692NP	rPET30	●●○	●●○		●●○	●○○	✓			✓	●○○	●○○			M
	CJ805	PP40 Top Clear RDX ● ●●	S692NP	rPET30	●●○	●●○		●●○	●○○	✓			✓	●○○	●○○			S/M
	CO117	PP40 Top Clear RDX ● ●●	S697 LUM	rPET30	●●○	●○○		●●○	●○○	✓		✓		●○○	●●○	●○○		S/M
	CM425	PP40 Top Clear RDX ●	S2196	BG45WH FSC	●●○	●○○		●●○	●○○	✓				●●○	●●○	●○○		S/M
	BX357	PP Light Top Clear ●●	S692NP	rPET30	●●○	●●○		●●○	●○○	✓			✓	●○○	●○○			S/M
	CJ799	PP Light Top Clear ●●	S692NP LUM	rPET30	●●○	●●○		●●○	●○○	✓		✓		●○○	●○○			S/M
	LB890	PP NG Top Clear ●●	S717P	rPET30	●●○	●○○	✓	●●○	●○○	✓				●○○	●○○			S/M
	CK882	PP NG Top Clear	S697 LUM	PET36	●●○	●○○		●●○	●○○	✓		✓		●○○	●●○	●○○		S/M
	CP794	PET23 OVERLAM UVP ● ●●	S692NP	rPET23	●●○	●●○		●●○	●○○	✓	●○○		✓	●○○	●○○		✓	M
	CL839	PET23 Top Clear ●●	S717P	BG40WH FSC	●●○	●●○		●●○	●○○	✓				●○○	●○○			M
Film white	AJ141	PET36 Top Clear	S697 LUM	PET36	●●○	●○○		●●○	●○○	✓	●○○	✓		●○○	●●○	●○○		S/M
	BU747	PP30 Top White ●	S692NP	BG40WH FSC	●●○	●●○		●●○	●○○	✓			✓	●○○	●○○			M
	BY809	PP40 Cavit Top White RDX ●	S717P DEC	BG40WH FSC	●●○	●●○	✓	●●○	●○○	✓				●○○	●○○			S/M
	CJ801	PP Light Top White ●●	S692NP	rPET30						✓			✓					S/M
	LB883	PP Light Top White ●●	S717P	rPET30	●●○	●●○	✓	●●○	●○○	✓				●○○	●○○			S/M
Paper	AZ452	PP Top White	S2196	BG40WH FSC	●●○	●●○		●●○	●○○	✓	●○○			●●○	●●○	●○○		S/M
	AS495	MC Pharma FSC	S692NP	BG40WH FSC						✓			✓					S
	AT440	MC Pharma FSC	S2000NP	BG40WH FSC	●●○	●●○		●●○	●○○	✓	●○○							S
	BC932	MC Pharma FSC	S717P	BG45WH FSC	●●○	●●○	✓	●●○	●○○	✓	●○○		✓	●○○	●○○			S
	AE082	LW FSC	S2000NP	BG40WH FSC	●●○	●●○		●●○	●○○	✓	●○○	✓						S
	AY612	Thermal60 Top K8 RDX FSC	S2000NP	BG40BR FSC	●●○	●●○		●●○	●○○		●○○							S
	BO628	Thermal Top S8 PF FSC	S2060NP	BG40WH FSC	●●○	●●○	✓	●●○	●○○					●○○	●●○			S

Features: ● Thinner materials ●● Recycled liner
 *Diameter below 15mm ●○○ Good ●●○ Better ●●● Best
 **M = Multi layer S = Single layer S/M = Single layer/Multi layer

As demand grows for small-diameter containers, the right label materials make all the difference in ensuring reliable adhesion, readability and performance under challenging conditions. From curved surfaces and sterilization to low temperatures and luminescence requirements, we've got you covered.

Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com



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For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.com or contact your local Avery Dennison sales representative.

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Label Materials for Cold Chain Products





Get high performance at the lowest temperatures

From vaccines to blood to tissue samples, there's a lot in the pharmaceutical and healthcare industries that have to stay not just cold, but extremely cold. Our Cold Chain Portfolio offers materials with the lowest application temperature available, specifically designed to hold fast during cryogenic and other low-temperature transportation and storage. Our facestocks remain legible under equally tough conditions, including low temperatures, warm-water bath (bain marie), sterilization, treatment with disinfectants, and more.

Made to go wherever products go

Liquid nitrogen. Dry ice. Chemical disinfectants. Scalding water. Get adhesives that stay strong, and facestocks that remain legible, even in harsh conditions.

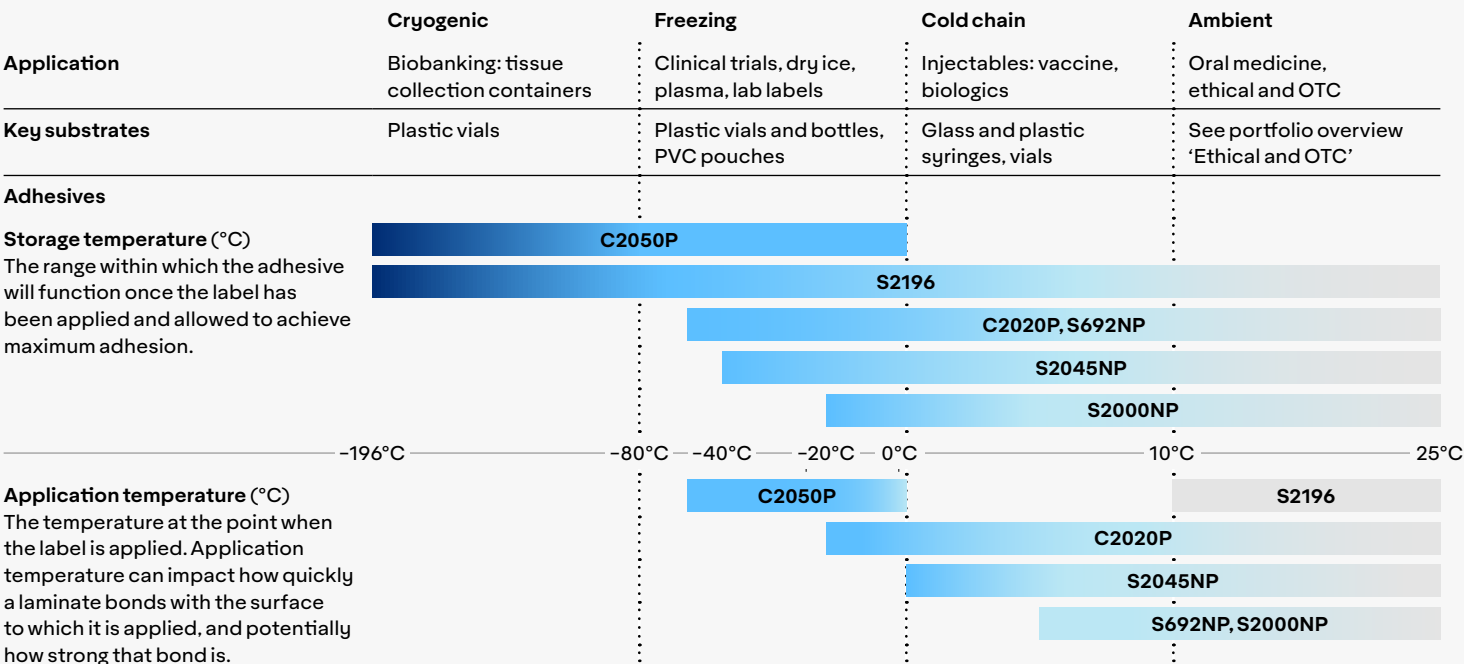
Designed for a range of containers and substrates

Choose from a large selection of conformable materials that perform consistently on plastic Vacuettes® and small-diameter syringes, PVC blood bags, and more.

Optimized for variable-information printing

Print your way, with thermal transfer, UV inkjet, and others – even pen-and-ink.

Low temperature Pharma segments



Key features

- Application temperature as low as -50°C and storage in -196°C
- Good printability and conformability
- Compliant with all applicable U.S. and European regulations

Applications

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



Portfolio overview

Cryogenic and dry ice applications

Code	Product name	MOQ (M ²)	Lead time (days)	Service temp. (°C)	Min. application temp. (°C)	Autoclave sterilization	Chemical resistance	Small diameter applications (~15mm)	Manual writing (pen)	Printability					
										Thermal transfer	Direct thermal	UV inkjet	Water-based inkjet	Dry toner	Laser print
AZ452	PP Top White S2196-BG40WH	1,000	7	-196 to +120	+10	✓	✓	✓		✓		✓		✓	
LB897	PP Light Top Clear S2196-rPET30	1,000	7	-196 to +120	+10	✓	✓	✓		✓		✓		✓	
CM425	PP40 Top Clear S2196-BG45WH FSC	1,000	7	-196 to +120	+10		✓	✓		✓		✓		✓	
CO180	rDT PP70 Top White S2196-BG45WH FSC	1,000	14	-196 to +120	+10				✓		✓				
BP341	Primax Plus C2050P-BG40WH FSC	1,000	14	-196 to +120	-50		✓	✓	✓	✓		✓		✓	
BU323	PP Light Top White C2050P-BG40WH FSC	1,000	7	-196 to +120	-50	✓				✓		✓		✓	

Laboratory and hospital applications

Code	Product name	MOQ (M ²)	Lead time (days)	Service temp. (°C)	Min. application temp. (°C)	Autoclave sterilization	Chemical resistance	Small diameter applications (~15mm)	Manual writing (pen)	Printability					
										Thermal transfer	Direct thermal	UV inkjet	Water-based inkjet	Dry toner	Laser print
AX308	PET50 PT Clear S692NP-BG40WH FSC	1,000	7	-20 to +80	+5	✓	✓			✓					
BB848	Transfer PET PT White S692NP-BG40WH FSC	1,000	7	-20 to +80	+5	✓	✓			✓					
BD522	PP Light Top White S717P-BG45WH	1,000	14	-50 to +121	+10	✓		✓		✓		✓		✓	
AY612	Thermal60 Top K8 S2000NP-BG40BR	1,000	14	-20 to +60	0			✓	✓		✓				
BK658	Transfer Superior S2000NP-BG40BR	2,000	2	-20 to +80	0	✓		✓	✓	✓					
BX844	Demand Jet Mat Thin FSC S2000NP-BG40WH FSC	1,000	14	-20 to +80	0	✓		✓	✓	✓			✓		✓
AT061	DATA70 FSC S451-HF80 IMP	1,000	14	-40 to +80	-5	✓			✓	✓					✓
CS901	PP80 Matt White CR S692NP-BG40WH FSC	1,000	14	-60 to +80	+5		✓						✓		
BX846	WBIJ PP90 Gloss White S692NP-BG40WH FSC	1,000	7	-20 to +80	+5	✓			✓	✓			✓		✓
AA544	LCJ Premium FSC S451-HF80	1,000	14	-40 to +80	-5	✓		✓	✓	✓					✓
BX653	DIG UV InkjetMC80 FSC S2045NP-BG45WH FSC	1,000	14	-40 to +70	0				✓	✓		✓		✓	

Primary blood bag applications

Code	Product name	MOQ (M ²)	Lead time (days)	Service temp. (°C)	Min. application temp. (°C)	Autoclave sterilization	Chemical resistance	Small diameter applications (~15mm)	Manual writing (pen)	Printability					
										Thermal transfer	Direct thermal	UV inkjet	Water-based inkjet	Dry toner	Laser print
CO866	PE105 Matt White AL171-BG40WH FSC	2,520	21	-80 to +140	+10	✓	✓			✓		✓			✓
AD980	Transfer PP AL171-BG40WH FSC	1,000	14	-80 to +140	+10	✓	✓		✓	✓					✓
CM972	PVC8128 PPS N MI465-BG40BR FSC	1,500	14	-80 to +120	+10	✓	✓		✓	✓					

Secondary blood bag applications

Code	Product name	MOQ (M ²)	Lead time (days)	Service temp. (°C)	Min. application temp. (°C)	Autoclave sterilization	Chemical resistance	Small diameter applications (~15mm)	Manual writing (pen)	Printability					
										Thermal transfer	Direct thermal	UV inkjet	Water-based inkjet	Dry toner	Laser print
AQ596	PP NG Top White S2060NP-BG45WH FSC	1,000	7	-40 to +70	0			✓		✓		✓		✓	
AN038	Transfer PEHD S2060NP-BG40BR	1,000	7	-40 to +70	0				✓	✓		✓			
AQ665	PB PP NG Top White 2XS2060NP-BG40BR/BG40WH	1,000	7	-40 to +70	0				✓	✓		✓		✓	
AZ612	Transfer PP75 Matt White S692NP-BG40WH FSC	1,000	7	-20 to +80	5				✓	✓					
AO525	Transfer PE HD C2020P-BG40WH FSC	1,000	14	-50 to +80	-20		✓		✓	✓		✓			
BO628	Thermal TOP S8 FSC S2060NP-BG40WH FSC	1,000	7	-40 to +70	0				✓	✓	✓				

Materials in our **Cold Chain portfolio** are unique and so require special attention during conversion. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

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Intelligent Labels for Pharmaceuticals





Smarter labels for complex needs

Precision, safety and trust — these are non-negotiables in the pharmaceutical industry. Every vial, syringe and package carries responsibility. And that's why our intelligent labels pull their weight. They track, trace and protect, ensuring every product reaches the right place at the right time, safely and securely.

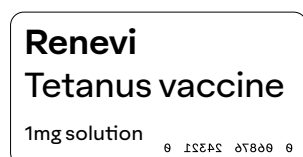
With RFID-enabled technology, we help you streamline inventory, enhance traceability and safeguard product integrity, giving you the confidence to focus on what really matters — patients.

Labels without limits

One of the easiest ways to integrate RFID into pharmaceutical packaging is through self-adhesive labels. Designed to adhere to various materials and package sizes, they provide a flexible, reliable solution for tracking and authentication.

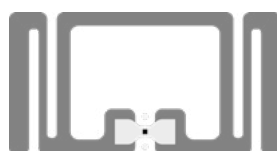
But not all labels are created equal. The right combination of RFID inlay and label material is crucial depending on the connectivity needs and application requirements.

Pharma label



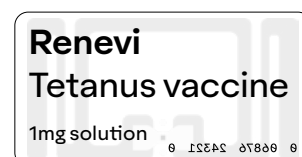
- Printed information
- Labels designed for pharmaceutical applications
- 12 month change notification

RFID



- Antenna
- Microchip

Pharma and RFID label



- Printed information
- Electronically stores unique ID number

The right technology

RFID inlays come with different memory capacities, reading distances and connectivity features. Choosing the right one depends on the application environment, including surroundings, product density, form and packaging material.

Near Field Communication (NFC)

These tags operate at a frequency of 13.56 MHz and have a relatively short read range of 10 cm

Authentication, patient engagement, therapy adherence

High-frequency (HF)

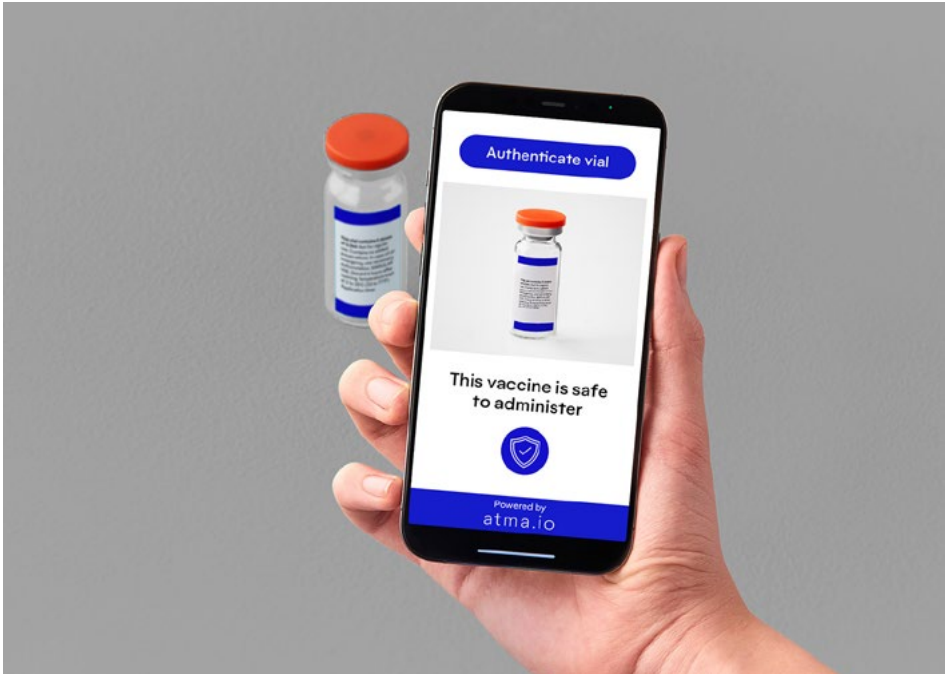
These tags operate at a frequency of 13.56 MHz and have a read range of up to 1.5 m

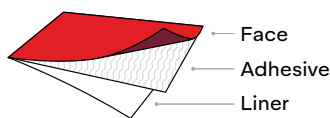
Authentication, patient engagement, therapy adherence

Ultra high-frequency (UHF)

These tags operate at a frequency of 868–915 MHz and have a read range of 1–10+ m

Supply chain transparency, inventory management

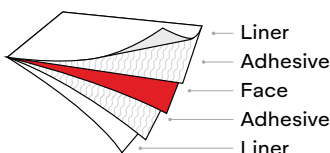




Label material

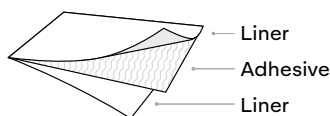
Most common label materials consist of the front material (face stock) self-adhesive layer (glue) and label carrier (backing). The combined features of face stock, adhesive and liner determine the label's material performance.

Can be combined with wet or dry RFID inlay to create the best product.



Gum twins (GT)

Typical gum twin constructions have a carrier in the middle, with two adhesive layers and release liners at the front and back. GT constructions are used for RFID inlays where a more robust layer between the inlay and substrate is needed.



Transfer tape (TT)

Transfer tape constructions use two release liners with an adhesive layer in between. With transfer tapes, you can create highly customized RFID labels using pharma-dedicated adhesives.

The right materials

Beyond the technology inside the RFID inlay, the right label materials are just as important. Pharmaceutical labels have to adhere securely to various surfaces like glass, cardboard and plastic (PP, PE and PVC). They also need to remain secure on small, curved containers like prefilled syringes and vials, preventing lifting or flagging. And on top of that, they are required to withstand different treatments like exposure to sanitizers and abrasion without compromising performance.

We pair our RFID technology with a diverse selection of paper and filmic label constructions, all specifically tested for pharmaceutical and healthcare applications. Fully compliant with industry regulations, our materials are also backed by our 12-month change management program, ensuring consistency and reliability. Learn more about our change management program [here](#).

To meet the unique demands of pharmaceutical packaging, we offer transfer tapes and gum twins for creating RFID tags with dry inlays, along with adhesives engineered for small-diameter containers, high and low temperatures, rough substrates and other challenges specific to pharmaceutical packaging.

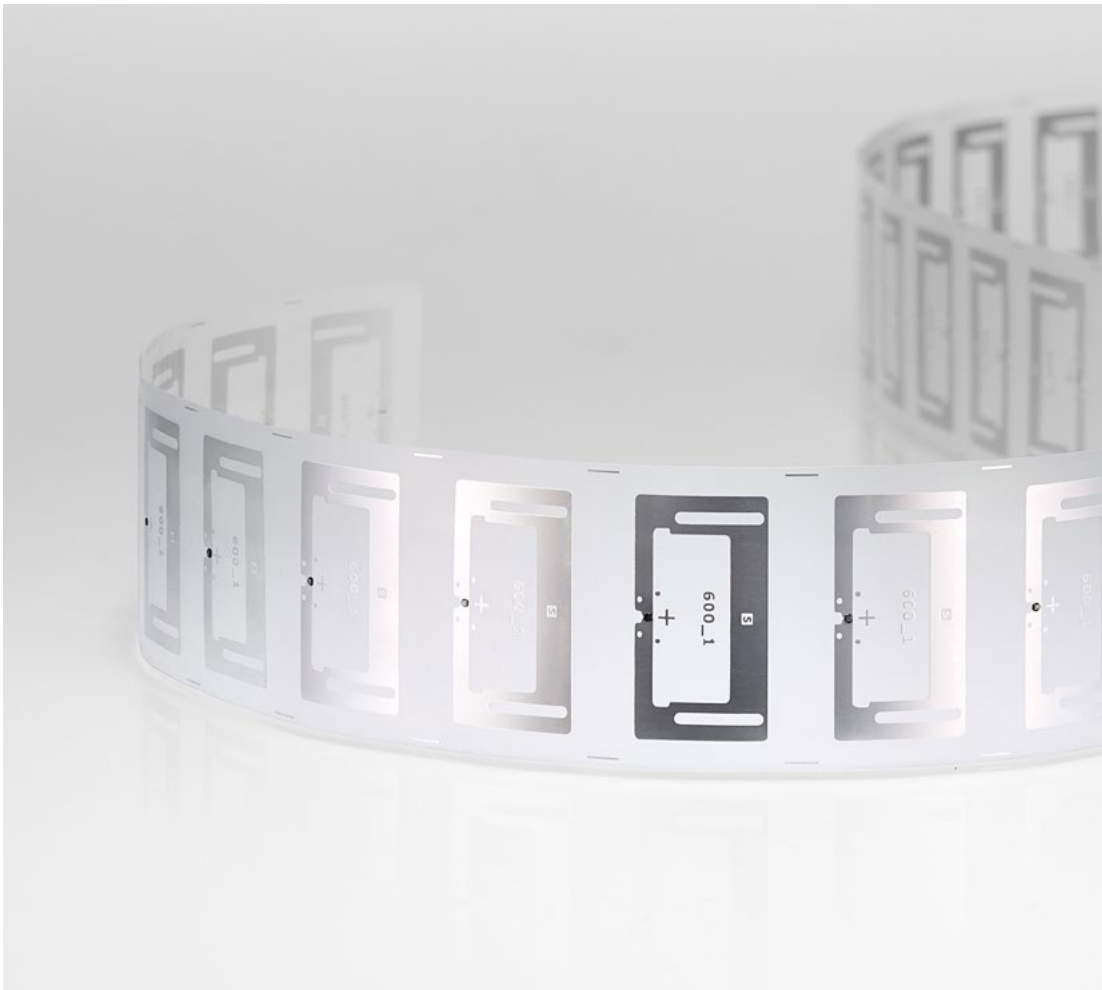
The right experts

RFID adoption has numerous advantages and versatility to provide additional features as your business needs evolve. But successful implementation requires investment of time, resources and the right expertise. Since 2004, we've been at the forefront of RFID innovation, combining advanced material science with real-world application knowledge to create solutions that are not only smart but fully integrated into pharmaceutical packaging.

As the world's leading producer of UHF RFID inlays, we've manufactured over 20 billion tags and hold more than 1,750 patents. Companies worldwide trust us to deliver scalable, reliable RFID solutions that meet the highest standards of accuracy, compliance and performance — at any volume, in any environment.

New to RFID?

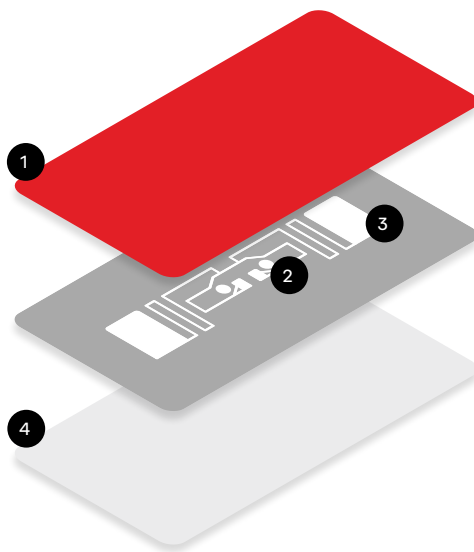
Learn how it can transform your business [here](#).



Bringing it all together

Our inlays and label materials can be used to create endless possibilities of wet inlays or intelligent labels. Depending on the needs...

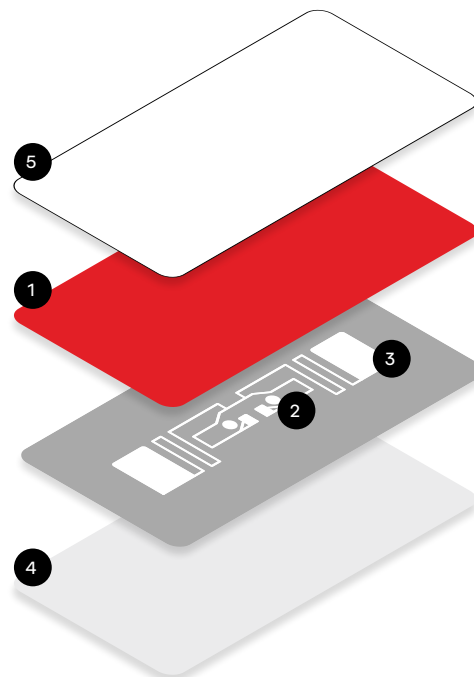
Wet inlay



1. Inlay carrier
2. Chip
3. Antenna
4. Transfer tape

- Paper or film front material
- Adhesive and liner
- Not intended for printing
- Tight pitch
- Die cut

Label/ sticker inlay



1. Inlay carrier
2. Chip
3. Antenna
4. Transfer tape
5. Label

- Paper or film front material
- Adhesive and liner
- Printable label



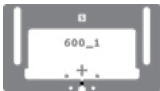
Applications

Blood bag

Designed for flexible PVC bags, our RFID tags and pressure-sensitive materials ensure secure tracking and identification of blood and blood components throughout the storage and supply chain.

By enabling unique identification and real-time tracking, RFID ensures that every unit of blood is monitored from donation to transfusion. This technology allows precise location tracking, temperature monitoring and expiration management, reducing waste, preventing errors and enhancing patient safety by ensuring the right blood reaches the right patient at the right time.

RFID tag

Product name	Design	Dimensions	Chip	Format delivery / Special feature	Near liquid
AD-302		41.4 × 16 mm	Impinj M730 / M750	Wet inlay, label/sticker	Application testing recommended
AD-164		60 × 4 mm	NXP UCODE 9	Wet inlay, label/sticker	Yes
AD Minidose/ AD Minidose Steri		12 × 22 mm	NXP UCODE 9 / 9xm	Wet / dry inlay / Autoclave resistant / Ethylene Oxide resistant	Yes
AD Minitrack		14 × 31 mm	NXP ICODE SLIX / NXP ICODE SLIX 2	Wet inlay	Yes

PSL material

Code	Product description	Type	Front material	Printing technology
BM345	GT PET23 Top Clear 2XAL171-BG40BR/BG40WH	Gum twin	PET	N/A
CM972	PVC8128 PPS N MI465-BG40BR FSC	Label	PVC	Thermal transfer, UV flexo, digital flexo, offset
AO525	Transfer PE HD C2020P-BG40WH FSC	Label	PE	Thermal transfer, UV flexo, digital flexo, offset
BL618	TT BG40BR S2060NP-BG40WH	Transfer tape	–	N/A



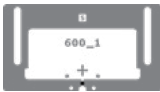
Applications

Small containers

Perfect for small-diameter containers, including vials, prefilled syringes and injection pens, our RFID solutions provide reliable adhesion on glass, COP/COC and polycarbonate.

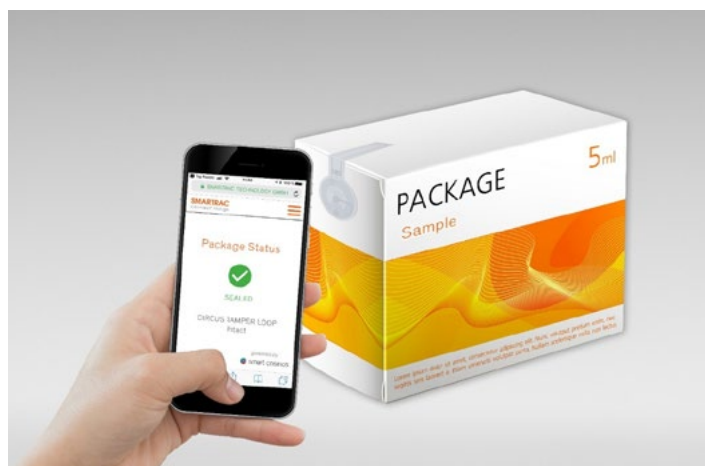
RFID tagging provides end-to-end visibility across the supply chain, enabling real-time tracking of location, temperature and authenticity. This improves inventory management, prevents counterfeiting, and ensures patient safety by guaranteeing that medications are stored correctly, distributed efficiently and administered accurately.

RFID tag

Product name	Design	Dimensions	Chip	Format delivery / Special feature	Near liquid	Tight mandrel
AD Minidose/ AD Minidose Steri		12 × 22 mm	NXP UCODE 9 / 9xm	Wet / dry inlay / Autoclave resistant / Ethylene Oxide resistant	Yes	Yes
AD Minitrack		14 × 31 mm	NXP ICODE SLIX / NXP ICODE SLIX 2	Wet / dry inlay	Yes	No
AD-164		60 × 4 mm	NXP UCODE 9	Wet / dry inlay, label / sticker	Yes	Yes

PSL material

Code	Product description	Type	Front material	Printing technology
BY809	PP40 CAVIT Top White RDX S717P DEC-BG40WH FSC	Label	PP	Thermal transfer, UV flexo, digital flexo, offset, dry toner
CR544	PP40 CAVIT Top White S692NP DEC-rPET30	Label	PP	Thermal transfer, UV flexo, digital flexo, offset, dry toner
BW065	TT PET23 S692NP-PET30 HR	Transfer tape	—	N/A



Applications

Security seals

When it comes to secondary packaging cardboard containers, our RFID tags and pressure-sensitive materials are great for protecting against tampering and counterfeiting.

RFID-enabled security seals create a unique digital identifier for each package, making it nearly impossible for counterfeiters to infiltrate the supply chain. With NFC technology, patients can easily verify their medication's authenticity using their smartphones, confirming its origin and integrity. This improves trust, safety and compliance, making sure that only genuine pharmaceuticals reach consumers.

RFID tag

Product name	Design	Dimensions	Chip	Format delivery
AD Circus™ Tamper Loop		20 × 50 mm	NXP NTAG213 TT	Wet inlay, label/sticker
AD Circus™ NFC		ø 20 mm	NXP NTAG210-216	Wet inlay, label
Ad Medio Web DF		45 × 28.5 mm	EM4425	Wet/dry inlay

PSL material

Code	Product description	Type	Front material	Printing technology
BJ772	PP NG Top Clear S799P-BG45WH FSC	Label	PP	Box tear / fiber tear
BZ591	TT BG40 Brown HR FSC S799P-BG40BR ULR FSC	Transfer tape	–	N/A
CT465	SEMI CLEAR PAPER NG FSC S799P-BG45WH FSC	Label	Translucent paper	Label tear



Applications

Medical instruments

Our RFID tags and pressure-sensitive materials are also suited for application on medical instruments commonly used in hospitals and clinics, like surgery instruments, catheters, hemofilters and sample collection tubes.

By integrating RFID into medical instruments, hospitals gain real-time asset visibility, reducing lost equipment, improving operational efficiency and ensuring that the right tools are available when needed. RFID also plays a key role in patient safety, supporting accurate instrument sterilization tracking, medication administration and procedural verification — ultimately leading to better care and optimized resource management.

RFID tag

Product name	Design	Dimensions	Chip	Format delivery	Application on metal
AD Midas Flagtag®		31.5 × 18 mm	Impinj M750	Wet inlay	Yes
AD-457 ETSI/FCC		42.5 × 17 mm	NXP UCODE 9	Label/sticker	Yes

PSL material

Code	Product description	Type	Front material	Printing technology
BL291	PRIMAX II S692NP-BG40WH FSC	Label	PO	Thermal transfer, UV flexo, digital flexo, offset
AZ612	TRANSFER PP75 MATT WHITE S692NP-BG40WH FSC	Label	PP	Thermal transfer, UV flexo, digital flexo, offset
AN333	TT BG40WH FSC S2000NP-BG40BR FSC	Transfer tape	—	—

Whether you need tracking, security or compliance-ready solutions, our suite of advanced materials and RFID technology deliver the performance, precision and reliability the pharmaceutical sector demands. With the right combination of materials, technology and expertise, we help you navigate every challenge — so you can focus on what matters most: delivering safe, effective products to patients worldwide.

Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com



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For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.com or contact your local Avery Dennison sales representative.

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Pharmaceutical Package Labeling



Ensuring patient safety through regulatory conformity

In the pharmaceutical world, packaging plays a pivotal role in delivering life-saving medicines and ensuring the utmost safety of patients. The industry faces increasingly strict regulations, prompting the development of innovative materials tailored to the specific demands of the pharmaceutical sector. This focus extends beyond materials, encompassing adherence to quality standards, change management procedures, and personalized testing.

Standards and protocols are set by leading global organizations such as the European Medicines Agency (EMA), the US Food and Drug Administration (FDA), Health Canada, and the International Organization for Standardization (ISO), who work diligently to ensure product safety and superior quality.



An overview of regulatory standards

The safety of pharmaceutical packaging depends on its interaction with the product, requiring a comprehensive assessment of the fully assembled package, including labels. Evaluations of individual components like label materials and bottles are crucial for packaging engineers, informing the material selection for drug packaging and medical devices.

Regulatory and risk management considerations when choosing labeling material

Depending on the type of packaging and its specific end-use, various regulations and guidelines come into play. This guide provides a breakdown of the applicable standards for different packaging categories, including those used for drugs, medical devices, secondary packaging, and more.

The following table provides an overview as to what these standards are and where you can locate them throughout this regulatory guide.

Packaging for medicinal products [Page 4](#)



- Regulation (EC) 1935/2004 food contact materials

In the US (for high-risk medicinal products):

- US Pharmacopeia (USP 1663) - assessment of extractables associated with pharmaceutical packaging/delivery systems

In the US (for low-risk medicinal products):

- FDA 21 175.105

Medical devices [Page 6](#)

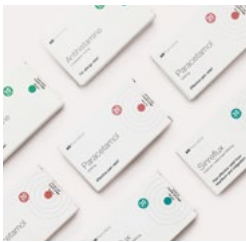


- Regulation (EC) 1935/2004 food contact materials

Standard(s) and guideline(s):

- ISO 10993-1: biological evaluation of medical devices
- ISO 10993-18: chemical characterization of medical device materials within a risk management process (extractables)
- ISO 10993-5: tests for in vitro cytotoxicity
- ISO 10993-23: tests for skin irritation
- ISO 10993-4: a selection of tests for interactions with blood

Secondary packaging and cardboard boxes [Page 9](#)



- Falsified Medicines Directive (FMD) 2011/62/EU

Other regulations and considerations [Page 10](#)



- Other regulations and considerations



Packaging for medicinal products

Packaging for medicinal products must meet certain standards. For example, in the EU, this will be the Guideline on Plastic Immediate Packaging Materials (Rules Governing Medicinal Products 3AQ10a) from the European Medicines Agency through the Committee for Medicinal Products for Human use (CHMP) and the Committee for Medicinal Products for Veterinary use (CVMP). There is also common guidance in the US by the FDA, namely the Guidance for Industry Container Closure Systems for Packaging Human Drugs and Biologics.

Regulation (EC) 1935/2004 food contact materials

In the EU, food contact materials are regulated under 1935/2004/EC. Beyond this general legislation, there are specific legislations targeting particular materials. For instance, the Regulation (EU) 10/2011, commonly called the “plastic regulation” stands as a vital means of ensuring the safety of plastic materials through migration limits. These limits dictate the utmost quantity of substances permitted to migrate to food.

For substances detailed on the union list, the regulation establishes ‘Specific Migration Limits’ (SML). The EFSA determines each SML based on the toxicity data of the individual substance in question. Upholding the overarching quality of the plastic, the cumulative migration of all substances to food must not surpass the Overall Migration Limit (OML) of 60 mg/kg food, as outlined by the European Commission.

Although food contact approval cannot substitute regulatory qualification for medical devices or drug packaging in the EU, it could be used as a reference when evaluating the appropriateness of label materials in drug packaging, particularly for oral drugs. In the EU, food contact approval isn’t enough for drug packaging conformity. Medium and high-risk packaging must undergo extractables and migration studies, while low-risk packaging needs general specification and interaction studies.

US Pharmacopeia (USP 1663)

In the US, packaging conformity assessments for medicinal products vary by risk level. Low-risk packaging like oral tablets and capsules not intended for chronic use requires only a reference to indirect food additive regulations. However, medium and high-risk items, such as sterile powders for injection, injectable suspension, ophthalmic solutions, transdermal ointments, and nasal aerosols/sprays, need extractables and leachables studies per US Pharmacopeia (USP) 1663.



FDA 21 175.105

The Food and Drug Administration (FDA) is the US federal agency that safeguards public health. It accomplishes this by ensuring the safety, efficacy, and security of human and animal medications, biological products, and food. Within the Code of Federal Regulations 21 lies section 175.105, which pertains to “indirect food additives: adhesives.” This encompasses a roster of specific chemical substances permitted for adhesive use when a functional barrier exists between the medicine and the adhesive. The principal aim of FDA 175.105 is to guarantee that unapproved substances avoid contact with food. Furthermore, it ensures that adhesives are employed safely in food applications, thereby maintaining food safety for consumption. As previously stated, compliance with this regulation can only be claimed for drug packaging of low-risk and only in the US.



Medical devices

Our labels can also be attached to medical devices. Medical devices are instruments, apparatus, appliances, software, implants, reagents, materials, or other articles, alone or in combination, intended for medical purposes. This is specified within the scope of Regulation (EU) 745/2017 on medical devices. Although our labels are not medical devices by themselves, they become subject to the overall assessment of the medical device when applied in its final form.

Medical devices are classified based on their risk during use and divided into classes I, IIa, IIb, and III, with some labels on high-risk items like blood bags with heparin falling under class III. The risk class determines the EU conformity assessment needed to ensure safety and performance. Part of this assessment includes a biocompatibility study following ISO 10993 guidelines by the International Organization for Standardization (ISO), covering various biological effects and interactions, sample preparation, and additional evaluations.

ISO 10993-1: biological evaluation of medical devices

“Biocompatibility study is defined as an evaluation of the biological effects of compounds extracted from devices or the effect of direct interaction of the device with a surrounding tissue through in vivo and/or in vitro methods”¹. The primary goals of conducting biocompatibility studies are to minimize risks during the pharmaceutical development process, demonstrate whether medical devices may cause any adverse physiological reactions, and ensure products are designed with safety in mind.

Biocompatibility studies focus on the device’s contact type and duration with the body, falling into categories like surface medical devices, externally communicating medical devices, and implant medical devices. Most of our labels are externally communicating devices.

Per ISO 10993-1, four key endpoints must be evaluated for medical device safety: extractables and leachables (ISO 10993-18 & 17), in-vitro cytotoxicity (ISO 10993-5), skin sensitization (ISO 10993-10), and skin irritation (ISO 10993-23). Additionally, devices in contact with blood, as per ISO 10993-4, must meet a hemocompatibility endpoint.

¹ Biocompatibility and Performance of Medical Devices (second edition), 2020.

ISO 10993-18: chemical characterization of medical device materials within a risk management process

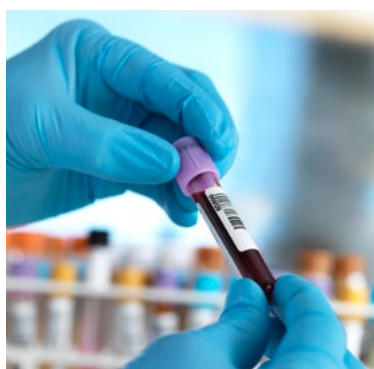
This standard outlines initial biocompatibility studies, including the chemical characterization of medical devices and identifying and quantifying chemical substances that may be released and come into contact with the body, focusing on two types of examination: extractables and leachables studies.

The extractables study aims to detect and measure potential contaminants from pharmaceutical packaging or medical devices, conducted under exaggerated 'worst-case scenario' conditions to prevent quality compromise and patient health risks. In label materials, extraction testing uses specific solvents under rigorous conditions, simulating real-world scenarios. For instance, ethanol at 50% v/v is used to mimic exposure to various organic substances and components.

In real-world applications, label materials rarely contact medicines directly or undergo extreme treatment conditions, making leachables studies more relevant. These studies identify and quantify substances that might migrate from labels under typical usage conditions over the product's lifespan. However, assessing only our labels isn't feasible, as testing parameters should be set by end-users in context with primary packaging and anticipated use conditions.

Further toxicological evaluation and risk assessment for leachables can be guided by the standards set in ISO 10993-17.





ISO 10993-5: tests for in vitro cytotoxicity

Cytotoxicity refers to the potential of certain substances to be harmful to cells, indicated by the inhibition of cell growth when incubated with these substances. To assess the cytotoxic effects of chemicals, two prevalent methods are employed: microscopy cell characterization (reactivity grading) and colorimetry based on dehydrogenase activity (XTT assay).

ISO 10993-23: tests for skin irritation

This describes the procedure to assess a regulatory endpoint aiming to identify chemicals able to elicit localized inflammatory responses to single, repeated, or continuous application of the test substance without involvement of an immunological mechanism.

ISO 10993-4: selection of tests for interactions with blood

This framework outlines procedures to evaluate the interaction between medical devices and blood, emphasizing the importance of materials and design being safe and non-reactive upon blood contact. It guides in selecting appropriate tests to assess this interaction, which, depending on the device's usage and blood contact level, may include Hemolysis tests, Partial Thromboplastin Time (PTT) tests, Thrombosis Assay, Complement Activation, and Leukocytes Activation assays.

ISO 3826-1, focusing on blood bag, highlights the importance of hemolysis (plasma hemoglobin) testing in medical devices with blood contact, as it evaluates red blood cell membrane fragility. Although this standard doesn't directly address label materials, it's relevant for considering their unintended chemical interactions with such equipment.

Hemolysis testing is essential for our labels on blood bags, but due to challenges in isolating the labels' impact and the variability of blood bag plasticizers, it is practically performed by end-users in real-world applications. Thus, our labels' safety assessment shouldn't rely only on hemocompatibility endpoints but on specific use scenarios.



Secondary packaging and cardboard boxes

Although secondary packaging does not carry a high level of risk regarding topics like cytotoxicity and biocompatibility of migration, they need to adhere to guidelines that aim to ensure patient safety by mitigating the risk of drug falsification.

Falsified Medicines Directive (FMD) 2011/62/EU

This EU initiative was introduced to combat the rise of counterfeit medicines within the EU's pharmaceutical supply chain. Passed in 2011 and fully functional since 2019, the directive enforces strict criteria to authenticate prescription drugs. It achieves this by using unique identifiers and incorporating tamper-evident packaging for all pharmaceutical products. A prevalent form of such tamper-evident packaging is cardboard boxes equipped with a self-adhesive label that functions as a security seal.

In regards to the standard to conform with this directive, the NEN-EN 16679 outlines the requirements and offers guidance concerning the application, utilization, and verification of tamper-proof features on medicinal product packaging. While the ultimate FMD compliance hinges on the specific interplay between label material and product packaging, testing security seals on commonly used cardboard types and varnishes provides a reliable gauge of the material's performance.



Other regulations and considerations

In addition to the standard compliance requirements for pharmaceutical packaging outlined earlier in this brochure, selecting a labeling material demands extra attention. This is also true for other packaging components. These considerations are crucial for assessing risk, compiling documentation needed for marketing authorization, and ensuring the materials' safety.

Drug Master File (DMF)

A Drug Master File (DMF) is a document submitted to the US Food and Drug Administration (FDA). It provides a detailed and confidential account of the facilities, processes, or components involved in the manufacturing, processing, packaging, and storing of one or more human drugs. The data within a DMF can support various submissions, including an Investigational New Drug Application (IND), a New Drug Application (NDA), an Abbreviated New Drug Application (ANDA), or even another DMF. Notably, the majority of our European pharmaceutical adhesives have DMF submissions.

In our case, type III DMF is most relevant, and the FDA uses our proprietary adhesive information to determine if this adhesive is safe to use in the applications of interest. Accordingly, the FDA will not disclose CAS numbers, safety data sheets, full material disclosures, and formulations to the end users.

Health Canada Master File

This Master File (MF) dossier owned by Health Canada Authority contains confidential information on chemistry, manufacturing, controls (CMC), and safety of a component used in the packaging label. There are various type of MF and label on the packaging is submitted under type II: Container-Closure Systems or Components / Packaging Materials. A written letter of access (LoA) from the MF Holder (packaging material suppliers) is normally required for the confidential submission under the full MF dossier registered by brand owners.

Active Substance Master File

Similar to how DMF is used in the US, the European Medicines Agency has a similar system called Active Substance Master File (ASMF). One of its contents pertains to packaging (including labels) as part of the container closure system. This particular section corresponds to the type III DMF and can only be submitted directly by brand owners placing the drugs into EU market. Unlike FDA DMF or Health Canada MF, ASMF cannot be used as an intermediate platform to share confidential information by packaging supplier with the marketing authorization holder (brand owner). Having said that, brand owner in EU has to take the full responsibility for compiling the dossier for the medicinal products and their packaging materials.



REACH

REACH Regulation (EC) 1272/2008 is designed to improve the protection of human health and the environment by facilitating the early and enhanced identification of inherent properties in chemical substances. At Avery Dennison, as a downstream user of chemicals, we engage in close collaboration with our suppliers to uphold REACH compliance. This commitment encompasses continuous monitoring of the registration of all substances present in our products by our chemical suppliers and, when required, registering chemicals on our end.

PFAS

PFAS, or per- and polyfluoroalkyl substances, are often called “forever chemicals” because they persist in the environment and can accumulate in the human body. The European Union (EU) is actively tackling the issue through initiatives like the Chemicals Strategy for Sustainability, aiming to limit PFAS use in various products.

The European Chemicals Agency (ECHA) recognizes PFAS as a substance of concern, and potential restrictions are being considered. The most recent one in Packaging and Packaging Waste Regulation EU 40/2025 impacts ban of presence of PFAS in food contact packaging. Our adhesives are not expected to have intentionally added PFAS and we are working with our face material suppliers to support further risk assessments needed for Declaration of Conformity by brand owners.

Nitrosamines

Nitrosamines, chemicals with potential cancer-causing properties, were discovered in certain medicines, notably ‘sartans,’ in 2018. This issue was spotlighted by EU regulators when nitrosamine impurities, such as NDMA, were detected in blood pressure medications. By June 2020, the European Medicines Agency had completed a review providing guidance for marketing authorization holders in preventing nitrosamine impurities in human drugs, as per Regulation (EC) 726/2004. The EMA underscored instances where nitrosamines could stem from primary packaging, emphasizing the importance of thorough packaging risk assessment and investigation with the said regulation.

Natural Rubber Latex (compulsory in the US and guidelines for the EU)

The increasing incidences of allergic reactions to proteins in Natural Rubber Latex (NRL) highlight the need to ensure packaging materials do not cause these reactions. Consequently, the EC recommends that pharmaceutical and medical device manufacturers exclude such components from their products. This guidance extends to both packaging and labeling materials.

Bringing it all together

Avery Dennison stands at the forefront of compliance management for pharmaceutical adhesives. With a team of experts, we ensure our products meet diverse requirements, delivering both change management and risk assessment services. Whenever changes arise, we evaluate their implications, produce in-depth documentation, and relay our findings to manufacturers and external partners.

Our commitment extends to ongoing product evaluations, aiming to deepen our insights into their effects on packaging and medications. The primary objective of our dedicated team is to remain ahead in this critical aspect, ensuring we provide unparalleled support to packaging engineers and those relying on our materials.

Guaranteed availability of pharma adhesives

- One year pre-notification time in case of modification*

Specific performance requirements

- Validated via application-based test methods

Change management control and supporting documentation

- Complete change management documentation
- Certificates
- Customized test reports
- Change notification statement/risk assessment
- Technical storyline and validation report

* Concerns adhesives S692NP, S2000NP, S717P, C2020P, C2050P, S2045NP, S2060NP, S799P, and S788P.



FAQ

Are some label materials safer than others?

The safety of labels hinges on the risk scenario. Since safety depends on the risk magnitude (combinations of hazard and exposure), the inherent properties of the labels only reflect the hazard. For instance, a label with 2% of toxic chemical Y is considered safer than one with 0.1% of the same chemical if the former is applied to functional glass barrier primary packaging. Conversely, the latter is used on permeable non-barrier LDPE packaging. Despite the higher concentration, the label with 2% toxic chemical Y is safer when applied to glass due to reduced exposure and migration risk into the container.

What are the potential risks associated with label materials that can impact drugs and patients?

There are two major risks related to the interaction between drugs and leachables and the inherent toxic properties of leachables. The first risk can result in reduced efficacy of the drugs and, subsequently the disease cannot be healed completely. Furthermore, if the by-products of interacting chemicals are also toxic, this can cause patient health concerns. As for the second risk, already harmful chemicals can also have a direct adverse impact on the patient's health.

Can we assume that all label materials that have “food contact approval” are also safe for pharmaceutical packaging?

For the EU market, food contact approval, according to EU 10/2011 and EC 1935/2004, cannot fulfill the safety screening for all drug packaging and medical devices. For medicinal products of high-risk and all types of medical devices, end users always have to proceed with extractables studies and other necessary biocompatibility assessments.



Materials in our **Pharmaceutical Package Labeling Regulatory Guide** are unique and so require special attention during conversion. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com



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Avery Dennison
Label and Packaging Materials
Service guide

Europe
2026

AdProcerta™

Application based label material
testing and qualification



“

With nearly 90 years of experience in material science, we provide label material testing and in-depth analysis of bespoke product labeling needs.

”

What is ISO/IEC 17025?

ISO/IEC 17025 is an internationally recognized standard that specifies the general requirements for the competence of testing and calibration laboratories. It sets out criteria for quality management systems and technical operations, ensuring laboratories consistently produce accurate and reliable results. ISO/IEC 17025 accreditation demonstrates a laboratory's ability to perform testing and calibration activities competently, enhancing confidence in the reliability and accuracy of its services





For our Scope we refer you to the RvA [website](#).

*Registration number L-702, tests in scope: FTM-2, FTM-9, ASTM D3611-06.

Who we are

The world of labeling materials can be difficult to navigate at times. From prefilled syringes and car engines to chemical drums and champagne bottles, labels for demanding applications have unique requirements. Testing materials and applications, as well as understanding how labels will perform in specific conditions and environments, are just a few of the challenges and variables involved in selecting the best options for your products.

It can become complicated and time-consuming. That's why we created AD Procerta.

AD Procerta is part of Avery Dennison, a world leader in materials science. With over 80 years of R&D expertise in the self-adhesive materials industry, we fully understand the often-complicated dynamics between products, packaging, and label materials. This enables us to support our customers worldwide from the most demanding sectors, such as pharmaceuticals or automotive. Since 2024 we are ISO/IEC 17025 accredited* by the Dutch RvA.

At AD Procerta, we take pride in our commitment to quality and excellence. As an ISO/IEC 17025 accredited label material testing laboratory by the Dutch RvA, we adhere strictly to the highest standards of testing. Our accreditation signifies our technical competence and reliability in providing accurate and dependable testing services. Clients can trust that every test conducted in our facility is carried out with precision and in accordance with ISO/IEC 17025 guidelines, ensuring the integrity and consistency of our results*.

Our testing capabilities

When it comes to demanding labeling applications, a one-size-fits-all approach doesn't work. That is why AD Procerta's diverse knowledge and technologies are crucial, as we can facilitate the development of testing methods that closely mimic each product's real-life application and environment.

Pharmaceutical applications

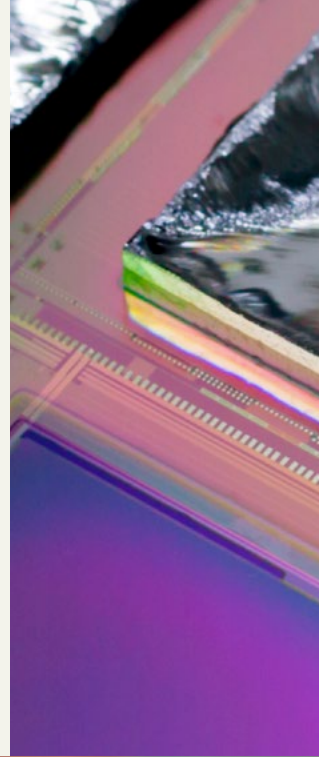
We understand that your pharmaceutical products are one-of-a-kind, and our service reflects that. Over 100 instruments are used for extensive testing in application and conditioning, and we take a tailored approach to each project, using testing protocols that are bespoke to your specific product rather than general FINAT or ASTM guidelines. For typical pharmaceutical application requirements, we have specific conditioning equipment such as centrifuge and autoclave sterilization units, ultra-low temperature freezers (-80°C), cooling chambers, label dispensing units, etc.

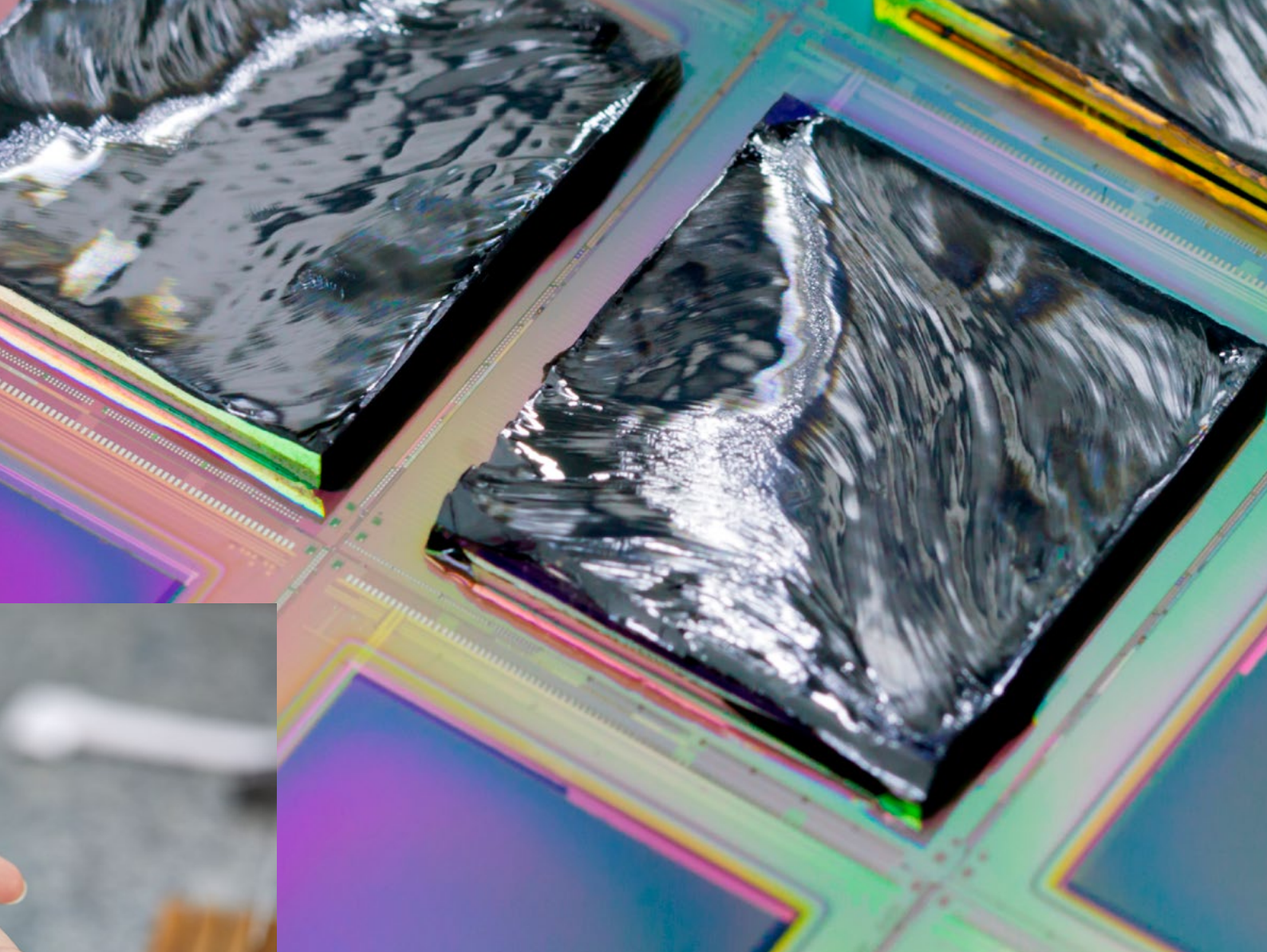
Premium wine and spirit applications

Crafting premium wines and spirits is an art form, and the label designs contribute as much to the overall experience as the liquid itself. From the moment a bottle leaves the vineyard to when it's poured into a glass, the label is exposed to a range of environmental conditions, such as temperature changes during storage and wet and icy conditions during consumption. At AD Procerta, we understand the importance of label durability and appeal, which is why we've developed cutting-edge ice bucket testing protocols honed through years of experience working with top brand owners. These protocols can be tailored to meet specific needs, ensuring that labels maintain their flawless aesthetics no matter what adverse conditions they face.

Automotive and industrial applications

The average lifespan of a car in Europe ranges from 8 to 35 years. A label placed on an engine, airbag, or under the hood must also last this long. Thus, longevity is critical; fortunately, a wide variety of tests can be conducted to validate a label's durability. These include peel adhesion on specific substrates as well as simulation of environmental exposure conditions—think high or low temperatures, humidity, and outdoor weathering. And finally, the resistance of printed labels against chemicals and abrasion can also be tested.





Our capabilities

Appropriate conditioning of the labeled items is critical in simulating the impact of temperature, time, humidity, and UV exposure on the material. As part of this process, our laboratory has over 100 instruments for extensive testing, conditioning, and in-depth material analysis.

- Climate chambers (aging)
- Centrifuge unit
- Autoclave sterilization unit
- Ovens (+1200°C)
- Liquid nitrogen storage containers (-196°C)
- Abrasion simulators: Sutherland, Sonyo, and Taber
- High precision mandrel testing unit co-developed by Avery Dennison
- Low-temperature storage ($\geq +2^{\circ}\text{C}$)
- Ultra-deep freezers (-80°C)
- In-line labeling
- Variable information printing
- Fiber laser engraving
- Wide range temperature loop tack tester (-25 to $+60$)
- Analytical support: GCMS, Infrared microscopy, SEM microscopy, IDS imaging, and rheology

Our services

Our team consists of researchers and technicians with strong backgrounds in materials science and demanding applications. These experts can guide you through the various material considerations, discuss testing protocols and results, and assist you in qualifying the right solutions based on their many years of experience

The goal of application testing is to mimic the actual lifecycle and environment of the packaging solution with as much accuracy as possible, focusing on the label material to achieve maximum performance.

The following are just a few examples of what our experts can do for you:

Initial tack — label adhesion to the substrate

The so-called loop tack test measures immediate adhesion to the substrate by assessing the force needed to separate the label from it. It is critical to have this information when labeling materials that will be dispensed and labeled on high-speed packaging lines. The loop tack measurement can be conducted under different conditions with variables ranging from temperature, speed, substrate, and dwell time. Loop tack testing is most commonly governed by two standards: FTM 9 and ASTM D6195.

Peel adhesion

Label peel adhesion test is used to measure the strength of the bond between a pressure-sensitive adhesive (PSA) and a substrate. The test involves peeling a label from a surface at a specific angle and speed and measuring the force required. Different methods exist, such as the 90-degree peel test and the 180-degree peel test, each with specific parameters to measure the strength of the bond. Additional conditions like temperature can be also adjusted.

Mandrel testing—camera system

Mandrel hold is critical for application on small objects (below 15 mm diameters) like syringes, vials, cables, or bottlenecks. Label materials are applied on a specific substrate, and (following conditioning or dwell time) the label edge lift is measured by a high-precision camera system which can detect the slightest edge lifting of the label from the substrate. Additional conditions like temperature can be also adjusted.

“Ice bucket” test

In champagne packaging, the most crucial test is whether the label will remain intact and flawless after immersion in ice. Firstly the label is applied to the bottle in an automatic application. Afterward, 50% of the label is immersed in room-temperature water for 4 hours. Observation of the potential color change of the paper takes place after 15 minutes, 30 minutes, 1 hour, 1.5 hours, 2 hours, 3 hours, and 4 hours. Common failure modes include pleads, discoloration, and peeling of the label.

High-temperature resistance

To simulate the effect of temperature on printed labels, we perform tests based on UL 969 part 7.1. For PET-based labels, a ‘normal’ service temperature range is up to 150°C. Labels are exposed for 10 days to a defined temperature, and we test them at 150°C and 180°C to ensure they can withstand high temperatures after they are applied.

Accelerated aging/shelf life

Accelerated aging, also called shelf life testing, simulates long-term aging by subjecting label materials to extreme conditions such as high temperatures, humidity, and light exposure—all in a short timeframe. There are two major standards that are commonly used: ASTM D5374—standard test methods for forced degradation of polymeric materials, and D4956—standard specification for retroreflective sheeting for traffic control. Accelerating the aging process allows us to identify potential weaknesses in the labeling solution and assist in selecting the right material.

Our process

As an ISO/IEC 17025 accredited* (Registration number L-702, RvA Netherlands) laboratory, you can rest assured that we are technically equipped to provide reliable and valid testing services. All tests and reports we prepare for you remain confidential within the framework of a non-disclosure agreement. Ultimately, working with AD Procerta is hassle-free.



Get in touch

Connect with us via the [contact form](#), and one of our experts will get back to you as soon as possible.



Discuss your project

In collaboration with your engineers, we will discuss the details of your application, critical points and recommend the best test methods.



Receive test proposal and quotation

Using the information we discussed, our lab lead will prepare a test proposal, and our commercial team will create a quotation.



Accept offer and submit samples

Following acceptance of our offer, you will have to submit the material samples, after which our lab will begin working on your request immediately.



Receive final report

The test report will be provided to you after the tests are completed. We will gladly discuss the results with you and make any additional revisions needed. The report is considered final only after you accept it.



Closing the order

The order will be closed once you receive and accept the final report. Your samples will be returned or destroyed according to your instructions.

We value the security and privacy of your data. As a result, all AD Procerta tests and reports are treated with utmost confidentiality within the framework of a non-disclosure agreement.



Let's connect

We have extensive experience in label material testing and development for pharmaceutical applications. You can learn more about AD Procerta and our services by visiting our website adprocerta.com.

label.averydennison.com

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Specialty

Product Guide

Promotional Leaflet

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Product Guide

Technical Guide

AD CleanGlass™ Technology

Opaque Portfolio

Security Labeling Solutions

Materials for Water-Based Inkjet Printing

Custom Label Constructions

AD CleanGlass™ Technology



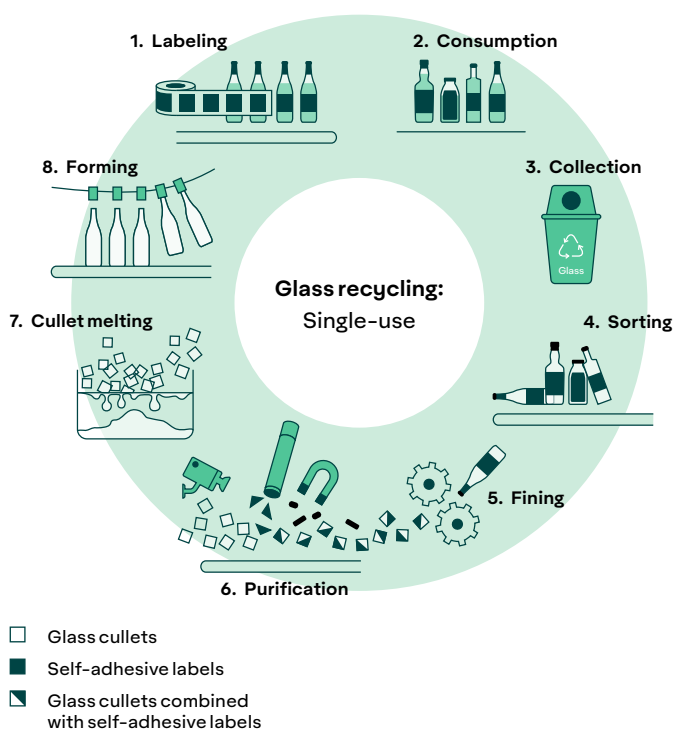
Labels that support the recycling and reuse of glass

Glass packaging is fully recyclable and easily returnable. Reusing glass containers can also minimize waste and resource consumption. In fact, according to the organization [Close the Glass Loop](#), 80.8% of glass in Europe was collected for recycling and reuse in 2023. These benefits, combined with its aesthetic appeal and functionality, make glass packaging an ideal option for a wide range of industries with a sustainable mindset.

The problem is: standard labels often limit both recyclability and reusability. For example, clear labels usually go undetected during visual sorting — a common method to separate contaminants from the glass recycling stream — meaning that 75% of these labels end up in recycled products. In this same visual sorting step, glass that is still contaminated by remaining white/opaque label parts are often rejected and sent to the landfill instead. Reusability of glass packaging is also a challenge for standard labels, as they often fail to be removed cleanly in conventional bottle washers, leaving behind adhesive residue or label fragments that make the bottles unsuitable for reuse.



One-way glass recycling process



AD CleanGlass™ portfolio

To solve this problem, we created AD CleanGlass™, our portfolio of paper and film labeling solutions that offers the same design freedom as standard labels without hindering the recycling or reuse of glass packaging. We offer solutions for both single use and reuse.

Technology that enables one-way glass recycling

Our WB6031 adhesive cleanly separates the label from the glass packaging during the recycling process. The label — including both the film facestock and adhesive — is removed from the glass and filtered out of the recycling stream along with other light contaminants. This results in a higher quality recycled glass and supports a more efficient recycling process.

How it works

- AD CleanGlass WB6031 adhesive technology enables a clean separation of the label from the glass during the recycling process
- The label — together with other light particles — is separated from the recycling stream by air suction or blowers

Key benefits

- 100% label removal during the glass recycling process
- This reduces the amount of glass sent to landfill
- Improves the quality and yield of recycled glass
- Matches the performance of standard filmic labels
- Supports sustainable packaging initiatives and circular economy goals



Wash-off paper labels for returnable glass containers

Our paper wash-off solutions are designed for returnable glass containers and support circularity by enabling clean label removal during the bottle-washing process. We offer two technologies to suit different reuse system requirements.

WW2031 is our standard paper label adhesive, developed for easy removability without the use of chemicals or high heat. Labels with WW2031 can be removed cleanly in water at a minimum temperature of 21°C and an optimal temperature of 60°C, making them ideal for reuse systems focused on reducing energy use.

Engineered for high-demand returnable bottle systems, WW8031 is a high-performance adhesive designed to withstand extreme humidity and prolonged ice-bucket immersion without compromising label integrity. It delivers strong wash-off performance on both coated and uncoated paper substrates, even after outdoor exposure.

Optimized for caustic washing environments, WW8031 performs best in reuse systems operating with a 1.5–2% caustic solution at temperatures between 70°C and 80°C. This balance of durability and clean removability makes it a reliable choice for sustainable, high-temperature washing cycles.

How it works

- The water or steam used during the treatment cycle penetrates the paper facestock and gets to the adhesive through the material
- This allows for the label to be removed cleanly from the surface
- The adhesive is removed together with the paper label

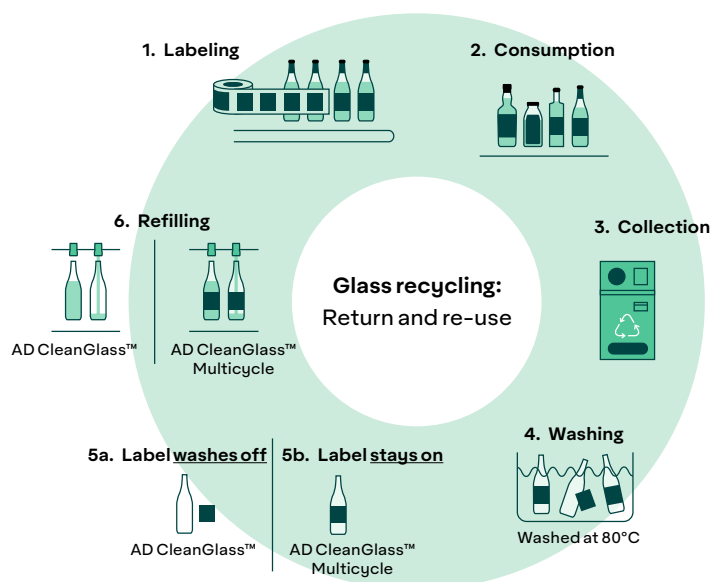
Key benefits for WW2031

- Easy to integrate into existing labeling processes
- Enables reusability and supports circular packaging
- Removes cleanly without the need for heat or chemical application, helping cut costs
- Supports compliance with current and future EU regulations

Key benefits for WW8031

- Easy to integrate into existing labeling processes
- Enables reusability and supports circular packaging
- Designed for premium beer, wine and spirits applications
- Performs reliably in demanding conditions, including ice-bucket immersion
- Removable even after prolonged outdoor exposure
- Supports compliance with current and future EU regulations

Return and re-use glass recycling process



Wash-off film labels for returnable glass containers

These film labels offer moisture-resistant solutions with excellent shelf appeal, available in both clear and white facestocks. The clear option provides a premium “no-label look” that blends with the container, while the white version offers strong visual impact and branding flexibility. Our in-house adhesive technology (S6000) enables a clean separation of the label from glass with no adhesive residue, eliminating contamination during the wash process. This enables glass containers to be returned clean, free of adhesive residue and ready for refilling and reuse.

How it works

- Glass containers are collected and fed into industrial washer
- Glass containers are washed at ~80°C
- Labels shrink and separate from the glass containers
- Labels are removed and disposed of
- Glass containers are clean and reused

Key benefits

- Facilitates easy label removal from returnable glass containers
- Improves container reusability, which significantly reduces greenhouse gas (GHG) emissions compared to single-use glass containers
- Proven wash-off performance in conventional bottle washers (80°C)
- No adhesive residues on glass container or in washer
 - adhesives stay on the film
- A clear-on-clear label material that is not affected by humid environments



Multicycle™ labels

Until now, it has been a challenge to find a permanent solution for labeling returnable containers that also offers superior visual appeal even after washing. That's why we developed Multicycle™, a permanent label solution for the returnable bottle market that withstands 30+ product life cycles.

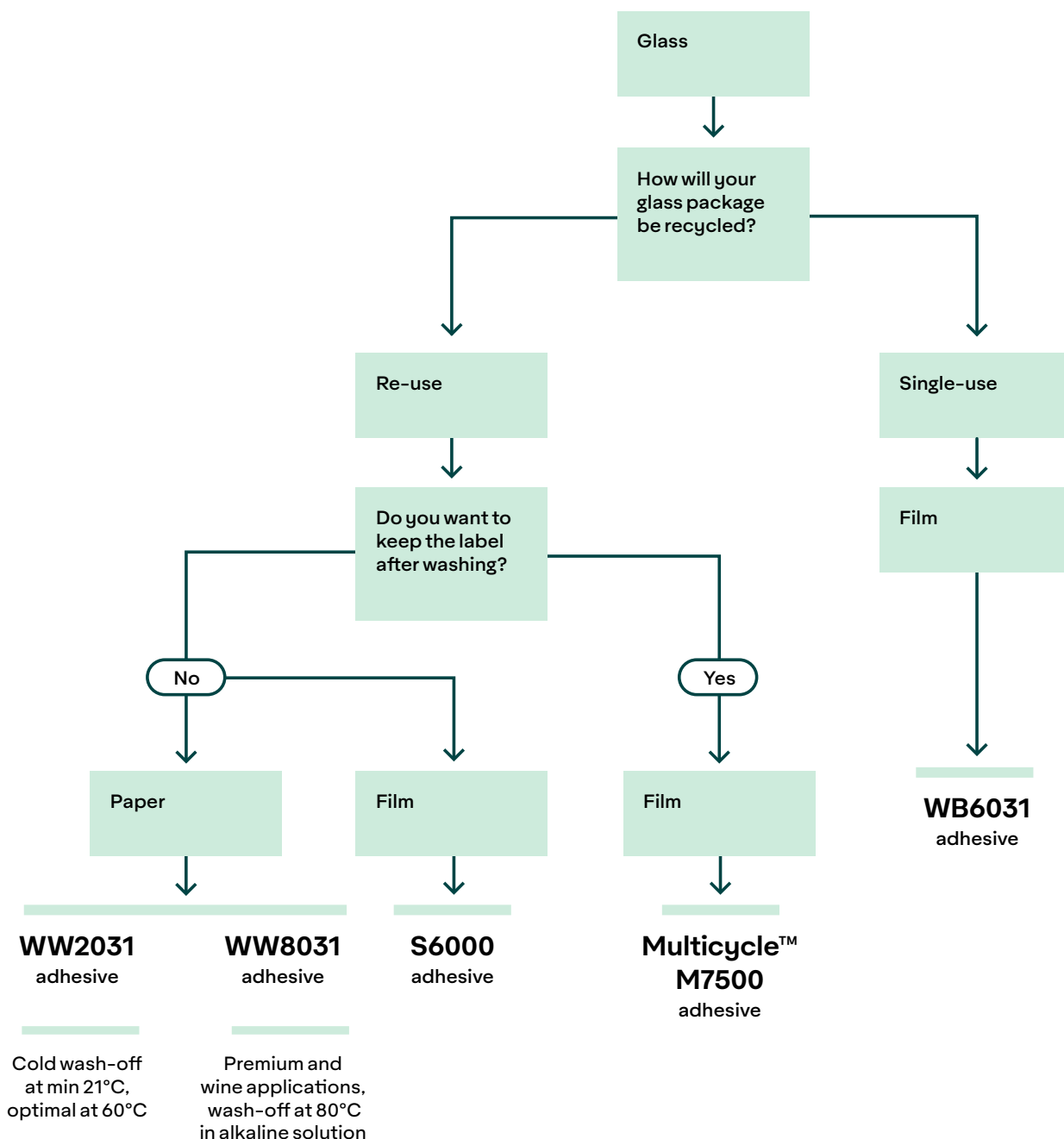
How it works

- The label is permanently applied to the returnable glass container
- It withstands repeated exposure to caustic washing cycles at 80°C
- The facestock and adhesive are engineered to resist wear, fading or peeling through 30+ reuse cycles
- Containers can be returned, refilled, and reused multiple times without the need to reapply a new label

Key benefits

- Improves container reusability
- Excellent option for returnable glass containers
- Reduces label material use
- Maximizes impact on the shelf with a “no-label” look

Which label is right for you?



Portfolio overview

Film labels

Recycling process	Product code	Product description
Single use	CG248	PP50 TOP CLEAR WB6031-rPET23
	CG520	PP50 TOP WHITE WB6031-rPET23
Reuse	AM937	PET45 CLEAR S6000-rPET23
	CQ982	PET45 WHITE S6000-rPET23
Multicycle™	AM907	PP30 CLEAR M7500-rPET23

Paper labels

Recycling process	Product code	Product description
Reuse (cold wash-off)	BV138	THERMAL TOP S8 PF FSC WW2031-BG40BR FSC
	BV940	VELLUM EXTRA FSC WW2031-BG40BR FSC
Reuse (caustic wash-off for premium applications)	CS641	MATT WINE NG FSC WW8031-BG45WH FSC
	CS644	NOBLE BLANC FSC WW8031-BG45WH FSC
	CS645	SABLE BLANC FSC WW8031-BG45WH FSC

Whether you're designing for reusability, recyclability or regulatory readiness, our **AD CleanGlass™** portfolio offers label solutions that support the circularity of glass packaging without compromising performance or shelf appeal. Backed by deep technical expertise, we help you meet evolving sustainability standards. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com



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For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.com or contact your local Avery Dennison sales representative.

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When regulations change overnight, your labels shouldn't hold you back



Introducing the Opaque Portfolio — total coverage for correction, compliance and localization.

What happens when packaging suddenly becomes non-compliant? Whether it's a regulatory update, a new market or a mandatory language change, reprinting isn't always viable. That's where our Opaque portfolio comes in: a specialized back-side treatment with colors such as silver, black or blue across paper and film facestocks to block underlying information while preserving quality. Widely used in retail, pharma, e-commerce and logistics.

What it delivers:

- Blocks up to 100% of underlying barcodes, text and background colors
- Corrects existing packaging in place, avoiding the cost and lead time of a full reprint
- Enables rapid re-labeling for regulatory compliance, localization and market changes

Want to learn more about how we can support your needs?
Visit our website or get in touch with one of our representatives
via label.averydennison.com/contact-us

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Security

Labeling



Solutions

Solutions for better brand protection in an increasingly counterfeit world



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With more people shopping online and more counterfeit goods being trafficked through e-commerce channels, brand protection is more important than ever.

The global economic value of counterfeiting and piracy was estimated at US\$ 2.3 trillion in 2022.¹ Adopting the right security labeling solutions is essential for brands that want to protect their business, their customers, and their revenue.

Counterfeiting affects virtually all market segments, including pharmaceutical, health, automotive, electronics, food and beverage, and beauty, among many others. Counterfeit products are not subject to the same quality control or governmental regulations as legitimate products, putting the health and safety of consumers at risk along with brands' reputations.

For converters specializing in the production of security labels, the opportunity has never been greater, and Avery Dennison can help. Our comprehensive range of solutions delivers the latest innovations for protecting products and brands. From security features that are visible to the eye (overt) to those that are invisible (forensic), our product range offers the flexibility to build customized products with multiple security layers. In addition, our wide selection of transfer tapes, gum twins, and uncoated security face materials can help keep you ahead of counterfeiters by building and customizing label constructions on site while providing your customers with secure, fast service.

With our global scale, expert technical teams, and record of innovation, we're here to support you in making security label solutions a thriving line of business.

1. <https://iccwbo.be/global-impacts-of-counterfeiting-and-piracy-to-reach-us4-2-trillion-by-2022/#:~:text=Taken%20together%2C%20the%20negative%20impacts,jobs%20at%20risk%20by%202022>

Security label market trends

The dark art of counterfeiting takes many forms: product imitations, diversion of genuine products, tampering and reuse of original packages, and even volume substitution and dilution of consumables. Few industries are immune.

Here's how counterfeiting is affecting some of the largest segments of the world economy:

Pharmaceutical

Drug counterfeiting is a major global problem. The manipulation or substitution of medications compromises patient safety and can cost drug companies sales, revenue, and their brand image.

Interpol, Europol, and national medicines agencies seize many falsified medicines and close hundreds of illegal websites every year. EUIPO's 2024/2025 Enforcement Reports highlights that counterfeit medicines are estimated to cost EU national health systems an additional €1.5 billion annually in emergency treatments for poisoning or treatment failure.²

To harmonize safety features across the European Union, the EU implemented Falsified Medicine Directive 2011/62/EU, which, among other mandates, requires those in the prescription-medicine supply chain to ensure product identification and verify whether outer packaging has been tampered with. For converters and packagers, this represents a significant opportunity to supply secure packaging.

Automotive

The automotive industry is not only subject to counterfeiting of fake auto parts, but also to car trafficking and tampering with vehicles' authentication information to hide their original identities. These practices are not only illegal but can also be dangerous for anyone driving or riding in a vehicle with fake parts, because counterfeited cars lack supplier homologations and quality control. Counterfeit parts cost Europe 2.2 billion euros for tire sales and 180 million euros for battery sales annually.³

Electronics

The market for electronic goods is growing at a rapid pace, and protecting products from counterfeiting is a particular challenge. Counterfeiters are not only trafficking in final products such as laptops and smartphones, but also their components. Security labels play an important role in detecting electronics fraud and ensuring that end-users receive authentic, high-quality products.

Regulatory compliance

Tax stamps are used by governments in over 50 countries to protect tax revenue and regulate the quality and safety of goods such as cigarettes, spirits, and premium drinks. In some countries, a tax stamp on such goods is mandatory. The World Health Organization has estimated that about 25% of the alcohol consumed worldwide is considered to be unrecorded counterfeited or illegal alcohol.⁴

2. https://www.oecd.org/en/publications/trade-in-counterfeit-pharmaceutical-products_a7c7e054-en.html

3. <https://www.automotivelogistics.media/service-parts-logistics/fighting-back-against-fake-parts/40052.article>

4. <https://apps.who.int/iris/rest/bitstreams/1414305/retrieve>

E-commerce and logistics

Revenue in e-commerce in the EU is expected to grow 8% annually between 2026 and 2031.⁵ For customers as well as e-commerce businesses, counterfeiting is one of the biggest threats. Our security label range can help businesses protect their packaging from tampering and opening and secure the authenticity of the goods they ship. Some online retailers, including Amazon, require all hygienic and topical goods to be protected with a security seal applied directly at the product's manufacturing site, which helps prevent used products that have been returned from being sold again. Our tamper-evident security solutions comply with Amazon's security seal regulations.

Agrochemicals

Counterfeited pesticides are harmful to humans and the environment and losses caused by them amount to 13.8% of the industry's sales each year. Security labels help prevent from agrochemical tampering and counterfeiting, protecting consumers and brand owners alike.

Luxury goods

High-end clothing, perfumes, and other goods are valued not only for their quality, but also for their brand image. Unauthorized replicas of luxury goods are sold in large volumes, particularly through online channels and even more so with the growing trend of online shopping. Adopting the right security measures to help customers distinguish authentic products from fake ones is now crucial for brand owners fighting potential damage to their reputations from lower-quality, illegal goods.

Cosmetics

Cosmetics sold in Europe are subject to strict testing and regulation. The direct application of these products on the body requires that they be safe for consumers to use. Counterfeited cosmetic products are not subject to regulation and often contain dangerous and poisonous adulterants. Security labels can help merchants and consumers detect counterfeit products and can also help protect authentic items from tampering along the value chain.

Food and beverage

Ready meal and grocery delivery has increased by over 75% during the COVID-19 pandemic. These delivered products can be a source of cross contamination if not responsibly handled. Security labels in food packaging offer visible proof that tampering has not occurred from preparation to delivery.



5. <https://www.mordorintelligence.com/industry-reports/europe-ecommerce-market>

Our products

A range of protective features to choose from.

Our security solutions cover what the eye can see — and well beyond. We offer both visible and invisible solutions, as well as digital solutions based on Radio-Frequency Identification (RFID), Near Field Communication (NFC), and more.

Often, the right security label depends on a specific context — the product, the supply chain, the package type, and other factors. We can help you build a multi-layered security solution that's just right for your customers' needs.

Sometimes the most effective security label is the one you create yourself for a specific purpose.



Overt (visible) security features

Overt security features are designed to be evident to everyone, but difficult to duplicate. They not only discourage counterfeiters, but also allow end customers to easily detect tampering or identify genuine products. Some examples:

- **VOID materials** leave a visible message upon removal of the label and the label itself changes once removed, preventing unauthorized re-use.
- **Destructible face material** offers reliable signs of tampering on packaging and ensures labels can't be used again after removal.
- **Holography and optically variable devices (OVDs)** integrated in labels are instantly recognizable and difficult to copy. Multiple visual layers can be added to OVD designs for increased protection.

Covert (hidden) security features

Covert security features are invisible to the naked eye and require special equipment to be detected. These features allow authentic products to be distinguished from fake ones and used products to be distinguished from new ones, even after the label has been removed. Examples of covert features include special tracking fibers and adhesive traces or custom prints that are detectable under ultraviolet light.

Forensic (invisible) security features

Forensic security features are meant to be completely invisible to the naked eye and require specific equipment to be detected, making them especially challenging to duplicate. One example: an RFID tag embedded in a label or product that gives the item a unique digital ID.

Security adhesives

The adhesive used in a security label plays a crucial role. It not only bonds the security features to the product or package — it can also be imbued with security features of its own. Our range of adhesives covers virtually any security-related application.

Intelligent security labels

RFID- and NFC-enabled labels can help thwart theft, counterfeiting, or misuse of manufactured goods through product authentication and inventory tracking, and they support track-and-trace efforts driven by government regulations, enabling more transparent supply chains for a multitude of industries.

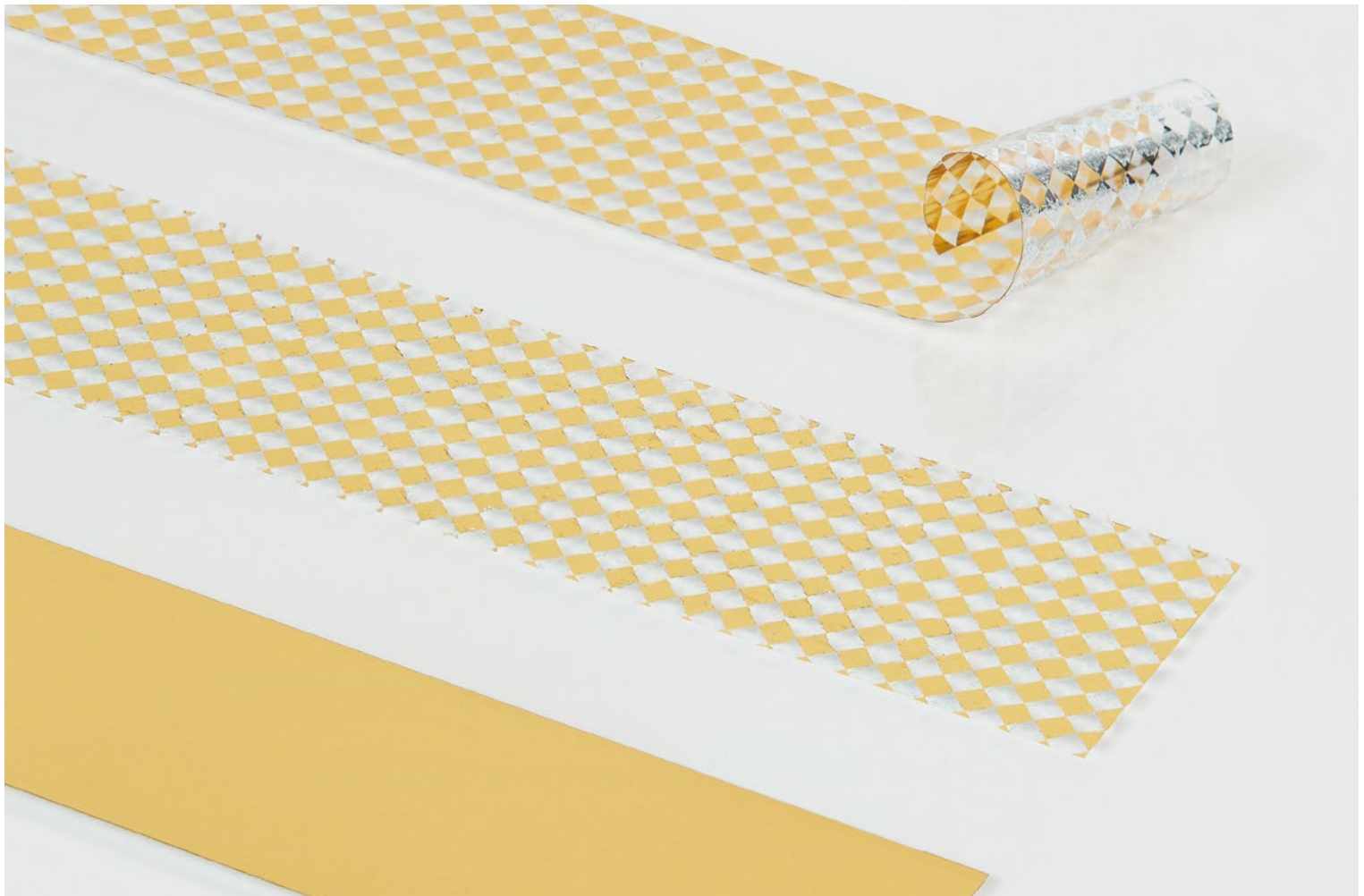
Custom solutions

Sometimes the most effective security label is the one you create yourself for a specific purpose. Our transfer tapes and gum twin constructions are the perfect solutions for transforming any material into a self-adhesive construction. These constructions offer the ultimate flexibility, allowing you to design custom protective labels upon customer request.

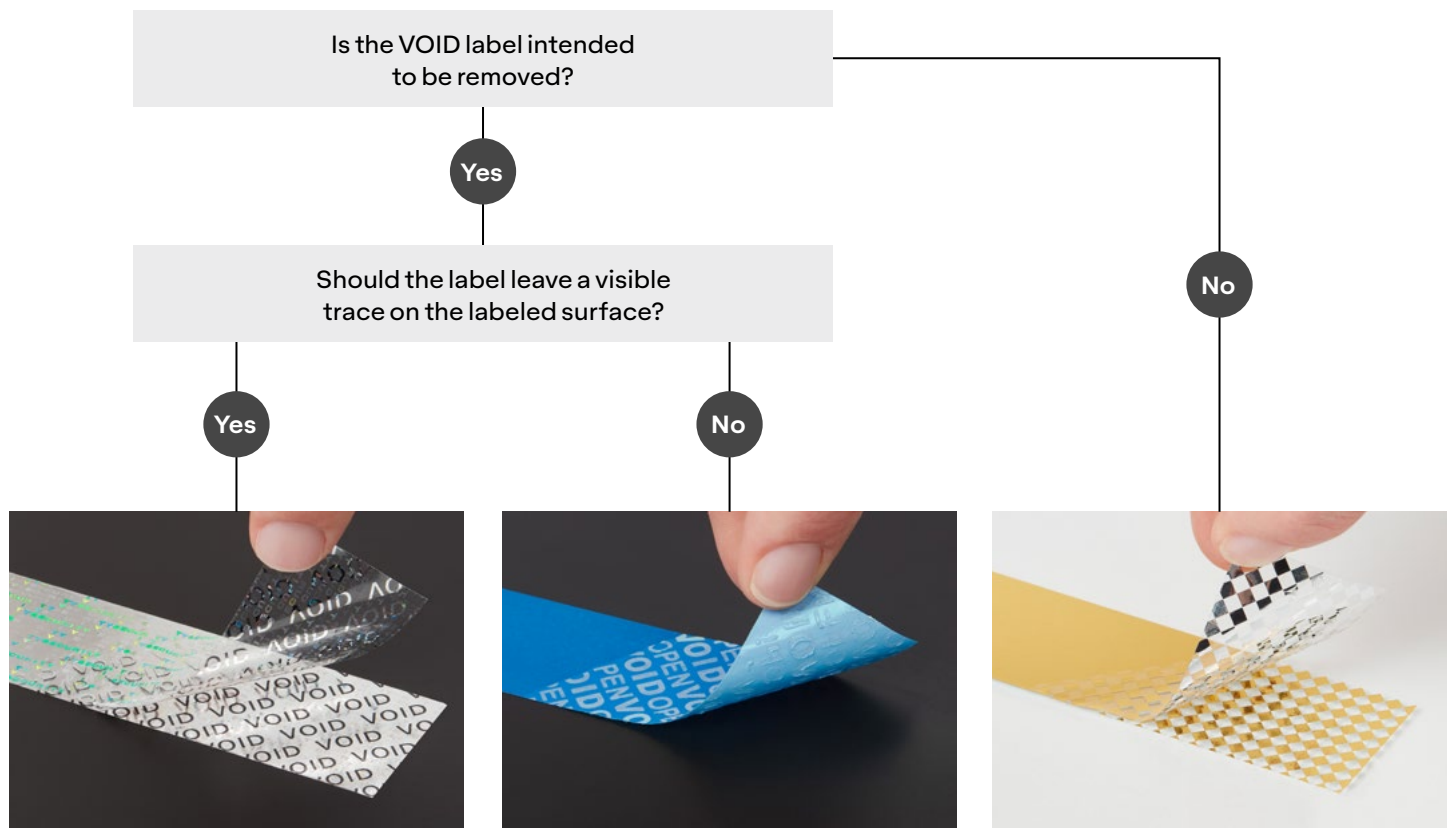
Our VOID range

Avery Dennison standard and custom void materials are an effective and hard-to-counterfeit solution to seal a package or protect information. When detached, these labels reveal permanent 'void' messages, ensuring that the package will not be used again.

All of our VOID solutions are customizable, and the standard 'VOID' message can be replaced by a message or logo of your customer's choosing. All VOID products are highly resistant to water, chemicals, grease, oils, and ultraviolet light. Our VOID labels cover all applications, from protection of identification and warranty labels to high-end tamper-evident packaging sealing.



Choosing the right VOID type



Dry peel VOID (Flexsecure)

Dry VOID labels are designed for temporary security seals where a permanent VOID message should be left on both the label and the packaging upon removal of the label. The message is left on the substrate as a non-tacky filmic surface. Once removed, the label loses all tack, ensuring it cannot be re-applied. These labels are meant to be removed once the packaging is opened.

Example applications: tamper-evident labels used to seal boxes for luxury goods or cosmetics.

No residue VOID (Removable VOID)

No residue VOID labels are designed for temporary security seals where no VOID or adhesive residues should be left behind upon removal of the label. Once the label is removed, an irreversible void message will be revealed on the label without leaving any traces of adhesive on the labeled area of the package. An excellent choice for applications that seek to protect but not damage packaging or labeled surface.

Example applications: labels used to seal a laptop closed or placed on hotel doors after cleaning.

Wet peel VOID (Standard VOID)

Wet VOIDs are used to protect the information printed onto it. These VOID labels are not meant to be removed. Upon removal of the label, a permanent message is left on the substrate and a visible "negative" of the VOID message is left on the label, ensuring it cannot be applied elsewhere.

Example applications: permanent security labels such as a warranty or product identification label.

Dry peel VOID (Flexsecure)

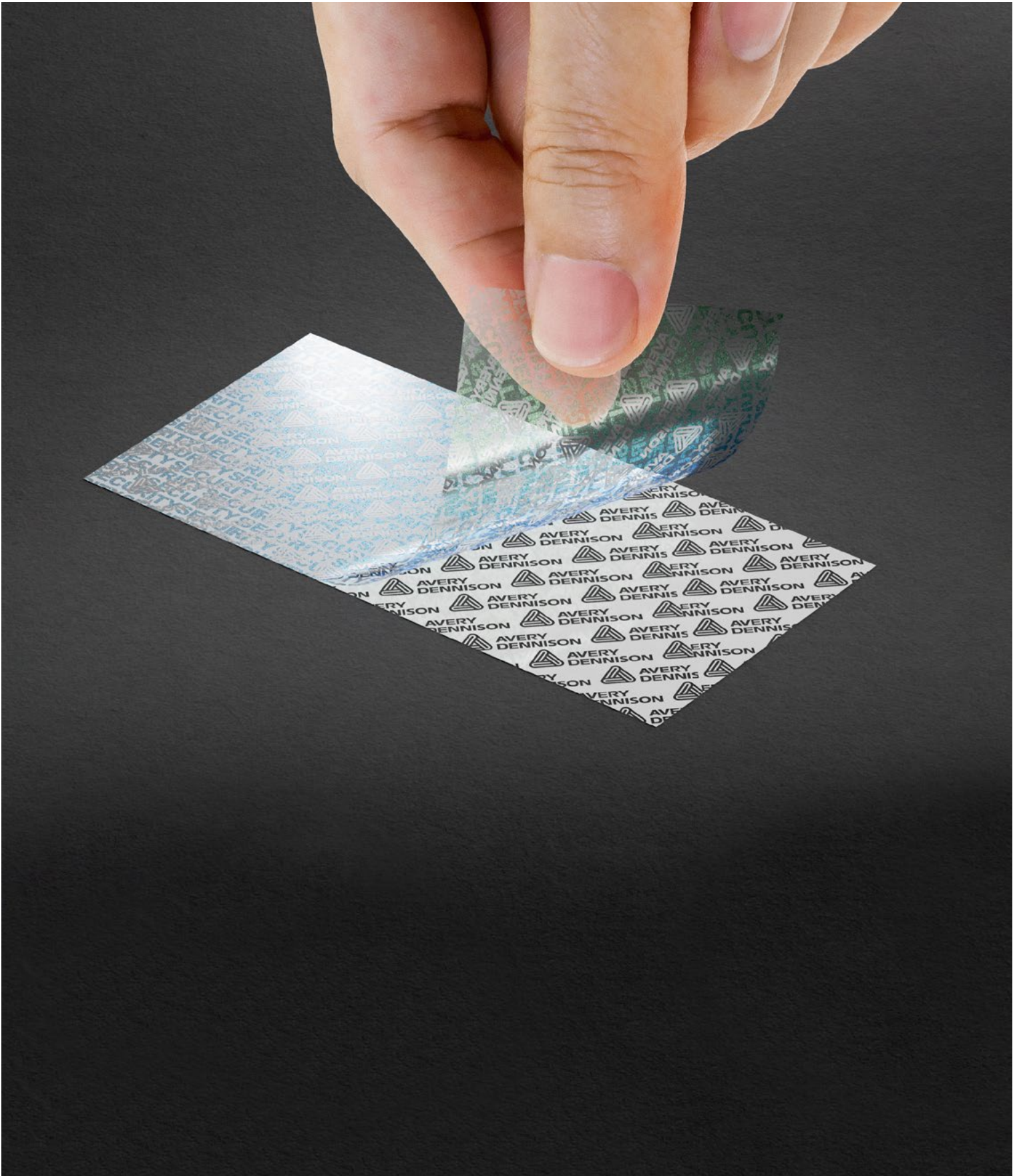
Face color	Face material	VOID message	Code	Product name	Main security feature for the application
Holographic	PET50	VOID	AI307	Flexsecure Holographic S700-BG45WH	A dry peel holographic VOID label. Ideal for sealing any packaging, ensuring the contents have not been tampered with.
Clear	PET50	VOID	AM373	Flexsecure Clear S700-BG45WH	A dry peel transparent VOID label. Ideal for sealing any packaging, ensuring the contents have not been tampered with.
White	PET50	VOID	AI308	Flexsecure White S700-BG45WH	A dry peel white VOID label. Ideal for sealing any packaging, ensuring the contents have not been tampered with.

Wet peel VOID (Standard VOID)

Face color	Face material	VOID message	Code	Product name	Main security feature for the application
Matt Silver	PET50	VOID	AA973	ZZ VOID PET50 Matt Silv S697-BG45WH	Premium wet VOID material for broad security applications.
Matt Chrome	PET50	Checkerboard pattern	AB048	PET VOID Check Matt Chrome S8015-BG42WH	High-performing automotive grade wet VOID solution. UL969 and CSA C22.2 No.15 certified.
Matt Chrome	PET50	Checkerboard pattern	AV544	PET VOID Check Matt Chrome S8039-BG42WH BSS	High-performing automotive and electronics grade wet VOID solution.
Matt Chrome	PET50	Checkerboard pattern	BJ018	PET VOID Check Matt Chr AL170-HF140	High-performing automotive and electronics grade wet VOID solution.
White	PET50	VOID	AB176	VOID PET50 White S697-BG45WH	Premium wet VOID material for broad security applications.
Clear	PET50	VOID	AB596	VOID PET50 Clear S697-BG45WH	A flexible filmic void material for edge labeling with a pharmaceutical adhesive for application on varnished cardboard.
Clear	rPET30	VOID	CR726	VOID PP50 Clear S799P-rPET30	A premium VOID solution for pharmaceutical varnished cardboard boxes.
Glossy Silver	PET50	VOID	CG033	PET 50 VOID SILVER NG S2000N-BG45WH FSC	Premium cost-competitive wet VOID material for broad security applications.
Glossy Silver	PET50	VOID	CG032	PET 50 VOID SILVER NG S700-BG45WH FSC	Premium wet VOID material for broad security applications.

No residue VOID (Removable VOID)

Face color	Face material	VOID message	Code	Product name	Main security feature for the application
Red	PET38	VOID	BJ987	VOID Removable Red	General brand protection and tamper evidence where no traces are to be left on packaging.
Blue	PET38	VOID	BT153	VOID Removable Blue	General brand protection and tamper evidence where no traces are to be left on packaging.
White	PET38	VOID	BN962	VOID Removable White	General brand protection and tamper evidence where no traces are to be left on packaging.



Custom VOID materials

From facestock to adhesive, adding customized security layers on VOID materials has never been easier. Let's work together to determine the most effective construction for your application.

Covert UV message

A customized print can be added to the face material using inks that are only visible when exposed to UV light. This adds a hard-to-reproduce security layer to the construction.

VOID message

On wet peel VOID labels, you can display the message of your choice, such as a logo, pattern, or custom message, which is revealed when the label is tampered with. We've also improved our service with shorter lead times, a lower minimum order quantity (just 500 m²), and a lower one-time fee (just 450 euros), so it's easier than ever to get started.

Adhesive

Choosing the right adhesive for your label is always crucial, especially when working with VOID materials. We offer S2000N, an adhesive with high initial tack, excellent adhesion, and good low temperature performance on a wide variety of surfaces as the right choice for your application. What's more, we can add extra hidden security layers to your label construction via the adhesive. One example: Our UV-footprint adhesive leaves a UV trace on the labeled surface after the label has been removed.

Label appearance

With our wet peel Polypropylene VOID, you can choose the visuals that suit your needs best, with a VOID message or design that matches the color of your face material. Choose between silver, transparent, or any pantone color and add optional UV features of your choice. In addition, the color of our removable VOID label can be fully adapted to match your requirements.



Build your void label

VOID technology	Face material	Face material color								Customizable VOID text
		Silver	Chrome	White	Clear	Holographic	Red	Blue	Custom*	
Dry peel VOID (Flexsecure)	PET50			✓	✓	✓			✓	Yes
Wet peel VOID (Standard VOID)	PET50	✓	✓	✓	✓				✓	Yes
	PP	✓	✓	✓	✓		✓	✓	✓	Yes
No residue VOID (Removable)	PET36			✓			✓	✓	✓	Yes

* Color on request

You supply the vision.
We'll supply the
materials and expert
help to bring it to life.

Destructible facestocks

Made to go to pieces.

Paper

Security paper – White

We combine a cost effective, security paper free of optical brightening agents (OBA Free) with a permanent adhesive to create a versatile and reliable sealing effect. The heat-resistant adhesive ensures that no removal of the label is possible without damaging the paper face material.

Film

Sharp tear – White

A flexible mono oriented film suitable for tamper-evident application to seal packages. The mono oriented film allows for a clean tearing of the film by the customer.

Foamtac II – White

A co-extruded film made of an expanded polystyrene layer with a high-impact polystyrene printable skin. This is a versatile, tamper-evident film that is easy to convert, yet fractures upon attempted removal.

PEHD TE – White/White OPQ

A PEHD ultra-destructible film with a print- receptive surface. Ideal for most security applications that require high tamper-evident properties. Available an opaque version that can hide information printed beneath.

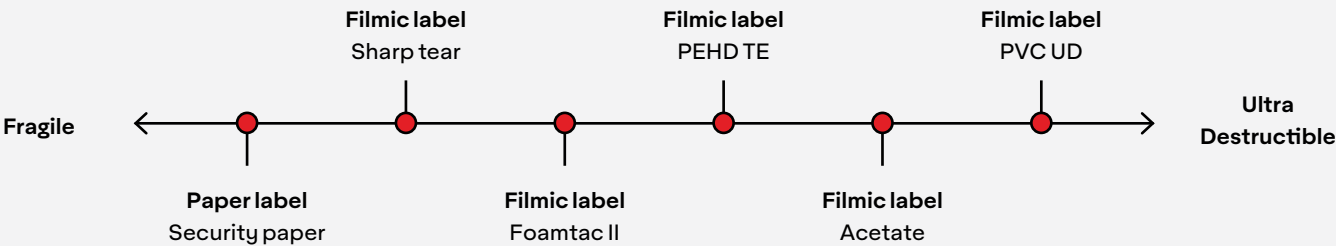
Acetate – Clear/Matt white

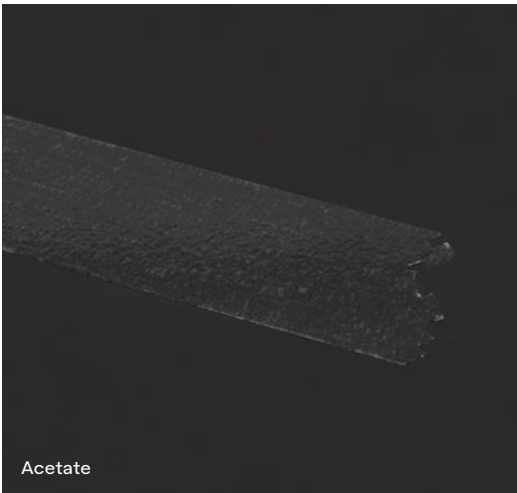
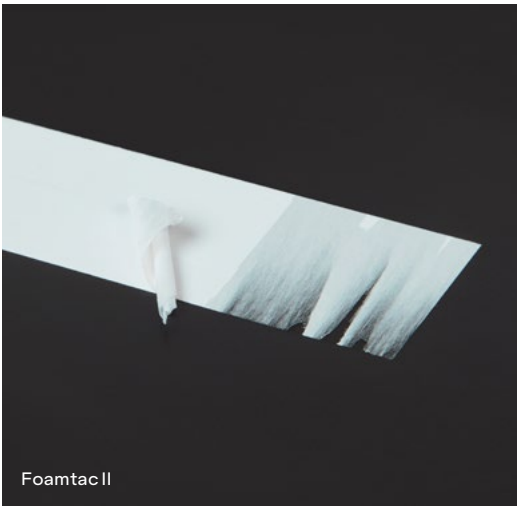
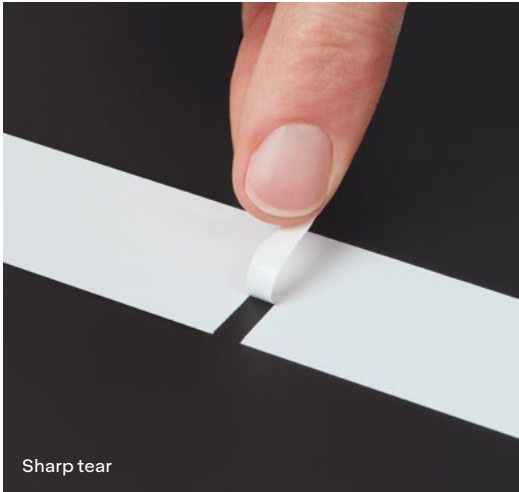
An ultra-destructible cellulose acetate film that is both biodegradable and compostable. This face material’s intrinsic fragility offers a high level of inviolability to the labeled good or packaging when combined with the right permanent adhesive.

PVC UD – Matt/Semi-Gloss White

This ultra destructible film coated with an extra permanent adhesive is ideal for any challenging tamper-evident labeling application. It features a matte and semi-gloss white cast vinyl that is cadmium-free.

Scale of fragility







Destructible facestocks, made to go to pieces

Our standard destructible face constructions are listed in the table below. We can combine our facestocks with adhesives other than those listed to ensure the highest performance for your application.

Destructible facestocks

Face material	Face name	Color	Code	Product name	Adhesive
Paper	Security MC60 FSC	White (OBA free)	AX772	Security MC60 FSC S2000N-BG40BR	S2000N
	Security MC60 FSC	White (OBA free)	AI879	Security MC60 FSC S2060N-BG45WH FSC	S2060N
Film	Foamtac II	White	AA717	Foamtac II S2000N-BG40WH FSC	S2000N
	Foamtac II	White	AA961	Foamtac II S700-BG40BR	S700
	PEHD TE	White	BQ731	PEHD TE S700-BG45WH	S700
	PEHD TE	White	AI881	PE HD TamperEvident WH S3100-BG45WH FSC	S3100
	PEHD TE	White OPQ	BT731	PEHD TE OPQ S700-BG45WH	S700
	Sharp tear	Clear	AU380	SHARP TEAR CLEAR S4700 INC-BG40WH FSC	S4700 INC
	Sharp tear	White	AU381	SHARP TEAR WHITE S4700 INC-BG40WH FSC	S4700 INC
	Acetate	Clear	AF289	ACETATE CLEAR S697-BG40BR	S697
	Acetate	Matt white	AF356	ACETATE MATT S697-BG40BR	S697
	Acetate	Clear	BW744	ACETATE CLEAR S799P-BG45WH FSC	S799P
	PVC UD	Gloss white	AF765	PVC MATT WHITE UD S690-BG50WH	S690
	PVC UD	Semi Gloss white	AZ426	PVC SEMI GLOSS WHITE UD S2000N-BG50WH	S2000N

Tamper-evident label materials

Choosing a label that damages the package upon removal might seem contrary to what a label is supposed to do.

But to help ensure the authenticity of pharmaceuticals and other products, it can be critical to make sure that the packaging cannot be reused once it's been opened.

We offer a variety of materials that create a strong seal and, upon removal, leave no question about the box being opened, making it less likely that counterfeiters will attempt to use it again.

Face material

We offer a range of polyethylene and polypropylene films that are strong enough to not break in the event of tampering, but flexible enough for edge labeling.

Adhesive

For tamper-evident labels, a high-performance, permanent adhesive is key. Our S799P adhesive is engineered to deliver optimal performance on different types of cardboard varnish and is especially suited to boxes in which medicines are packaged.

Customization

Customizing the label for a particular package can help ensure maximum security. Our adhesives and facestocks can be mixed and matched to create the perfect combination for your application. We can also add a unique holographic strip to the construction to further enhance brand protection.

Tamper-evident label materials

Application	Code	Product name	Main security feature for the application
Pharma	BJ772	PP NG Top Clear S799P-BG45WH FSC	For pharma applications on varnished cardboards
	BQ765	PP50 Top Clear Lumi BL S799P-BG45WH FSC	For pharma applications on varnished cardboards with a UV lumi top coating.
	CK207	Semi Clear Paper FSC S2000NP INC-BG40WH FSC	A security seal for pharmaceutical cardboard boxes where use of paper is desired for mono packaging recyclability but the opacity of standard paper labels could cover the design and print on the box.
	CT469	Semi Clear Paper NG FSC S2000NP INC-BG40WH FSC	
All	AG615	PP Top White S700-BG45EH FSC	A high performance product for general box damage applications. Suitable for apolar surfaces



Image is everything

Holographic label solutions offer a unique and hard-to-copy label that assures end users that their product is safe and authentic.

We offer a comprehensive range of customizable holographic label materials, backed by the expertise and assistance of our technical teams.

Holographic visuals

Choose from micro-embossed metallized paper or films with 2D and 3D holographic diffraction patterns.

Face material

From paper to polyester, we have the right base material for your application. Choose between paper, paper + BOPP, paper + PET, and BOPP + PET.



Adhesive

As with any security label, adhesive plays an essential role in holographic labels. You'll find the right solution for your substrate among our wide range of adhesives. A transfer tape and gum twin construction can allow you to add security features to your construction while building your adhesive complex in-house for a more customized solution.

Customization

You can customize your holographic construction by choosing the most suitable face material and adhesive for your application and create your own holographic visual on paper or film. Your custom designs can be registered with the Industrial Hologram Manufacturers Association (IHMA) database for additional security.

Customized holographic labels offer excellent security, and your custom designs can be registered with the Industrial Hologram Manufacturers Association database to make them even more secure.



Security that sticks

Choosing an adhesive is among the most critical decisions you'll make to ensure the best possible performance of your security-label construction.

Application, substrate, and face material are all important factors. We offer purpose-engineered adhesives, refined over decades, that add value to security packaging in multiple industries and deliver consistently high performance, even under tough conditions.

For the pharmaceutical industry

Pharmaceutical manufacturers work with a wide range of varnished folding boxes. Each box potentially uses a different varnish technology, posing a challenge for the adhesion of tamper-evident seals. Brands want a universal solution that will work on all their packaging and comply with the requirements of EU Directive 2011/62/EU. Our pharmaceutical adhesive solutions comply with current regulations and deliver consistently excellent results on multiple box varnishes.

For automotive

Automotive labels have to stand up to a range of challenges, including harsh chemical environments, challenging substrates, and the stresses imposed by vehicle use and maintenance. Applying the right adhesive is crucial in ensuring the label will remain on the substrate and perform as expected. Our Automotive range of adhesives have proven themselves in the most extreme environments, meeting the performance criteria of supply chain processes, industry regulations, and OEM specifications.

For electronics

Electronics security labels must perform on all kinds of surfaces and under all kinds of conditions and temperatures. A strong adhesive ensures the label will hold fast. Our adhesive portfolio for electronics is based on special solvent acrylic formulations that stand up to the elements and counterfeiters, too. Once our label is removed from the substrate, an irreversible "checkerboard" footprint message detaches itself from the face film. Labels which have been removed cannot be reapplied since repositioning will leave visible proof that tampering has taken place.





Low surface energy labeling

Low surface energy surfaces such as high-density polyethylene (HDPE), low-density polyethylene (LDPE), and polypropylene (PP) are usually difficult to label because of their low bonding capability with standard adhesives. Our rubber-based, solvent-based, or high-end hybrid solutions hold tight on substrates with low surface energy, for security labels brands can use with confidence.

High surface energy labeling

High surface energy substrates such as stainless steel, aluminum, polyethylene terephthalate (PET), acrylonitrile butadiene styrene (ABS), and glass lend themselves to relatively high adhesion and are compatible with most adhesive technologies. However, when painted they can lose their cohesive properties and require an adhesive engineered for such a surface. We offer a number of adhesives that perform reliably with both painted and unpainted high surface energy substrates.

Heat resistant adhesives

For tamper-evident and anticounterfeiting labels, the adhesive must hold strong even when exposed to the heat often used to illicitly open packaging. Our UV warm melt adhesive solutions perform reliably even when exposed to heat and cannot be removed without showing traces of tampering.

Adhesives for rough surfaces

Rough surfaces like cardboard and certain plastics can be a challenge to label. We've designed several adhesives specifically for such substrates, with coat weights optimized for your application.

Water-resistant adhesives

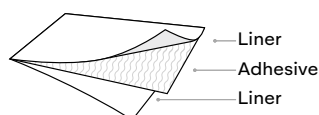
When labeled goods might be exposed to high levels of humidity or direct contact with water, an adhesive with high bonding strength is essential. Our water-resistant solvent and acrylic adhesives offer very good performance for such applications. They are proven to work in the most challenging water exposure, and are regularly used for BS 5609-certified constructions.

DIY for security and speed

More label converters are discovering the benefits of building their own premium security constructions in-house, such as the flexibility to create small volumes of security labels quickly.

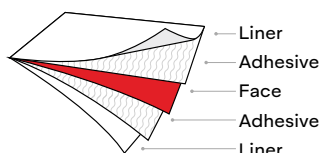
Our transfer tapes and gum twins are designed to turn any face material into a self-adhesive label, making them the perfect starting points for custom constructions.





Transfer tapes

Transfer tapes are a reliable and flexible solution for creating custom security labels with a high level of complexity. The adhesive on the tape is covered on both sides by a liner. Each liner has a different release level, ensuring a smooth application onto the face material. Combined with the right adhesive, transfer tapes are an economical solution that allows converters to turn uncoated security face materials into a pressure-sensitive security label.



Gum twins

Like transfer tapes, gum twins (also called double-sided tape) can turn an uncoated security face material into a pressure-sensitive solution. The difference? Gum twins offer a deeper level of customization. The construction features a layer of adhesive on each side of the chosen face material, offering the opportunity to choose two different adhesives — one optimized for the face material, and one optimized for the surface to be labeled. This versatility makes gum twins ideal for complex custom security constructions, allowing you to choose filmic or paper facestocks with different colors and opacities (filmic face materials add tear resistance and a chemical barrier between the face and the labeled surface). The rigidity provided by a gum twin's face material also enables better high-speed converting.

Making it your own

Customization and flexibility are key in creating a security label. Both our transfer tape and gum twin solutions are fully customizable based on your and your customers' needs. Have an idea? Tell us about it. Our technical experts are here to help you realize your vision.

Build your own construction

Choose your own face material adhesive and liner. Certain face materials will add opacity and rigidity to your final label and can act as a chemical barrier to prevent content migration. Colored materials can help make your constructions unique.

Choose your gum pattern

Special gum patterns (SGP) are used during our adhesive coating processes to leave areas of the material free from adhesive. These can also be customized to optimize your converting processes.

Brand it

For brand recognition, you can have your liner printed with a logo, brand name, or message. The same can be done on face materials before they are coated with adhesive.



Use our [Custom Labels Technical Guide](#) to select the Transfer Tape and Gum Twin construction for your specific application.

Intelligent labels for smart security

Digitization has changed the world in recent decades, and in the wake of COVID-19, that trend is accelerating.

By invisibly providing any item with a unique digital identity or “digital twin” labels embedded with a Radio Frequency Identification (RFID) tag offer powerful capabilities for tracking, securing, and authenticating products and fighting counterfeiting and product diversion.

As the world’s largest Ultra High Frequency RFID partner, we’re ready to help you select and convert the right RFID solution for your application.

Track, protect, authenticate.
Whatever the product, whatever the package, our wide range of RFID products has a solution to fit your needs.

RFID products

Application	Product name	Main security feature for the application
Multi use	AD Miniblock	Product authentication
Multi use	AD Circus™	Brand protection, product authentication
Multi use	AD Minitrack	Product authentication
Multi use	AD Minidose	Package tracking
Multi use	AD Block Lite	Product authentication
Multi use	AD Midas	Product authentication, supply chain tracking



Avery Dennison: Making Possible

Avery Dennison is making possible a safer, more secure future with innovative labeling solutions. Across some of the world's largest industries, our advanced materials protect brands, ensure authenticity and combat counterfeiting. Together, we drive innovation, sustainability, and trust in an ever-evolving marketplace.

What we do

Avery Dennison is a global materials science and digital identification solutions company that provides a wide range of branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and help brands and consumers better connect.

Together, we connect intellect and imagination, science and technology, and the physical and digital.

Work with us

Discover how we're creating products and solutions for our customers that unlock new value and help address some of the world's most complex challenges. Contact a business development manager or Avery Dennison sales representative today to learn more about our sustainable label solutions. You can count on us to approach any challenge with genuine curiosity and care.

label.averydennison.com



#MakingPossible

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Materials for Water-Based Inkjet Printing





Dozens of options, optimized for excellence

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.

Consistently high print quality

Our quick-drying materials are purpose-engineered to provide outstanding printability on water-based inkjet printers, run after run.

Ready for pigment. Ready for dye

Materials are qualified for both dye- and pigment-based inks.

Get what you need, when you need it

Our water-based inkjet materials are available in low minimum-order quantities, with quick turnaround and fast delivery.

Choose from a variety of finishes

Bring brand identity to life with gloss, matt, semi-gloss, metallized, and more.

Key features

- One of the industry's largest selections of materials
- Excellent print quality with both dye- and pigment-based inks
- Consultation with our technical experts to help you choose the the best material for your application
- Custom made solutions with special adhesives and liners

Applications

- Food and beverages
- Wine and spirits
- Home and personal care
- Chemicals
- Reclosure and removable
- Logistics and transportation

Portfolio overview

Core papers

	Code	Product name	MOQ (m ²)	Lead time (days)
Gloss	CO655	DEMAND JET GLOSS100 FSC S2000N-BG40WH FSC	970	(ext) 1
	CO652	DEMAND JET GLOSS100 FSC S2045N-BG40WH FSC	970	(ext) 1
Semi-gloss	AX697	DEMAND JET SEMI GL FSC S2000N-rBG40BR FSC	2,000	1
Matt	BK970	DEMAND JET MATT THIN FSC S2000N-BG40WH FSC	2,000	1
	AX818	DEMAND JET MATT FSC S2045N-BG40WH FSC	970	(ext) 1
	BK970	DEMAND JET MATT RDX FSC S2000N-BG40WH FSC	2,000	1

Specialty papers

	Code	Product name	MOQ (m ²)	Lead time (days)
Wine and spirits	BV471	WBIJ MARTELE BLANC FSC S2047N-BG45WH FSC	1,000	7
	CQ451	WBIJ MARTELE BL rPL FSC S2030-BG45WH FSC	1,000	(ORUS) 14
Pharmaceutical	BZ613	DEMAND JET MATT THIN FSC S2000NP-BG40WH FSC	16,000	7
	CM592	PB DEMAND JET MATT FSC 2XS2000N-40WH HR/40W FSC	1,000	(ORUS) 7
	CM604	DEMAND JET MATT FSC S2000NP-BG40WH FSC	1,000	(ORUS) 7
Reclosure and removable	LC162	DEMAND JET GLOSS100 FSC R5000N-BG40WH FSC	1,000	(ORUS) 7
	AO775	DEMAND JET MATT FSC R5000N-BG40WH FSC	1,000	(ORUS) 7
Opaque	CS678	DEMAND JET GLOSS OPQ FSC S2000N-BG40WH FSC	1,000	1
	AY934	DEMAND JET MATT OPQ FSC S2000N-BG40WH FSC	1,000	7
Wash-off	LC173	DEMAND JET GLOSS100 FSC WW4031-BG40WH FSC	1,000	(ORUS) 7
Papers with kraft liner	LC167	DEMAND JET GLOSS100 FSC S2012HTC-HF55 FSC	1,000	(ORUS) 7
	AF249	DEMAND JET MATT FSC S2012HTC-HF55 FSC	2,000	1

Day(s) = Business day(s) (EXT) = EXACT™ service (orus) = One Roll Unique Service

Core films

	Code	Product name	MOQ (m ²)	Lead time (days)
Gloss	AW393	WBIJ PP90 GLOSS WHITE S692N-BG40WH FSC	1,000	1
	CN711	WBIJ PP90 GLOSS WHITE S2045N-BG40WH FSC	1,000	(ORUS) 7
	CU566	WBIJ PP80 GLOSS WHITE S692N-BG40WH FSC	1,000	1
	CU565	WBIJ PP80 GLOSS WHITE S2045N-BG40WH FSC	1,000	1
Matt	AY812	WBIJ PP100 MATT WHITE S692N-BG40WH	750	1
	BN141	WBIJ PP90 MATT WHITE S445N-BG40WH FSC	1,000	7
Satin	AW405	WBIJ PP90 SATIN WHITE S692N-BG40WH FSC	500	1
Silver	CJ586	WBIJ rPET80 SILVER S692N-BG40WH FSC	1,000	(ORUS) 7
Gold	BX965	WBIJ PET65 GOLD S692N-BG40WH FSC	6,000	60

Specialty films

	Code	Product name	MOQ (m ²)	Lead time (days)
Pharmaceutical	CS901	@WBIJ PP80 MATT WH CR S692NP-BG40WH FSC	1,000	14
	CV052	@WBIJ PP80 MATT WH CR S692NP-rPET30	1,000	14
	BX846	@WBIJ PP90 GLOSS WHITE S692NP-BG40WH FSC	1,000	14
Chemical drums and lubricants	BH337	WBIJ PP90 WHITE BS5609 S477-BG40WH FSC	1,000	(ORUS) 1
	BC104	WBIJ PP90 GLOSS WHITE S277-BG40WH FSC	1,000	(ORUS) 14
	BE477	WBIJ PP90 SATIN WHITE S277-BG40WH FSC	1,000	(ORUS) 14
	BO898	WBIJ PET TOP WHITE TS8000 DEC SGP-BG45WBSS	1,000	7
	CO183	WBIJ HDPE114 WHITE BS5609 S4650-50#SCK FSC	750	1
Reclosure and removable	BN639	WBIJ PP90 GLOSS WHITE R5000N-BG40WH FSC	1,000	(ORUS) 7
	BQ211	WBIJ PP90 MATT WHITE UVR145-BG40WH FSC	1,000	(ORUS) 14
	BV891	WBIJ PP90 MATT WHITE UVR145-BG50WH	1,000	(ORUS) 14

Day(s) = Business day(s) (orus) = One Roll Unique Service

Materials in our **Water-Based Inkjet Printing** portfolio are unique and so require special attention during conversion. Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit label.averydennison.com



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For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.com or contact your local Avery Dennison sales representative.

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Custom Label Constructions



Never be lost without a trace

Inventory management, logistics, and high-security operations all depend on labels to help identify, track and trace items. But label constructions aren't one-size-fits all, and some applications require the invention of something new.

Our Custom Solutions team can help you develop label constructions designed specifically for a particular application. We offer:

- Custom facestock, adhesive and liner combinations
- Access to thousands of laminates, including specialty laminates like transfer tape, piggybacks, and gum twins
- Complete solutions for RFID applications
- All adhesive technologies, including emulsion, hotmelt and solvent
- Custom gum patterns



The labeling industry's leading innovators, at your service

Let our experts look at your particular challenge from every angle — substrate, performance requirements, printing technique, tracking system, and more. Our materials engineers bring decades of experience in the design, prototyping, testing and printing of label materials for virtually every industry and application, including a wide variety of track-and-trace applications.

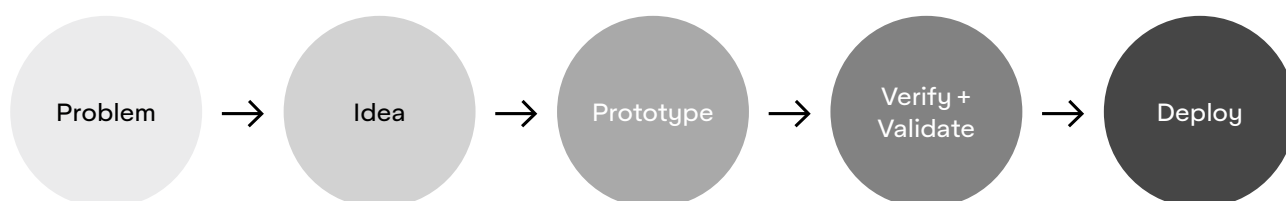
Whatever your challenge, we've probably seen it. And if we haven't, we can't wait to roll up our sleeves and help solve it.

A clear path to the right answer

We take a methodical, step-by-step approach that begins with carefully defining your challenge and ends with a deployable solution.

As a start, ask yourself the following questions:

- What are you labeling?
- What initial material are you considering?
- What are the performance requirements?
- How will the label be printed and applied?
- Post-application, what kind of environment (temperature, moisture, etc.) will the label be exposed to?



Based on that input, our technical support staff can work with you to develop the best combination of labeling materials. They're always available to help validate your selections, ensuring the correct construction for the greatest level of efficiency and success.

From kind of unique to totally unique

Depending on your application, the solution we devise might employ materials from our existing product lines. Or it might require something altogether new. Our Mix and Match, Engineered Solutions and Engineered Solutions + options make it easy to arrive at the label construction you need.

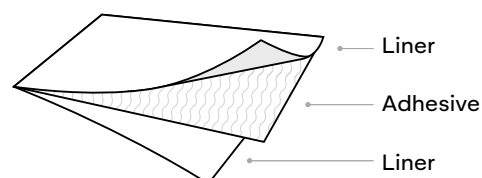
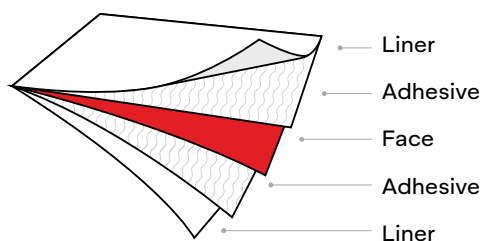
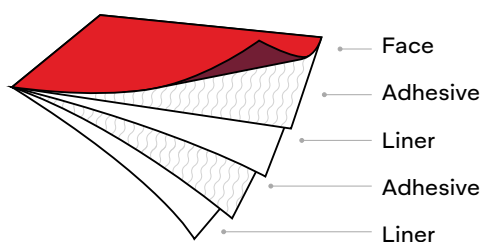
Mix and Match

Our Mix and Match Portfolio lets you choose from a set range of label materials and constructions we offer “off the shelf” and combine them as your needs demand. Select foils, metalized films, papers and more, in combination with some of our best-performing adhesives and liners. Mix and Match gives you the benefit of a customized label solution with low minimum-order quantities and rapid pricing.

Engineered Solutions

Choose materials from our Mix and Match Portfolio and add one that we don’t currently offer. We’ll help source or develop the new component to create a label construction that meets your unique needs.





Engineered Solutions +

When you need something entirely new. These can involve materials from our product lines and/or additional materials, as well as added functionality for track-and-trace applications not found in off-the-shelf constructions. Options for expanded functionality include:

Piggyback labels (PB)

Multi-layer, “label-on-label” construction with two adhesive layers and two release liners. Piggyback labels are the right solution when there is a need to apply a label and then have all or part of that label re-applied elsewhere.

Application areas:

- Logistics containers (cardboard, plastic)
- Return labels in e-commerce
- Shipping and tracking
- Promotional coupons
- Warehouse management
- Administration
- Autoclave sterilization (pharma)

Piggyback labels **cannot** be combined with RFID.

Gum twin constructions (GT)

Typical gum twin constructions have a carrier in the middle, with two adhesive layers and release liners at front and back. Like transfer tapes, gum twins allow you to create your own labels, but with even more opportunities for customization (combining different adhesives in one construction, or creating a no-label look).

Application areas:

- Permanent mounting
- Sealable products
- RFID
- Removable applications (e.g. mailing)
- Security

Transfer tapes (TT)

Transfer tape constructions use two release liners with an adhesive in between. They’re typically used to make your own laminates or custom self adhesive labels, including RFID labels.

Application areas:

- Special facstock material combinations (e.g. security)
- RFID
- Product inserts
- Sealable products
- Food and retail promotions

Please see the portfolio overview starting at [page 10](#).



Using transfer tapes and gum twins with RFID inlays

More companies are discovering the benefits of tagging products with radio frequency identification (RFID) inlays. Industries like apparel, beauty, pharmaceuticals, food and aviation are seeing how creating a trackable, traceable, “digital twin” for every item can provide unprecedented visibility into the supply chain, improve inventory management, reduce waste and enhance the consumer brand experience.

Finding the best inlay for your needs

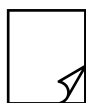
Choosing the right inlay can be challenging. For example, some companies find that standard “wet” RFID inlays offer few options for adhesives. These limitations can make it difficult to ensure reliable adhesion to challenging surfaces, or guarantee label performance on smaller items and products exposed to heat or cold. In addition, standard wet RFID inlays are usually designed to be permanent, making it hard to create tags that can be easily removed. For all these reasons, wet inlays aren’t suitable for many products.

Fortunately, the solution is as easy as using dry inlays instead of wet ones.

What’s the difference? It’s simple: unlike wet inlays, dry inlays do not come with pressure-sensitive adhesive. However, they can be easily changed into wet ones by adding adhesive — and this is where special label constructions like transfer tapes and gum twins enter the picture.

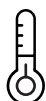
Challenging surfaces, extreme environments and removability

Gum twins and transfer tapes offer a solution for attaching dry RFID inlays in applications where wet inlays won't work. Here are a few:



Challenging surfaces

Wet inlays work best on cardboard and paper. For curved or rough surfaces, or those likely to be contaminated by dust or moisture, dry inlays are a better option, since they allow users to apply an adhesive that performs well on such surfaces.



Extreme environments

For RFID tags that will be applied or deployed in hot, cold or wet conditions, dry inlays can be made with adhesives engineered to withstand such environments, ensuring reliable adhesion and ongoing RFID functionality. Using gum twins for these tags provides additional reinforcement thanks to the presence of face material covered with adhesive on both sides.



Creating a removable tag

Most standard adhesives used with RFID tags are permanent. But some products, like clothing, electronics and multiple-use logistics packaging, require tags that users can remove. Dry inlays, paired with gum twins coated with removable adhesive on one side, are perfect for this application.



In just two steps, you can choose an RFID-enabled label construction:

1. Choose your construction based on your adhesive needs



General purpose

Suitable for a wide range of applications across multiple industries, including logistics, food and beverage and home and personal care.



Removables

Made for products that require a removable tag, including clothing, electronics and some logistics packaging.



Special purpose

Ideal for applications with challenging performance requirements, like rough surfaces and products that are exposed to extreme temperatures.



Pharmaceuticals

Can be used for pharmaceutical applications with different needs, including high UV resistance, low migration and sterilization requirements.

Find a list of gum twin and transfer tape constructions suitable for different adhesive requirements on [pages 11-12](#).

Read more about how to get started with RFID at rfid.averydennison.com

2. Choose your inlay based on end application

Different inlays are best for different purposes and industries. We have many options available and have listed our top recommendations for various sectors below.

Commonly used in*	Inlay model**	Dimensions (mm)	Inlay family
Logistics and supply chain		50 × 50	TracX
Healthcare		22 × 12.5	AD-190
		22 × 12	Minidose
Automotive		90 × 19	AD-663
		94 × 24	Dogbone
Apparel and fashion		70 × 15	AD-238
		42 × 16	Miniweb
Food		95 × 14.5	AD-251
Industrial applications		93 × 11	Squarewave
		70 × 14	Belt

*Multiple end applications per products are possible, check our full RFID portfolio [here](#)

**Not to scale

Portfolio overview

Piggyback labels (PB)*

Key application	Code	Product name	Description	Width (m)	MOQ (m ²)	Lead time**
General purpose	AA254	PB Vellum Extra FSC 2XS2000N-BG40WH/BG40BR	General purpose adhesive	2	(EXT) 970	1
	AA286	PB rMC Primecoat FSC 2XS2000N-BG40WH/BG40BR	General purpose adhesive	2	(EXT) 970	1
	AG446	PB Thermal Top S8 PF FSC 2XS2045N-2XrBG40BR	General purpose adhesive	2	2,000	1
	AF613	PB MC Primecoat FSC 2XS2045N-2XrBG40BR IMP	General purpose adhesive	1	1,000	1
	AF486	PB Vellum Extra FSC 2XS2045N-2XrBG40BR IMP	General purpose adhesive	1	1,000	1
	BY027	PB Transfer Vellum FSC 2XS2000N-2XBG40BR	General purpose adhesive	2	16,000	7
	AD168	PB PP Top White 2XS692N-2XBG40WH	General purpose adhesive	1	1,000	7
	BS323	PB THER Eco BPA Free FSC 2XS2000N-40W/BG40B FSC	General purpose adhesive	1	1,000	14
	AC525	PB PP Top Clear 2XS692N-2XBG40WH FSC	General purpose adhesive	1	1,000	7
	AH867	PB PE85 Top White 2XS692N-2XBG40BR	General purpose adhesive	1	1,000	7
	AA687	PB Thermal Top S8 PF FSC 2XS2000N-2XBG40BR	General purpose adhesive	2	2,000	1
Special purpose	AC118	PB Impregnated FSC S2045N/S445N-40WH/r40BR	Pharma application	1	1,000	7
	AM142	PB Transfer Plus FSC 2XS2045NP-2XBG40WH FSC	Pharma application	1	1,000	7
Removable	AE719	PB rMC Primecoat FSC S2000N/R5000N-40/40 FSC	Removable adhesive	1	1,000	7
	AD272	PB rMC Primecoat FSC R5000N/S2000N-40WH/BR	Removable adhesive	2	2,000	7

*Piggyback labels are not able to be combined with RFID **Business days (EXT) = EXACT Service

Multiple combinations of facestocks with adhesives other than those listed here are possible.
See more of our adhesive range in our [Adhesive Technologies Technical Guide](#). Standard gum pattern is available on all products. The lead time will increase appropriately.

Gum twin constructions (GT)*

Key application	Code	Product name	Description	Width (m)	MOQ (m ²)	Lead time**
General purpose	BA049	GT rPET12 Top Clear 2XS692N-BG40BR/BG40WH	Clear general purpose adhesive	1	1,000	7
	BA047	GT PP40 Cavit White 2XS692N-2XBG40WH FSC	Clear general purpose adhesive	1	1,000	7
	AE926	GT PET23 Clear 2XS692N-BG40BR/BG40WH	Clear general purpose adhesive	1	1,000	7
	AQ321	GT PP30 Clear 2XS692N-BG40WH/BG40BR	Clear general purpose adhesive	1	1,000	7
	AO812	GT PP Clear 2XS692N-PET23PT/40W FSC	Clear general purpose adhesive	1	1,000	7
	AP072	GT PP NG Top Clear 2XR5000N-BG40BR/BG50WH	Clear general purpose adhesive	1	1,000	14
	AA951	GT Vellum Extra FSC 2XS2000N-40WH/40BR FSC	Clear general purpose adhesive	1	1,000	7
	AZ928	GT Vellum Extra FSC 2XS2045N-rBG40BRMC100	Clear general purpose adhesive	1	1,000	7
	BH899	GT PP Clear 2XS4000N-2XBG40WH FSC	“No-label-look” adhesive	1	1,000	7
Special purpose	AO482	GT PP NG Top White 2XS445N-2XBG40WH FSC	Excellent adhesion on very difficult and rough substrates, very good in low temperatures and apolar surfaces	1	1,000	7
	AG066	GT Vellum Extra FSC 2XS697-2XBG40WH	High resistance to chemicals, heat and UV; shear resistance	1	1,000	7
Removable	BO836	GT Vellum Extra FSC R100/S2660-BG40WH/BG40BR	Good mandrel performance, low temperature, excellent adhesion on glass, PP, PE.	1	1,000	14
	AP072	GT PP NG Top Clear 2XR5000N-BG40BR/BG50WH	Removable adhesive	1	1,000	14
	BQ074	GT rPET12 Top Clear S2000N/R5000N-40BR/45WH	Removable adhesive	1	1,000	7

* All of these GT constructions are suitable for RFID applications ** Business days

Multiple combinations of facestocks with adhesives other than those listed here are possible. See more of our adhesive range in our [Adhesive Technologies Technical Guide](#). Standard gum pattern is available on all products. The lead time will increase appropriately.

Transfer tapes (TT)

Key application	Code	Product name	Description	Width (m)	MOQ (m ²)	Lead time*
General purpose	AF165	TT BG40BR S692N-BG40WH	Clear general purpose adhesive	1	1,000	1
	AG075	TT BG40 Brown FSC S4000N-BG45WH HR FSC	Clear general purpose adhesive	1	1,000	7
Special purpose	AF164	TT BG40BR S4700-BG40WH	High tack, good performance on rough substrates	1	1,000	7
	AX661	TT BG40BR S3100-BG45WH	UV hotmelt, good adhesion on apolar adhesives	1	1,000	7
	AM413	TT BG40WH S445N-BG40BR	Excellent adhesion on very difficult and rough substrates, very good in low temperatures and apolar surfaces	1	1,000	7
	AB593	TT BG40 Brown S695-BG40WH	Excellent UV resistance	1	1,000	7
	AI337	TT BG40 White LRFSC AL170-BG40WH HR FSC	Very high aging stability, excellent resistance against chemicals and heat	1	1,000	7
	AC328	TT BG40 White SIL C2075N-BG40BR	Good performance in low and very low temperatures	1	1,000	14
Removable	AE134	TT BG40 Brown R5000N-BG40WH	Removable adhesive	1	1,000	7
Pharma	BM484	TT BG40 Brown LR S692NP-BG40WH HR	Approved for pharmaceutical use, high UV resistance, very low migration	1	1,000	7

*Business days

Multiple combinations of facestocks with adhesives other than those listed here are possible. See more of our adhesive range in our [Adhesive Technologies Technical Guide](#). Standard gum pattern is available on all products. The lead time will increase appropriately.

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