

Avery Dennison
Label and Packaging Materials
Product Guide

Europe
2021

Label Materials for the Micromobility Market



Labels for the way cities roll now.

As cities worldwide recover from the COVID-19 pandemic, one segment poised for growth is the market for micromobility solutions—e-scooters, e-bikes, and other battery-powered, single-person modes of transportation that serve as less expensive and more climate-friendly alternatives to travel by car or mass transit. Micromobility vehicles present new needs for many kinds of labels. At Avery Dennison, we've got our eye on this exciting market, and a wide range of solutions to help you capitalize on where it is—and where it's going.

The widest selection of microbility solutions.

Bikes, e-bikes, e-scooters, and one-wheelers. Batteries. Cables. And solutions for insulating, shielding and sealing parts. Wherever the label is being applied, and whatever the substrate, we've got a material to match. We offer solutions for labels that carry branding and identification, that provide warnings and security, and that deliver flame-retardance and anti-scratch, anti-chip protection. Not to mention intelligent labels that combine conventional materials with technology to offer vastly greater functionality. Need a custom material for your particular application? We can quickly develop that, too.

Tough enough for the street.

Our micromobility solutions are designed for challenging substrates and for long lasting adhesion and readability under harsh, grimy outdoor conditions. One source of their strength is our rubber hybridized adhesive technology (RHA), which is specially engineered for easier conversion than comparable heavy-coat adhesives. It offers superb product quality, high peel adhesion and resistance to weathering and chemicals. It's available on standard face materials and can be paired with different facestocks upon request.



Compliant for quick qualification.

Our materials meet broad industry standards, and our technical teams can help converters and system integrators qualify under all required specifications, including UL, CSA, ISO, FMVSS 302, and others. Our labs can simulate nearly any condition for materials testing. And our compliance team tracks evolving regulations so that you know about them well in advance.

Embedded intelligence for tracking, security and more.

Our RFID-enabled label solutions give any micromobility vehicle—or any part of one—its own trackable, traceable digital identity. Our high-frequency and NFC solutions enable security features as well as richer communication and stronger connections with users of micromobility vehicles.



Key features

- Wide selection of compliant, high performance pressure sensitive materials
 - Label materials specially engineered for challenging substrates and outdoor conditions
 - RFID and other intelligent label options for tracking and tracing, security and more
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Applications

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



Product List

	Code	Product Name	Colour	UL recognition	MOQ (m ²)
On metal applications	AA642	Transfer PET White Top AL170-BG42WH	Gloss White	✓	100
	AA645	Transfer PET Matt Chrome Top AL170-BG42WH	Matt Chrome	✓	125
	BS912	TR PET Platinum TC19 AL170-BG45WH FSC	Platinum	✓	300
	AE423	Transf PET Trans Top AL170-BG50WH FSC	Gloss Clear	✓	300
On paints and plastics applications	BN947	Transfer PET White Top S8029-BG42WH	Gloss White	✓	300
	BH781	Transfer PET Matt Chrome Top S8029-BG42WH	Matt Chrome	✓	300
	BS913	TR PET Platinum TC19 S8029-BG45WH FSC	Platinum	✓	300
On rough or low surface energy plastics (covers)	AJ059	Transfer PET White Top S8049-BG42WH BSS	Gloss White	✓	125
	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	✓	300
Digital identity – RFID inlays (can be inserted into labels)	NFC	Bullseye™ On-Metal	-	-	4,000
	NFC	Avery Dennison Smartrac's Circus™ NFC inlays	-	-	20,000
	HF	Avery Dennison Smartrac Circus™ Flex tags	-	-	4,000
Close to Electric Battery applications	BN142	Transfer PET40WH Top FR AL170-BG40WH LR	White	✓	200
	BJ140	Transfer PET White CR AL170-BG42WH	White	✓	300
For security and tamper evident applications	AV544	PET VOID Check Matt Chrome S8039 BG42WH BSS	Matt Chrome	✓	500
	AF765	PVC Matt White UD S690-BG50WH	Matt White	✓	300
	-	Transfer Tape - UV footprint adhesive	-	-	<i>on demand</i>
Anti-scratch, abrasion, chipping and UV resistance	BO772	PVC Outdoor White S8029 BG45WH FSC	White	✓	300
	BR850	Overlam PET 23 UV PLUS S8021-HF140	Gloss Clear	✓	1,000
	AA647	Overlaminating PET 25 AL170-HF80	Gloss Clear	✓	300
	AS675	Overlam PET23 UV S8020-PET23	Gloss Clear	✓	300
	AB702	Overlam Polycarb 50 MT S8020-PET36	Matt Clear	✓	100
	AS880	PVC Outdoor Clear AL170-BG42WH	Clear	✓	300
High durability – laser marking films	BY086	PET50 Black Laser Etch S8029-BG45WH FSC	Black	×	300

Kickstart your micromobility business.

We make it our business to help yours by tracking emerging trends and developing label materials to match. Learn more about micromobility opportunities by talking with your Avery Dennison representative or by visiting label.averydennison.com.

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.eu or contact your local Avery Dennison sales representative.



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