



Avery Dennison® AeroDress™

An innovative full-body self-adhesive label for cans





Fast facts

- Full-body labelling for straight cans
- Premium brand image: compatible with many printing techniques
- Outstanding solution for low volume production
- Allows re-labelling of obsolete printed cans
- Enables late-stage differentiation

The aerosol labelling challenge

Many different business needs can drive lower-volume aerosol can labelling. Late stage differentiation, short lead times and inventory control are just some of the advantages of working with smaller production runs.

Direct print dominates can labelling. However, it requires very high volumes – and the most common full-body coverage alternatives, roll-on-shrink-on (ROSO) and shrink sleeve, are not compatible with different printing techniques such as foils and silk screens. Now Avery Dennison has created a viable labelling technology that covers a can completely, opening up new opportunities for can decoration.

A versatile solution

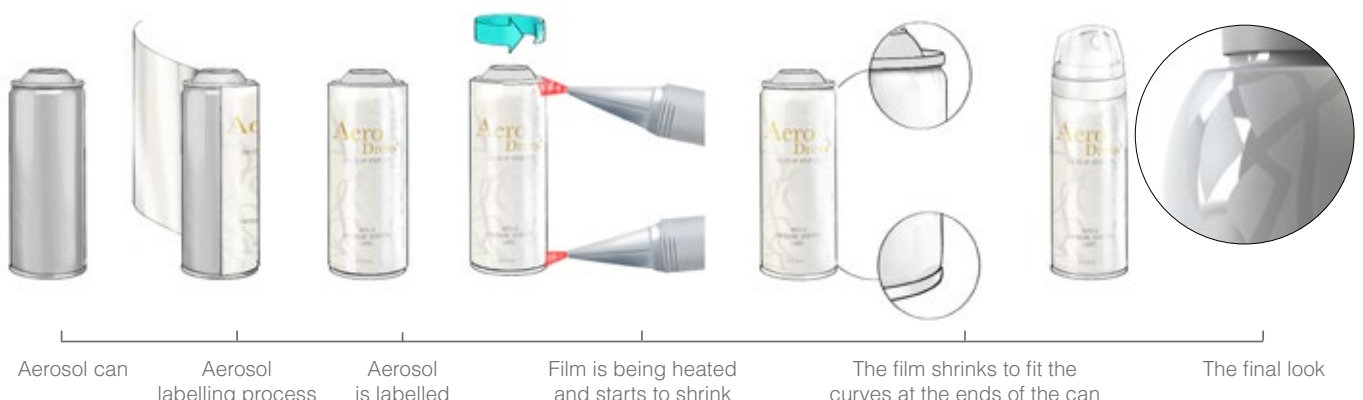
AeroDress™ technology is a unique self-adhesive labelling solution that works with aluminium or tinfoil cans. It is compatible with a wide range of printing techniques including silk screen and foils, and a newly designed white filmic facestock shrinks to fit curves at the ends of a can (with a shrink ratio up to 20%), for a premium brand image. The film gives sufficient opacity to cover any previous information on a can, for example when the design or regulatory information changes, and extra opacity can be achieved with a second layer of ink.

Benefits

- Smaller inventory for supply chain flexibility
- Low MOQs and short lead times, for rapid time to market
- An ability to re-label otherwise obsolete cans
- Competitive cost for <20,000 units compared with other technologies

How it works

Because AeroDress is a self-adhesive labelling technology, it can be implemented easily with some modifications to labelling machines – involving no more than the addition of hot air equipment, used to shrink the label and dress the can.



Aerosol can

Aerosol labelling process

Aerosol is labelled

Film is being heated and starts to shrink

The film shrinks to fit the curves at the ends of the can

The final look

Our Product

Facestock

A white 63 μ machine direction oriented shrink film with a printable skin layer.

Adhesive

S692N is a clear permanent adhesive featuring excellent UV resistance and weatherability together with good adhesion performance, even on non-polar substrates. The adhesive complies with European food directives and legislation, FDA 175.105 and German recommendations XIV as published by Bfr. Bfr (Bundesinstitut fuer Risk Assessment). It can be used in direct contact with dry and moist, non-fatty foodstuffs.

Liner

BG40 white, a super calendared glassine paper.

Conversion/printing

The print surface of the label film allows for printing by conventional printing technologies including letterpress, flexo, gravure and screen printing, giving good results with solvent, UV curing and water based inks. In case of solvent screen inks please consult your ink manufacturer. Corona treatment on press is recommended. Good acceptance of hot foil blocking. Excellent conversion characteristics.





Order your sample today

Please contact your local Avery Dennison sales representative for samples or for more information. A4 samples are available on request to facilitate pre-testing. For more specific requirements please contact our technical specialists.



©2015 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>



Label and
Packaging Materials

North America
Mentor, Ohio
Tel: +1 440 534 6000

South America
São Paulo, Brasil
Tel: +55 19 3876 7600

Asia Pacific
Kowloon, Hong Kong
Tel: +852 2802 9618

Europe
Oegstgeest, The Netherlands
Tel: +31 85 000 2000