

# Matt Look

Product overview

Introducing films with Avery Dennison Matt Topcoat for subtle decoration and excellent print results



Matt films deliver unique aesthetics and premium looks, providing an opportunity for differentiation on the shelf. A 'natural' look can help a label blend with its container, or give a feeling of luxury - a soft and delicate feel.

There have always been productivity challenges with conventional matt films, for example lower conversion speeds and poor ink anchorage. Additional priming has been needed until now to deliver the good print quality required, occupying a print station.

Based on industry-recognized TC7007 topcoat, the new topcoat ensures a permanent chemical bond with inks, for optimal ink anchorage and high quality print. Both polypropylene (PP) and polyethylene (PE) films are available with the new matt topcoat.

## Key features

- ▶ High performance matt films
- ▶ Based on proven TC7007 technology
- ▶ Excellent ink anchorage at high conversion speeds
- ▶ Excellent barcode readability
- ▶ Direct food contact approval (1935/2004/EC)
- ▶ Productivity gains:
- ▶ No need for matt overvarnish
  - ▶ **NEW** PP60 Matt Top converts up to 4x faster (vs. non-topcoated matt PP60)
  - ▶ **NEW** PE85 Matt Top converts up to 1.5x faster (vs. conventional PE85 Matt Top)

## Application areas

- ▶ A wide range of home and personal care applications
- ▶ Cosmetics
- ▶ Premium food and beverage applications
- ▶ Barcode labels

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## Product information

Code	Product description
BJ311	PP60 MATT TOP CLEAR-S692N-BG40WH
BJ310	PP60 MATT TOP WHITE-S692N-BG40WH
BE635	PE85 MATT TOP CLEAR-S692N-BG40WH
BF341	PE85 MATT TOP WHITE-S692N-BG40WH

For more information or sample rolls, please contact your local Avery Dennison sales representative.



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](http://label.averydennison.eu) or contact your local Avery Dennison sales representative.

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