

Clear Hotmelt



Up to now, hotmelt adhesives haven't been the best choice for chilled food labels because of their tendency to "yellow", especially after exposure to ultraviolet light. As a result, food producers have often had to compromise between shelf-appeal and low-temperature adhesive performance.

Our patented Clear Hotmelt S2045C adhesive solves that problem. It's the first ultra-clear hotmelt adhesive that offers the tack and low-temperature performance of a conventional hotmelt adhesive, but without the yellowing. It's available with both conformable polyethylene and rigid polypropylene films, and paired with our best-in-class TC7007 topcoat, it performs well at higher conversion speeds. In all, it's a straightforward and cost-effective way to achieve a great 'no label' look for chilled foods.



Low
MOQ



Quick
Quote



Fast
Delivery

Key features

- ▶ First general-purpose clear hotmelt
- ▶ Improved shelf appeal
- ▶ Greater clarity and printability
- ▶ Lower total applied cost (TAC)
- ▶ Suitable for use with PP Clear labelling
- ▶ Suitable for labelling of curved and contoured substrates with PE Clear and White
- ▶ Minimum application temperature 0°C

Application areas

- ▶ Chilled food applications where shelf appeal is important
- ▶ Applications that previously used conventional hotmelt
- ▶ Other applications where high tack at lower temperatures is required

Product information

¹ Business days
EXT = Fasson® EXACT™ service
FTO = Finish To Order

Code	Product description	MOQ (SQM)	Service (EX WORKS) ¹
NEW BF625	PE85 Top Clear - S2045C - BG40WH	1.000	1M FTO
NEW BF626	PE85 Top White - S2045C - BG40WH	1.000	1M FTO
NEW BF627	PP60 Top Clear - S2045C - BG40WH	970	2000LM EXT

In order to meet specific customer requirements S2045C is also part of our Mix & Match™ service.



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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