

---

# Custom Label Constructions

Labels + Packaging  
Technical Guide  
Europe  
2020



## 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.

---

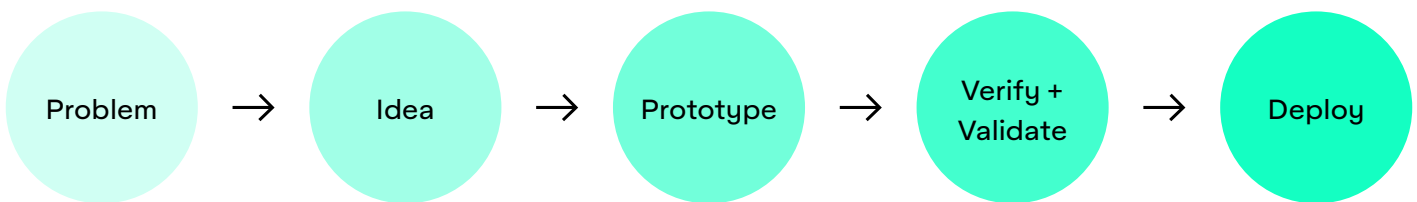
A clear path to the right answer

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 greatest 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

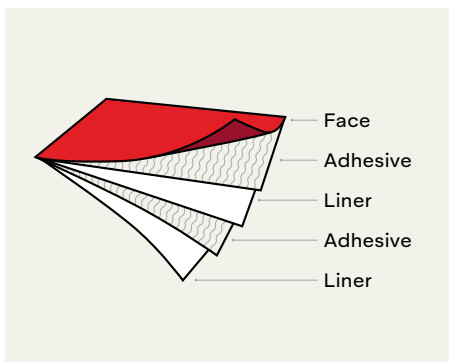
Our Mix and Match Portfolio lets you choose from a set range of label materials and constructions we offer “off the shelf” and combine them as your needs demand. Select foils, metalized films, papers and more, in combination with some of our best-performing adhesives and liners. Mix and Match gives you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

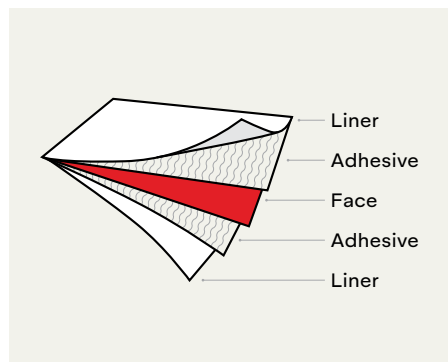


#### Piggyback labels (PB)

Multi-layer, “label-on-label” construction with two adhesive layers and two release liners. Piggyback 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

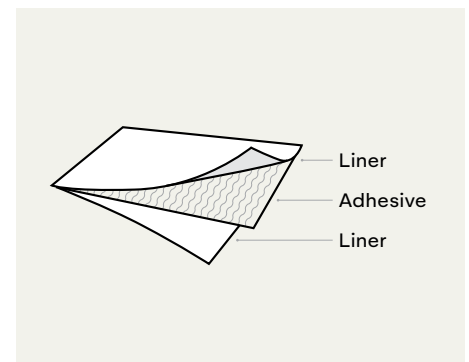


#### Gum twin constructions (GT)

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 facestock material combinations (e.g. security)/RFID/Product inserts/ Sealable products/Food and retail promotions

# Piggyback labels (PB)

	Code	Product Name	Key application	MOQ(m <sup>2</sup> )	Lead time (days)
Paper	AA254	PB Vellum Extra FSC 2XS2000N-BG40WH/BG40BR	General purpose	970	(EXT) 1
	AF411	PB Vellum Extra FSC 2XS2045N-2XBG40BR	General purpose	1,000	7
	AB746	PB Vellum Extra FSC 2XS2000N-PET30/BG40BR	General purpose	1,000	7
	AA445	PB Vellum Extra FSC 3XS2045N-40BR/40WH/40BR	Triple deck	1,000	7
	AL465	PB Vellum Extra FSC 2XC2075N-2XBG40BR	Deep freeze adhesive	1,000	7
	AA288	PB HGW Premium FSC 2XS2000N-BG40WH/BG40BR	General purpose	1,000	7
	AA286	PB MC Primecoat FSC 2XS2000N-BG40WH/BG40BR	General purpose	2,000	(EXT) 1
	AD272	PB MC Primecoat FSC R5000N/S2000N-40WH/BR	Removable adhesive	1,000	7
	AE719	PB MC Primecoat FSC S2000N/R5000N-40WH/40BR	Removable adhesive	1,000	7
	BF299	PB MC Primecoat FSC 2XS2000N-40W FSC/PET30	General purpose	1,000	7
	AM399	PB MC Primecoat FSC 2XS2045N-BG40WH/BG40BR	General purpose	500	7
	BR769	PB MC Primecoat FSC R5000N/S2000N-40WH/BR	Removable adhesive	16,000	7
	AC184	PB MC Primecoat FSC 2XC2075N-BG40WH/BG40BR	Deep freeze adhesive	1,000	7
	AA687	PB Thermal Top S8 FSC 2XS2000N-2XBG40BR	General purpose	1,000	1
	AE439	PB Thermal Top S8 FSC 2XS2000N-BG40WH/40BR	General purpose	1,000	7
	AG446	PB Thermal Top S8 FSC 2XS2045N-2XBG40BR	General purpose	1,000	7
	AB941	PB Thermal Top S8 FSC 2XS2045N-BG40BR/BG40WH	General purpose	1,000	7
	AG603	PB Thermal Top S8 FSC 2XS2045N-BG40WH/BG40BR	General purpose	1,000	1
	AC074	PB Thermal Top S8 FSC 2XC2075N-2XBG40BR	Deep freeze adhesive	1,000	7
	AE422	PB Thermal Top S8 FS 2XC2075N-BG40WH/BG40BR	Deep freeze adhesive	1,000	7
	BT971	PB Transfer Superior S2000NP/S2060NPPET23/BG40BR FSC	Autoclave sterilisation	1,000	60
	BQ897	PB Demand Jetgloss FSC 2XS2000N-BG40WH/BG40BR	Digital printing	1,000	7
	BK993	PB Demandjet Gloss90 FSC 2XS2000N-40W HR/40W FSC	Digital printing	1,000	7
	BS322	PB Ther ECO BPA Free FSC S2000N/R5000N-2XBG40BR	BPA free	1,000	7
	BS352	PB Ther ECO BPA Free FSC 2XS2000N-2XBG40BR	BPA free	1,000	7
	BS333	PB Ther BPA Free FSC 2X2000N-2XBG40WH FSC	BPA free	1,000	7
	BS334	PB Ther ECO BPA Free FSC 2XS2000N-PET30 MR/BG40BR	BPA free	1,000	7
	BS323	PB Ther ECO BPA Free FSC 2XS2000N-40WH FSC/BG40BR	BPA free	1,000	7
	BS126	PB Therm ECO BPA FR FSC 2XS2000N-BG40WH/BG40BR	BPA free	32,000	7
	BT189	PB Therm ECO BPA FR FSC 2XS692N-PP50/BG40BR	BPA free	1,000	7
	BS324	PB Ther ECO BPA Free FSC 2XS2045N-40WH FSC/BG40BR	BPA free	1,000	7
	BS351	PB Ther ECO BPA Free FSC 2XS2045N-2XBG40BR	BPA free	1,000	7
	BS324	PB Ther ECO BPA Free FSC 2XS2045N-40WH FSC/BG40BR	BPA free	1,000	7
Film	AH867	PB PE85 Top White 2XS692N-2XBG40BR	General purpose	1,000	7
	AD168	PB PP Top White 2XS692N-2XBG40WH	General purpose	1,000	7
	AT804	PB PP30 Top Clear 2XS692N-2XPET30	General purpose	1,000	7
	AE036	PB PP NG Top White 2XS2045N-BG40WH/BG40BR	General purpose	1,000	7
	AN668	PB Transfer PET Matt WH 2XS4700-2XBG40BR	General purpose	1,000	7

## Gum twin constructions (GT)

	Code	Product Name	Key application	MOQ(m <sup>2</sup> )	Lead time (days)
Film	BA049	GT PET12 Top Clear 2XS692N-BG40BR/BG40WH	General purpose	1,000	7
	AS116	GT PET23 S2085/2045N-BG40BR/40WH	Extra permanent adhesive	1,000	7
	AO812	GT PP Clear 2XS692N-PET23PT/40W FSC	General purpose	1,000	7
	AQ321	GT PP30 Clear 2XS692N-BG40WH/BG40BR	General purpose	1,000	7
	AE926	GT PET23 Clear 2XS692N-BG40BR/BG40WH	General purpose	1,000	7
	AP072	GT PP NG Top Clear 2XR5000N-BG40BR/BG50WH	Removable adhesive	1,000	7
	BA047	GT PP40 Cavit White 2XS692N-2XBG40WH FSC	General purpose	1,000	7
	AO482	GT PP NG Top White 2XS445N-2XBG40WH FSC	Difficult & rough substrates	1,000	7
	BJ773	GT PP Top Clear S2045N/R3200N-BG40BR/45W	Semi-permanent adhesive	1,000	7
	AH710	GT PP Clear 2XS692N-2XBG40WH FSC	General purpose	1,000	7
Paper	BF817	GT BG40 White S2000N/S2000NINC-40WH/BR	General purpose	2,000	7
	AA951	GT Vellum Extra FSC 2XS2000N-BG40WH/BG40BR	General purpose	1,000	7
	AZ928	GT Vellum Extra FSC 2XS2045N-BG40BR/MC100	General purpose	1,000	7
	AR234	GT Vellum Extra FSC R5100/S2045N-40BR/45WBSS	Removable adhesive	1,000	7
	BO836	GT Vellum Extra FSC R100/S2660-BG40WH/BG40BR	Removable adhesive	1,000	7

## Transfer tapes (TT)

	Code	Product Name	Key application	MOQ(m <sup>2</sup> )	Lead time (days)
Paper	AF165	TT BG40BR S692N-BG40WH	General purpose	1,000	7
	BM484	TT BG40 Brown LR S692NP-BG40WH HR	Pharmaceutical applications	1,000	7
	AG075	TT BG40BR S4000N-BG45WH HR	Ultra clear adhesive	1,000	7
	AF164	TT BG40BR S4700-BG40WH	General purpose	1,000	7
	AC031	TT BG40 White LR S2000N-BG40BR	General purpose	1,000	7
	AE134	TT BG40 Brown R5000N-BG40WH	Removable adhesive	1,000	7
	AX661	TT BG40BR S3100-BG45WH	Apolar substrates	1,000	7
	BO197	TT BG40WH S2045N-BG40BR	General purpose	1,000	7
	AM413	TT BG40WH S445N-BG40BR	Difficult & rough substrates	1,000	7
	AB593	TT BG40 Brown S695-BG40WH	General purpose	1,000	7
	AO530	TT BG50 White S8049-BG50WH BSS	High chemical resistance	300	1
	AI337	TT BG40 White LR AL170-BG40WH HR	High chemical resistance	500	7
	Film	AU227	TT PET23 S690HF-PET30 HR	General purpose	1,000

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

Let's imagine the possibilities together

All great solutions begin with a conversation. We're here to talk whenever you're ready.

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

DISCLAIMER — © 2020 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 [terms.europe.averydennison.com](http://terms.europe.averydennison.com).

