

# **Reclosure labels** for home & personal care

A range of peel-and-reseal labels for wet wipes, which ensure long-lasting product quality and optimal brand awareness.

#### Adhesives for any type of wet wipes

Adhesive plays a crucial role for wet wipe packaging, retaining moisture and enabling multiple open/close functionality. The choice of adhesive is driven by pack contents and type of labelling surface. Our R1490M and UVR145 adhesives meet the requirements of personal care, cosmetics & baby wipes, while MR980R adhesive features the highest resistance for strong chemicals in packs of more demanding household wet wipes.

#### Sustainability and reclosure labels

Label reclosures offer additional benefits when compared with solid boxes and flexible packaging with hard plastic lids. They provide a lightweight solution with similar functionality, while preserving pack contents, preventing spillage and significantly reducing the amount of plastic used. Monomaterial flexible packaging in combination with reclosure labels is also a very effective way to support better recycling.

#### Application areas

- Household cleaning & care
- Personal care & cosmetics
- Baby care

#### **Key features**

- Excellent moisture and chemical content resistance
- Medium to high adhesion and smooth peel on matt and gloss packaging surfaces
- Very good UV resistance
- New rigid and monomaterial ranges





Quick

\$



Fast Delivery

Quote

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

### **Product information**

Code	Product description	MOQ (SQM)	Lead time (Ex works)		
R1490M					
AQ687	PP90 Top Clear R1490M-BG40WH	2000	1 day		
AQ961	PP90 Top White R1490M-BG40WH	1000	1 day		
AS320	PP60 Top Clear R1490M-BG40WH	1000	7 days		
AO633	PP Light Top Clear R1490M-BG40WH	970	1 day (EXT)		
AQ959	PP Light Top White R1490M-BG40WH	970	1 day (EXT)		
UVR145					
AF991	PP Top Clear UVR145-BG40WH	970	1 day (EXT)		
AG748	PP Top White UVR145-BG40WH	970	1 day (EXT)		
AD137*	PE Top Matt White UVR145-BG40WH	1000	7 days		
AG409*	PE100 Clear UVR145-BG40WH IMP FSC	1000	7 days		
MR980R					
EC150	PP Top White MR980R-BG45WH	1500	1 day		
EC157	PP50 Top Clear MR980R-BG45WH	1500	1 day		
EC132*	PE100 Top White MR980R-BG42WH	1500	1 day		

## Adhesive performance comparison

	Personal, cosmetics & baby care		Household cleaning & care
	R1490M	UVR145	MR980R
Moisture content resistance	••	••	•••
Chemical content resistance	•	••	•••
Adhesion to matt PP packaging	••	•	•••
Adhesion to gloss PET packaging	•	••	

• good • • better • • • best

\* Monomaterial application Testing recommended to ensure compatibility with PE mono layer flexible packaging



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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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