

ThinkThin™ Films

Product overview

Big efficiencies, smaller footprint



Avery Dennison's ThinkThin™ portfolio is a complete selection of thinner filmic labelling materials with ClearCut™ adhesive technology. Products in the ThinkThin™ portfolio are produced with less oil, water and energy, resulting in a smaller carbon footprint compared to conventional label materials. ThinkThin™ label constructions are up to 50 percent thinner than conventional label constructions, which allows for operational efficiencies like fewer changovers, reduced storage and transportation.

Key features

- ▶ Reduced carbon footprint by reducing material use
- ▶ Operational efficiencies; less downtime, storage and transportation
- ▶ ClearCut™ adhesive technology: excellent wet-out, clarity and water-whitening resistance
- ▶ Global MDO, great for conformable labelling applications
- ▶ PP40 Top coated, excellent for labelling of rigid containers (glass, PET)
- ▶ Offered with PET23 liner, one of the thinnest filmic liners in the market
- ▶ Direct food contact approval across all components

Product information

Code	Face material	Adhesive	Liner	Design opportunities
Semi-conformable Films				
AM515	Global MDO Clear	S7000	PET23	Improved clarity versus standard PE85
AO376	Global MDO Top Clear	S7000	PET23	
AU005	Global MDO Top Clear	S7000	BG40WH	
AM932	Global MDO White	S7000	PET23	High opacity
AO377	Global MDO Top White	S7000	PET23	
AU006	Global MDO Top White	S7000	BG40WH	
AY007	Digi Indi Global MDO Top Clear	S7000	PET23	Pre-optimized for HP Indigo printing
AV008	Digi Indi Global MDO Top White	S7000	PET23	
Rigid Films				
AP480	PP40 Top Clear	S7000	PET23	'No label' look
AR823	PP40 Cavit Top White	S7000	PET23	Pearlescent, high opacity
AR110	PP40 Top Clear	S7400	PET23	High-speed dispensing,
AU324	PP20 Clear	S7400	PET23	'No label' look for beer & beverage applications

Prepare for the future

* Proprietary Avery Dennison Greenprint™
Methodology | LCI database

Using 1,000,000 square meters of our ThinkThin™ label materials instead of conventional material enables users to achieve the following resource savings at no extra cost*:

Global MDO S7000 PET23 vs PE85 S692N BG40WH

- ▶ Reduce the consumption of fossil materials with 19%
- ▶ Reduce energy usage up to 25%
- ▶ Reduce waste generated up to 43%
- ▶ Reduce the water usage up to 61%

PP40 Top Clear S7000 PET23 vs PP60 Top Clear S4000N PET30

- ▶ Reduce the consumption of fossil materials with 39%
- ▶ Reduce energy usage up to 46%
- ▶ Reduce waste generated up to 30%
- ▶ Reduce the water usage up to 30%

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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