

# Window Removable Labels

Product overview



An efficient supply chain appeals to every manufacturer, including those dealing with sensitive surfaces. Due to a higher demand for energy-efficient working and living environments, window manufacturing is growing rapidly. It means important new business opportunities for converters who can provide reliable labelling across this supply chain.

The impact on both cost and brand reputation is high if adhesive residue remains on the inside surface of a double-glazed window, where cleaning is not possible. Effective window labels that adhere reliably and can be removed cleanly from glass allow window manufacturers to swiftly identify a high throughput of individual parts. Such labels can keep orders together all the way up to installation - without slowing down the supply chain because of missing labels or the need to remove adhesive residue. The Window Removables portfolio from Avery Dennison provides filmic and paper products for the entire windows supply chain.

Materials in this overview use specific adhesives, which have shown very good clean removability performance in both natural and accelerated ageing conditions, using UV, moisture and temperature variation to simulate indoor and outdoor use.

## Key features

- ▶ Clean removability from glass under tested conditions\*
- ▶ Labels stay on throughout the supply chain
- ▶ Alternatives to PVC labels and static cling materials

## Application areas

- ▶ Filmic identification, energy and branding labels for windows and sheets of glass
- ▶ Paper work-in-progress labels applied directly onto glass

\* Due to the vast variety of glass types and coatings, testing before use under end-user conditions is strongly recommended. Labels have passed lab testing in natural and accelerated ageing conditions on uncoated glass.

## Product information

<sup>1</sup> Business days

| Code  | Product description               | MOQ<br>(SQM) | Lead time<br>(EX WORKS) <sup>1</sup> |
|---|-----------------------------------|--------------|--------------------------------------|
| Work in progress paper labels (indoor use)                                      |                                   |              |                                      |
| AA018   | VELLUM EXTRA FSC UR400-BG40BR IMP | 1000         | 1 day                                |
| Matt identification labels (indoor and limited outdoor use)                     |                                   |              |                                      |
| BK727   | TRANSFER PP70 MATT WH C3NF-BG40WH | 1000         | 7 days                               |
| BD814   | PE70 DATA MATT WHITE C3NF-BG40WH  | 1000         | 7 days                               |
| Gloss identification, information and branding labels (indoor and outdoor use)* |                                   |              |                                      |
| BD997   | PP TOP WHITE C3NF-BG40WH          | 1000         | 7 days                               |
| BO604   | PP90 TOP WHITE C3NF-BG50WH        | 1000         | 7 days                               |

## Types of removable window labels

### Identification labels

Reliable tracking labels with some weatherability resistance

Window units and sheets of glass move between manufacturing and construction sites, and labels help to keep each unit accounted for throughout the supply chain. A branding pre-print and VI will often be combined. Filmic labels are more suitable, due to exposure to outdoor elements such as rain and sunshine during transportation.

#### Characteristics

- ▶ Gloss and matt filmic alternatives with C3NF adhesive
- ▶ Barcode readability

### Work-in-progress labels for indoor use

Ultra-low, smooth peel

Every piece of glass needs to be identified before and after assembly. Label materials used must enable VI-print, such as barcodes, in combination with a branding pre-print.

#### Characteristics

- ▶ Ultra-removable paper materials with UR400 adhesive
- ▶ Suitable for temporary applications, and not outdoor applications with exposure to moisture and UV (due to the paper facestock)

### Information labels

Labels that support product selection and correct installation

More than one label is often used, to meet increasing demand for information that supports product comparison, evaluation and selection. Identification of inside/outside and/or top/bottom of the windows is paramount during the installation phase. Reliable labelling with clean removability is required.

#### Characteristics

- ▶ Topcoated filmic materials for optimal multi-colour printing (e.g. energy labels)
- ▶ Clean removability

### Branding labels

For a lasting impression of brand quality

Branding labels will generally stay on windows longest, even after installation, and offer brand owners longer exposure on construction sites, in retail stores and in consumer homes.

#### Characteristics

- ▶ Nice-looking, topcoated filmic label material that does not leave a trace behind
- ▶ Easy to apply by hand, due to a thicker caliper face material - PP90

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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