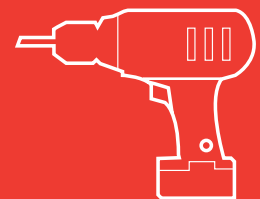




Customer-Ready Durables Portfolio

Designed to Simplify Durable Goods Labeling



Grow your business with Fasson® Customer-Ready Durables Portfolio

The **Fasson® Customer-Ready Durables Portfolio** was designed to simplify durable goods labeling by streamlining product selection, testing and qualification.

- UL recognition of press inks, ribbons and adhesives.
- Seven (7) robust, multipurpose products proven to work in the vast majority of durable goods applications.
- Cost effective, fit for use solutions offered through our Fasson EXACT™ program.
- Support of a dedicated transition team including product specialists, UL experts and lab technicians.

UL... Simplified

All Fasson® Customer-Ready Durables products are UL recognized with the following inks, ribbons and adhesives. (Please review enclosed selection tool for details on inks, ribbons and adhesives.)

INKS

Flexo

UV

- Flint - Flexocure Σ™
- Environmental Inks and Coatings - Ultraflex III SFR
- ACTEGA WIT - Pharmaflex UV

Water-based

- Flint - Hydrofilm Ace
- Environmental Inks & Coatings - DR III FR
- ACTEGA WIT - Versafilm Plus ULF

Digital UV Inkjet

Jetrion® 4000 Series UV Inkjet

RIBBONS

Thermal Transfer Ribbons

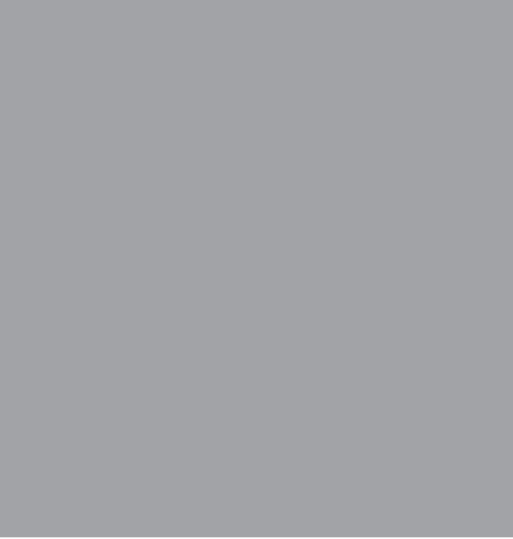
- Wax/resin
- Resin

ADHESIVES

S8025, S8001

- Broadest temperature range
- Recognized on more substrates than leading competition

The results: Minimal UL interaction and costs, improved response time and increased business opportunities.



Complexity... Reduced

Just 7 products cover the broad spectrum of durable goods applications.

- Fewer products = less inventory
- Faster quotes and recommendations
- Shorter time to market
- Easier to understand and sell durable goods labels



Overlaminates:

Spec #	Description
77844	1 Mil Clear Print-Treated PET/S8020/40# BG

Base Material:

Spec #	Description
78401	3 Mil Synthetic Paper/S8001/50# SCK
78403	2.3 Mil White BOPP TC/S8001/50# SCK
78385	2 Mil White PET TC S8001/50# SCK
78387	2 Mil Matte Chrome PET TC/S8001/50# SCK
77920	2 Mil White PET TC/S8025/50# SCK
77922	2 Mil Matte Chrome PET TC/S8025/50# SCK

All base materials are UL recognized with a variety of press inks (see selection tool for details).

All **Fasson® Customer-Ready Durables** products are offered in the exact roll widths you need.





Identification

Information

Tracking

Branding

Functional

Change... Made Cost Effective

Change is not easy...it's costly, and it takes a lot of time and resources, both of which are scarce today. But in order to compete and grow your business in today's market, change is needed more than ever.

Introducing the **Fasson® Customer-Ready Durables Portfolio** – designed to lower the barriers to change by making it cost effective and easy.

- Seven (7) optimally engineered products manufactured on high-speed, wide coating assets
- Available Fasson® EXACT™ to reduce your total applied cost
 - Lower inventory carrying costs
 - Lower trim costs
 - Faster order entry
 - Faster estimating

Spec	Face	Adhesive	Liner	Min. Appl. Temp	Low Service Temp	High Service Temp	Chem. Resist*	Convertibility	Comments
Overlaminates:									
77844	1 Mil Clear Print Treated PET	S8020	40#BG	25°F	-40°F	300°F	7	9	Provides resistance to chemicals, weathering and abrasion.
Base Material:									
78401	3 Mil Synthetic Paper	S8001	50#SCK	50°F	-40°F	176°F	8	7	Matte white polypropylene; cost effective alternative to PET for indoor applications.
78403	2.3 Mil White BOPP TC	S8001	50#SCK	50°F	-40°F	176°F	7	7	Glossy white polypropylene; cost effective alternative to PET for indoor applications.
78385	2 Mil White PET TC	S8001	50#SCK	50°F	-40°F	300°F	8	7	High strength film suitable for demanding indoor & outdoor applications.
78387	2 Mil Matte Chrome PET TC	S8001	50#SCK	50°F	-40°F	300°F	8	7	
77920	2 Mil White PET TC	S8025	50#SCK	50°F	-40°F	300°F	10	9	High strength film suitable for demanding indoor & outdoor applications. S8025 offers improved chemical resistance and convertibility.
77922	2 Mil Matte Chrome PET TC	S8025	50#SCK	50°F	-40°F	300°F	10	9	

Notes:

All products are offered as EXACT.

All base material products are suitable for bonding to all surface energy substrates.

Additional UL-recognized product constructions are available. Contact your sales representative for further information.

10 Excellent → 1 Poor

Make the change to Avery Dennison.

Contact your Fasson® sales representative and start growing your durables business.



ADV# 271, 1484, 06/11

© 2011 Avery Dennison Corporation Fasson® and all other brands or service programs are trademarks of Avery Dennison Corporation. All other brands and product names are trademarks of their respective companies. Use of these images is intended to demonstrate applications for Avery Dennison products and services. This display does not indicate affiliation, sponsorship, approval or endorsement by the manufacturers of the products and the owners of non-Avery Dennison brands.

Jetriton is a registered trademark of Electronics for Imaging, Inc. FLEXOCURE Σ is a registered trademark of Flint Group Narrow Web.



Label and
Packaging Materials

Asia Pacific

32/F., Skyline Tower
39 Wang Kwong Road
Kowloon Bay, Kowloon,
Hong Kong
+852 2802-9618

Europe

Lammenschansweg 140
2321 JX Leiden
The Netherlands
+31 71/579-4100

Latin America

Rodovia Vinhedo-
Viracopos, KM 77
CEP 13280-000
Vinhedo - SP, Brazil
+55 19 3876-7600

North America

8080 Norton Parkway
Mentor, OH 44060
440.534.6000