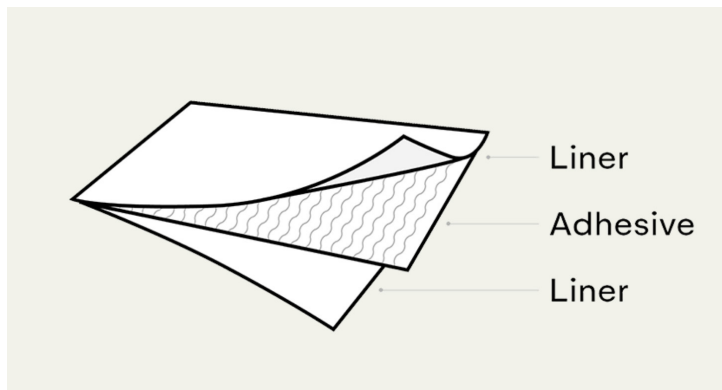


Understanding Transfer Tapes

Ever wonder how some labels achieve that seemingly impossible bond on unique surfaces or intricate designs? The answer often lies in the magic of transfer tapes. While they might not be as flashy as a holographic label, Avery Dennison transfer tapes are essential components in a wide range of packaging and converting applications.

So, what exactly are transfer tapes?

Essentially, they are pressure-sensitive adhesives without a facestock. Imagine a thin layer of adhesive sandwiched between two release liners. This construction allows for incredible versatility and precision in labeling, adding value by helping converters solve a myriad of design and application issues.



How Do Transfer Tapes Work?

1. Choose your adhesive: Avery Dennison offers a broad portfolio of transfer tapes engineered for diverse converting requirements. Whether you need an all-temperature acrylic (AT20), a general-purpose hot melt (S246), specialized pharma solutions, or high-performance durable adhesives like rubber and solvent acrylics, we have you covered. These adhesives can withstand extreme service temperatures ranging from -65°F all the way up to +300°F.

2. Apply to your substrate: The adhesive transfers from the release liner onto the desired surface, whether it is a product or another label component.

3. Bond your materials: Once applied, the transfer tape creates a robust bond between the substrate and your material, such as a graphic, a foam pad, or another label layer.

Where can you find them in action?

- **Automotive labeling:** Providing strong bonds for emblems and decorative trim on challenging surfaces.
- **Electronic device labeling:** Securing nameplates, battery labels, and other components.
- **Retail and promotional labeling:** Producing eye-catching shelf labels, point-of-purchase displays, and promotional stickers.
- **Pharma labeling**

With a comprehensive portfolio of general-purpose, pharma, and durable transfer tapes, Avery Dennison is your trusted partner for finding the perfect adhesive solution. We offer technical guidance on material selection, specialized adhesive formulations, and converting support to ensure successful integration into your process.

Want to learn more about how our transfer tapes can elevate your labeling game? Contact our team of experts today to discuss your next project.

label.averydennison.com

05/2026

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 products are sold subject to Avery Dennison's general terms and conditions of sale found at label.averydennison.com/en/home/terms-and-conditions.html.

© 2026 Avery Dennison Corporation. All rights reserved. The "Making Possible" tagline, Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands or product names are trademarks of their respective owners. Fortune 500® is a trademark of Time, Inc. Branding and other information on any samples depicted are fictitious. Any resemblance to actual names is purely coincidental.



MAKING POSSIBLE™