

Global MDO



Brand owners are pushing the limits of their package design to attract consumer's attention at the store shelves and meet their demands for convenient and sustainably packaged products. That, in turn, puts pressure on converters to deliver new and exciting material solutions. Global MDO Next Generation will give converters a state-of-the-art, semi-squeeze film that helps them meet evolving consumer desires and brand needs.

Leveraging Avery Dennison's expertise in film and adhesive technology, Global MDO Next Generation is a machine direction oriented, semi-squeezable film facestock with high clarity, strength and stability for superior converting and dispensing performance.

More Clear

When compared to other semi-squeeze films, Global MDO Next Generation's clarity is more than 60 percent higher than current Global MDO, rivaling BOPP films for clarity - with strength and stability to provide clear shelf appeal

More Performance

Engineered for a variety of package types, helping brand owners and designers create shelf appeal for a broad range of product categories

More Sustainable

Available with our AD CleanFlake™ adhesive technology, enabling recycling of rigid plastic packaging.

Without the need for compromise – Global MDO can increase operational efficiencies through reduced downtime, far fewer changeovers and reduced inventory.

Clearer, sustainable, more recyclable

Global MDO Next Generation’s sustainability credentials are significant. Switching from our Global CO-EX™ construction (spec # B7797), to our Next Generation Global MDO offers the following:

30% reduction in Carbon*
27% reduction in Water*

*According to Avery Dennison Carbon Footprinting Tool

No topcoats required

Current generation MDOs typically have a slight haze that can be treated during conversion with a topcoat and varnishes. Next Generation Global MDO eliminates this step, coming out of the production process with shelf-ready clarity.

Global MDO is also inherently printable. The film can be run through traditional UV flexographic or digital printers without the addition of a topcoat. Converters who are used to stocking topcoated and non-topcoated MDOs can thus rely on a single SKU for all their needs.

Spec#	Product Description
B7656	Global MDO NG Clear/S7000ER/PET23
B7657	Global MDO NG White/S7000ER/PET23

label.averydennison.com

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