

# Squeezable Films Selection Guide

## Squeezability and Conformability

Avery Dennison Prime Films can be used for a variety of labeling opportunities, with a range of squeezability to achieve the desired brand look. When deciding on the proper film construction for your application, just remember: The bigger the bottle, the bigger the label and more conformable the film.



## Product Information



### Semi-Squeeze

Semi-squeeze films work well for bottles with slight compound curves.



### Full-Squeeze

Fully squeeze films are ideal for the broadest application types, and unique label constructions on complex bottle shapes.

## Facestocks for highly flexible or squeezable containers

Our squeezable films are Machine Direction Oriented films engineered to provide a balance of rigidity and conformability that enable the widest operating window to meet today's most challenging converting, printing and application needs.

### Global MDO Next Generation

Global MDO next generation is a semi-squeeze label solution which delivers strength and stability with clear shelf appeal and sustainability benefits.. It's a thinner construction with improved conformability, when compared to a BOPP, significantly reduces darts and wrinkles in high speed converting and application.

### Global Co-Ex™

Global Co-Ex™ was our first semi-squeeze label solution. It's our most flexible, machine-direction oriented semi-squeeze film ideally suited for use in a wide range of prime label applications. It allows brands to use the facestock on slightly tapered or convex curves and offers a larger billboard than BOPPs.

### High Performance Primax® and FasClear®

The thinnest fully conformable film offering wall-to-wall squeeze with clarity that rivals BOPP. Paired with TC-2000, High Performance Primax and FasClear provide optimal printing performance and scuff resistance with improved sustainability.

### 3 Mil MDO

A full-squeeze label solution engineered for larger, complex label designs which are applied to containers with irregular surfaces that may expand and contract during the filling or application process.

## Product Information

### Adhesive Applications for Prime Films

Every prime film application requires the correct adhesive and facestock to achieve the desired label performance, as well as improved operational efficiency. With brand owners seeking thinner labeling materials, for both improved brand perception and sustainability requirements, it's the combination of the right facestock and adhesive which plays a critical role in completing the correct film label construction.

AD CleanFlake™ Technology offers next generation adhesive technology that enables recycling for rigid plastic packaging. The AD CleanFlake portfolio features two adhesives for most conformable film label constructions:

#### S7000ER

- Delivers the “no-label” look Improved dispensing
- Excellent water-whitening resistance and wet-out
- Minimizes adhesive bleed by up to 50%

#### S692N-ER

- Exhibits a balance of high cohesive strength
- Adheres to low surface-energy substrates
- Exhibits excellent wet-out characteristics
- Offers short-term removability

Spec#	Product Description
B7656	Global MDO NG Clear/S7000ER/PET23
B7657	Global MDO NG White/S7000ER/92PET
B7735*	High Performance PRIMAX TC/S7000ER/1.2M
B8019	High Performance FASCLEAR TC/S7000ER/1.2M
B8022*	Global CO-EX White TC/S692N-ER/PET30
B7794*	Global CO-EX White/S692N-ER/PET30
B7796	Global CO-EX Clear TC/S692N-ER/PET30
B7797	Global CO-EX Clear/S692N-ER/PET30
B7799*	3.0 Mil White MDO/S692N-ER/44#PK
B7800*	3.0 Mil White MDO/S692N-ER/40#BG
B7801*	3.0 Mil White MDO/S692N-ER/1.2M PET
B7803	3.0 Mil Clear MDO/S692N-ER/40#BG
B7804	3.0 Mil Clear MDO/S692N-ER/1.2M PET

\*Recognized for HDPE Recycling only

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