

High Performance Primax[®] and FasClear[®]

Our next-generation, fully conformable film

The solution when size and shape matter

High Performance Primax[®] and FasClear[®] gives manufacturers, converters and brand owners exactly what they're looking for – a fully conformable film solution that dispenses at high speeds and is purpose-built for challenging applications. Engineered for larger or complex label designs, the higher performing film is designed specifically for challenging bottle shapes, irregular containers, tubes or where a larger label billboard is necessary. As the latest fully conformable film innovation from Avery Dennison, High Performance Primax and FasClear gives users a durable, flexible facestock and a lower total applied cost across the value chain.

Applicable Markets

- Home and Personal Care
- Beer and Beverage
- Food
- Industrial
- Lawn and Garden
- Wine & Spirits
- Durable Goods



High performance prime film, WOW (Wider Operating Window)

High Performance Fully Conformable Films provide a larger billboard than traditional BOPP film labels.



Rigid
Rigid, for bottles with flat or simple curves



Semi-conformable
for bottles with slight compound curves.



Fully conformable
for the broadest application types, and unique label constructions, on complex label and bottle shapes

Product Information

A look that WOWs

Machine Direction Oriented films are engineered to provide a balance of rigidity and conformability that enables the widest operating window to meet today's most challenging converting, printing and application needs. With High Performance Primax and FasClear, you can profit from a wider operating window with less waste, less packaging line disruption, faster run speeds and faster time to market.

Better Aesthetics and Durability

- Greater film clarity and better ink adhesion enable the use of high intensity inks and higher definition printing for greater visibility impact that differentiates brands.
A 37% improvement over legacy FasClear technology.
- A topcoated surface provides superior scuff resistance. Labels easily survive demanding use environments; like kitchens, bathrooms, retail shelves, and warehouses
- Colors that 'pop' for better aesthetics and brand differentiation than traditional non-topcoated products.

Productivity

- High press speeds enable up to 30% increase in productivity
- Press speeds exceeding 400 fpm with excellent ink anchorage and web stability

Spec#	Product Description	Service Program
B8019	High Performance FasClear/S7000-ER/1.2 Mil PET	EXACT™
B7735	High Performance Primax/S7000-ER/1.2 Mil PET	EXACT™
B8162	High Performance Primax/S692N/1.2 Mil PET	EXACT™

label.averydennison.com

ADV #424 10/2023

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.



© 2023 Avery Dennison Corporation. All rights reserved. Avery Dennison® is a registered trademark of Avery Dennison Corporation. Avery Dennison brands, product names, antenna designs and codes or service programs are trademarks of Avery Dennison Corporation.