

Home and Personal Care Solutions

Label materials to help HPC brands connect with consumers, build trust, and grow their business



As consumers adjust to life post-pandemic, one thing seems certain: they’re expecting more from home and personal care (HPC) brands than ever before. Trends in cleaner living, a desire for product purity, and sustainability have converged. An era where brands must be transparent about their products is here.

This brochure is designed to help you find the right label material to fit your packaging and align with current HPC trends.



The era of brand transparency is here

There’s never been a greater opportunity for home and personal care (HPC) brands to connect with consumers and build trust. There’s also never been more pressure on those brands to do so. As consumers have become more mindful shoppers, brand transparency has become critical to business growth in HPC.

Consumers today are focused on cleaner living, and it’s no longer enough for a product to simply “work.” They expect information about how a product is made. They want to know what it’s made of, and where those ingredients come from. And of course, they’re concerned about sustainability.

"Does this product have a pleasing look, smell, and feel?"

"Is it safe for my family?"

"What’s the environmental impact of my purchase?"

"Are the people involved in making and distributing this product treated fairly by those profiting from it?"

"Does this brand seem worthy of my trust?"

Brands hear those questions ... and yes, they’re responding

HPC brands are responding by making products with cleaner and safer ingredients, in ways that show more responsibility toward both people and the environment. They’re keen to build trusting and long-lasting relationships with their customers.

These brands seek labeling that not only adds value to a package through functionality, but helps build trust by supporting their efforts at product purity, sustainability, and authenticity.

A portfolio to help meet HPC brand owners’ needs

Avery Dennison HPC solutions can help brand owners deliver all that and more. Our portfolio includes label materials engineered to help you meet HPC brand owners’ needs as they design packaging in response to current and emerging consumer trends.

Whatever your needs for HPC product packaging, Avery Dennison can help you choose the right label materials.

Choose the right material for your container



Plastic Packaging



HPC brands are pushing the limits of plastic container design. On one hand, they need to attract consumers’ attention with color and aesthetics. On the other hand, they must meet consumers’ demands for convenient and sustainably packaged products.



Global MDO Next Generation

- Machine direction-oriented, semi-squeezable film facestock

This “next-gen” MDO product rivals BOPP films for clarity while offering greater strength and stability. Global MDO is engineered to perform with a variety of package types, from body wash to moisturizing oils, and offers excellent clarity that enhances shelf appeal. It’s also fully compatible with our CleanFlake™ adhesive system, helping bolster brands’ sustainability credentials.

High Performance Primax® and FasClear®

- Fully conformable films purpose-built for challenging applications

High Performance Primax and Fasclear are engineered for challenging bottle shapes, irregular containers, tubes, and any place a larger label billboard is needed. They provide greater film clarity and ink adhesion for improved aesthetics. Additionally, they’re designed for high press speeds, improving productivity. High Performance Primax and Fasclear use 12% less material and 14% less fossil fuel while generating 19% less solid waste compared to a standard film facestock.*

Sustainable film solutions

- Film products that promote recycling

We understand the challenges that come with choosing a label material that brings your packaging design to life while also meeting your sustainability goals. Avery Dennison offers a variety of BOPP, MDO and PE films that comply with the Association of Plastic Recyclers (APR) Critical Guidance Protocol for HDPE recycling. These can be paired with sustainable adhesive solutions such as our CleanFlake system, which is the first complete solution engineered to help recyclers produce greater volumes of rPET.



*Source: Avery Dennison environmental analysis tool

Functional Packaging



Today’s on-the-go consumers want added convenience, ease of use, and product visibility. HPC brands are responding by adding functionality and value to their products with flexible packaging technologies.

Flexible Packaging

- Versatile packaging for single-use applications

From travel-size shampoos and lotions to foundation samples and dish soap refills, Avery Dennison offers a wide range of flexible packaging options that are prevalent in the HPC industry.

StickPacks™ are enabling brands to expand into single-use and bundled packaging, regional products, short runs, and versioning. These products offer high barrier capabilities, protecting from moisture and oxygen, and make a great option for cosmetics and toiletries. Our easy-open WH Cello StickPack Surlyn uses less PET in production, leading to a 35% reduction in the use of virgin resins.

Our Cosmetic Web offers improved sealing, better barrier performance, and a wider seal temperature range for form, fill, and seal equipment. For a more environmentally friendly option, our Sustainable Cosmetic Web offers the same barrier properties as seen with our standard product. We offer a range of choices for targeted needs, including applications such as shampoo and dish soap, in addition to cosmetics.



Reclosures

- Adhesives designed for easy opening, multiple open-close cycling

Reclosure adhesives work well not only with dry products, but with wet applications such as wipes that have water, scents, oils, or other chemicals coming into direct contact with the adhesive. They can be paired with a selection of PET and BOPP films, and can be designed to provide varying levels of “feel” when peeling.

Extended content labeling



As consumers want to understand more about the what, where, and how of their product purchases, brands are rethinking the ways they pack copy onto the label. Extended labels fold out, accordion-style, to provide a wider billboard where brands can tell the story consumers are looking for.



From ingredients and regulatory information to educational facts and inclusion of multiple languages, extended content labeling allows brands to convey their most important messages to consumers.

Our film portfolio is among the broadest in the industry. It includes products ideal for extended content label applications, including high-performance thin films that offer strength and durability. Avery Dennison films set the standard for conversion efficiency, adhesion, and brand aesthetics.

Combine our CS1 or semi-gloss papers with our overlaminates to create multi-page booklets, 2-ply labels, or to provide coupons for customers.

Shelf Appeal



A shopper scans the products on a store shelf and makes a decision. Brands know that such “moments of truth” might last just seconds, and it’s why they continually push designers to create packaging that stands out. The Avery Dennison portfolio includes innovative film and paper label products that help brands attract attention and stand out from the rest.

Metallized films

- An eye-catching color for film facestocks

Metallized adds an eye-catching shine to labels for cosmetics, skincare, and other products, helping attract shoppers’ attention. Our metallized Global Co-Ex™ product is engineered for semi-squeeze applications such as shampoo bottles. Films are available with a metallic silver finish, in addition to white and clear.



Holographics

- Paper and film products that use light and reflection to attract attention

Holographics are attracting attention to a range of HPC items including cosmetics, skincare, and dental. They’re ideal for promotions, product launches, and specialty products, providing differentiation that can’t be matched. The BOPP, PET, and paper facestocks in our Holographic Portfolio diffract light into brilliant colors, are micro-embossable, and offer excellent dimensional stability.



Help HPC brands build trust with consumers

Our HPC solutions can help brands add value to a package through functionality, while supporting their efforts at product purity, sustainability, and authenticity. In an era of transparency, they can help brands connect and build trust with consumers.

These solutions are backed by our industry-leading customer and technical support; along with service programs that ensure the right materials are where they need to be, when they're needed, and at volumes that help minimize waste.

To learn more about our HPC solutions, contact your Avery Dennison representative, or visit label.averydennison.com



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