

Z2010

Adhesive Technology



Wine producers are looking for ways to make bottles stand out on store shelves, turning to designers to create “premium” style labels with heavier facestocks, embossments, textured materials, foils, and more. These materials can traditionally lift or float when exposed to cold and wet environments such as ice buckets and cold boxes.

Avery Dennison has taken the lead in providing a solution to these key issues with our new Z2010 adhesive technology. Engineered to perform in heavy condensation environments, new Z2010 adhesive provides consistent label positioning and improved ice bucket and cold box performance. Z2010 adhesive features an initial aggressive tack that ensures heavier, embellished labels stay on the bottle. It passes our Ice Bucket Test, meaning the label won’t float or show lift for at least eight hours while submerged in a bath of ice water, even with a heavier facestock or embellishment.

Z2010 also offers improved mandrel performance. Compared to S100R, converters will see a 95% performance improvement when using this adhesive for neck labels or other tight mandrel applications.*

Features & Benefits

- Withstands variable temperature and humid environments
- Consistent label positioning on condensed bottles
- Performs at a service temperature range of -30-300 degrees F°
- Maintains label integrity in ice bucket and cold box exposure
- Significantly lower probability of edge lift occurrences
- Improved mandrel performance for neck label applications*
- Maintains packaging integrity throughout the value chain
- Improved sustainability benefits by removing APEOs

Spec#	Product Description
B5852	60# CLASSIC CREST NATURAL WHITE WS FSC®/Z2010/1.2M PET
B5786	60# CLASSIC LINEN SOLAR WHITE WS FSC®/Z2010/1.2M PET
B5787	60# ESTATE #4 WS FSC®/Z2010/1.2M PET
B5580	60# ESTATE #8 WS FSC®/Z2010/1.2M PET
B8581	60# CLASSIC CREST SOLAR WH WS FSC®/Z2010/1.2M PET
B5581	70#EGGSHELL FELT WS FSC®/Z2010B/1.2M PET
B5792	60# MATTE LITHO WN/Z2010/1.2M PET
B8851	60# ESTATE #8 WS FSC® ITC/Z2010/1.2M PET
B5582	60# UNCOATED LITHO WS FSC®/Z2010/1.2M PET
B5583	60# ESTATE#8 WS FSC® WELD/Z2010B/1.2M PET
B5584	70# BRIGHT WHITE FELT WS FSC®/Z2010B/1.2M PET
B5821	70# ROYAL WHITE WS FSC®/Z2010B/1.2M PET
B5794	64# WHITE PEARL WS FSC®/Z2010/1.2M PET
B5795	60# LUNA WS FSC®/Z2010/1.2M PET
B8857	60# CLASSIC CREST SOLAR WHITE WS FSC® ITC/Z2010/1.2M PET
B8676	80# ESTATE #8 WS FSC®/Z2010B/1.2M PET
B8858	70# EGG SHELL FELT WS FSC®/Z2010B/1.2M PET
B5797	60# SEMI-GLOSS FSC®/Z2010/1.2M PET
B5798	56# MAXFLEX BRIGHT SILVER FSC®/Z2010/1.2M PET
B5817	70# BRIGHT WHITE FELT WS FSC® ITC/Z2010/1.2M PET
B5799	60# BLACK VELLUM WS FSC®/Z2010/1.2M PET
B5585	70# PREMIUM HG FSC®/Z2010B/1.2M PET
B5801	60# ESTATE #9 WS FSC®/Z2010/1.2M PET
B8859	60# ESTATE #9 WS FSC® ITC/Z2010/1.2M PET
B5824	70# CLASSIC LAID EPIC BLACK WS FSC®/Z2010B/1.2M PET
B5803	60# ESTATE #17 MARTELE WS FSC®/Z2010/1.2M PET

Spec#	Product Description
B5804	60# ESTATE #25 BLACK WS FSC®/Z2010/1.2M PET
B5835	70# CLASSIC FELT NATURAL WHITE WS FSC®/Z2010B/1.2M PET
B5836	74# GLOBAL WHITE WS FSC®/Z2010B/1.2M PET
B5837	70# BRIGHT WHITE FELT WS FSC®/BSLF/Z2010B/1.2M PET
B5838	70# CLASSIC CREST SOLAR WHITE WS FSC®/Z2010B/1.2M PET
B5576	70# BRIGHT WHITE FELT WS FSC® WELD/Z2010B/1.2M PET
B5839	70# SOLAR WHITE WS FSC®/Z2010B/1.2M PET
B5809	60# FROZEN ORION DIAMOND WS FSC®/Z2010/1.2M PET
B5810	60# CLASSIC FELT NATURAL WHITE WS FSC®/Z2010/1.2M PET
B5577	80#COTTON TREE FREE WS/Z2010B/1.2M PET
B5772	70# BRIGHT WHITE FELT WS FSC® WELD/Z2010B/1.2M PET
B5779	70# 100% PURE COTTON WS/Z2010B/1.2M PET
B5780	70# 25% COTTON 30% PCW FSC®/Z2010B/1.2M PET
B5781	70# 25% BLACK COTTON 30% PCW WS FSC®/Z2010B/1.2M PET
B5832	70# CLASSIC LAID EPIC BLACK FSC®/Z2010B/1.2M PET
B5834	100# SILVER HAMMERED METAL FSC®/Z2010B/1.2M PET
B5840	100# COPPER HAMMERED METAL FSC®/Z2010B/1.2M PET
B5828	70# BRIGHT WHITE FELT WS FSC® WELD ITC/Z2010B/1.2M PET
B8861	50# NATURAL LABEL/Z2010/1.2M PET
B8881	70# TITANIUM WH EGGSHELL WS FSC®/Z2010B/1.2M PET
B8882	147# BRIGHT SILVER EMOSSABLE FOIL/Z2010B/1.2M PET
B5845	60# ESTATE #4 WS FSC®/Z2010/44#PK
B5848	60# ESTATE #9 WS FSC®/Z2010/44#PK
B5842	60# CLASSIC LINEN SOLAR WHITE WS FSC®/Z2010/44PK
B5849	60# CLASSIC CREST SOLAR WHITE WS FSC®/Z2010/44#PK
B5850	60# CLASSIC LAID SOLAR WHITE WS FSC®/Z2010/44PK
B5854	70# BRIGHT SILVER LAMINATED FOIL FSC®/Z2010/44#PK
B5855	70# DULL SILVER LAMINATED FOIL FSC®/Z2010/44#PK
B5856	60# BLACK VELLUM WS FSC®/Z2010/44#PK
B5784	60# CLASSIC CREST NATURAL WHITE WS FSC®/Z2010/44#PK
B8848	70# PREMIUM HIGH-GLOSS FSC®/Z2010B/44#PK
B8849	70# EGGSHELL FELT WS FSC®/Z2010B/44#PK
B5791	60# MATTE LITHO/Z2010/44#PK
B5819	60# ESTATE#9 WS FSC® WELD/Z2010B/44#PK

Spec#	Product Description
B8850	60# ESTATE#8 WS FSC® ITC/Z2010/44#PK
B8852	60# ESTATE #9 WS FSC® ITC/Z2010/44#PK
B8853	60# CLASSIC CREST SOLAR WHITE WS FSC® ITC/Z2010/44#PK
B8856	70#BRIGHT WHITE WS FSC® ITC/Z2010B/44#PK
B5820	70# BRIGHT WHITE FELT WS FSC® WELD/Z2010B/44#PK
B5796	56# MAXFLEX BRIGHT SILVER FSC®/Z2010/44#PK
B8860	56# MAXFLEX BRIGHT SILVER FSC® ITC/Z2010/44#PK
B5806	60# CLASSIC LAID WS FSC® WELD/Z2010/44#PK
B5844	60# CLASSIC FELT NATURAL WHITE WS FSC®/Z2010/44#PK
B5812	60# CLASSIC LINEN WS FSC® WELD/Z2010/44#PK
B5826	60# CLASSIC LINEN WS FSC® WELD/Z2010B/44#PK
B8862	60# NATURAL LABEL/Z2010/44#PK
B8863	60# SEMI-GLOSS FSC®/Z2010/44#PK
B5579	60# ESTATE #8 WS FSC®/Z2010/44#PK
B5815	70# BRIGHT WHITE FELT WS FSC®/Z2010B/44#PK
C1301	70# BRIGHT WHITE FELT 30% PCW WS FSC®/Z2010B/1.2 M PET

As leaders in the pressure-sensitive industry, we continually advance our materials and adhesives to ensure that our solutions are fit for purpose and future-ready. And our technical teams are always on standby to help create custom solutions to suit unique needs.

label.averydennison.com

02/2025

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.

© 2025 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.