

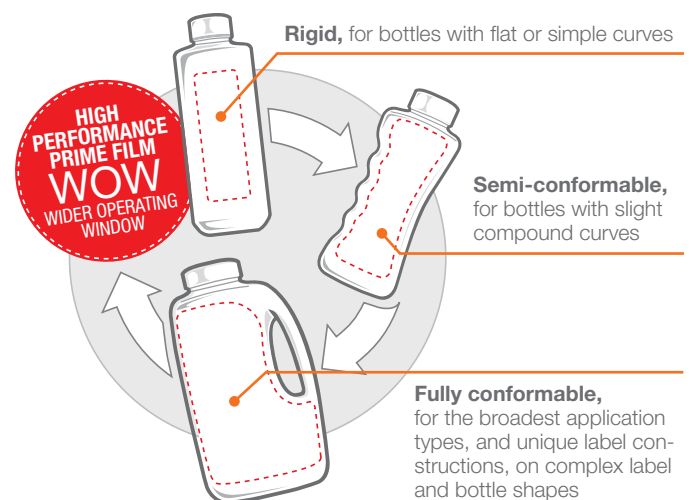


High Performance Primax[®] and FasClear[®]

Our next-generation, fully conformable film

The solution when size and shape matter

New 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.



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



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.

Plus, when combined with ClearCut™ Adhesive Technology's breakthrough formulation, the construction delivers exceptional clarity and reduces downtime associated with build-up on press and on dispensing equipment.

The bottom line? 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
- > Up to 50% less adhesive bleed with ClearCut™ adhesive technology. ClearCut reduces downtime associated with build up on press and dispensing equipment leading to additional throughput and revenue

Material Reduction

- > Avery Dennison Greenprint™ indicates High Performance Primax and FasClear delivers a 12% material reduction compared to 3.0 Mil MDO/S692N/1.2 Mil PET
- > And, uses 14% less fossil fuels and generates 19% less solid waste compared to 3.0 Mil MDO/S692N/1.2 Mil PET

Applicable Markets

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



Products

Spec#	Facestock	Adhesive	Liner	Service
79683	High Performance FasClear	S7000 ClearCut	1.2 Mil PET	EXACT
79684	High Performance Primax	S7000 ClearCut	1.2 Mil PET	EXACT
79795	High Performance FasClear	S7000 ClearCut	40#BG	EXACT
79797	High Performance Primax	S7000 ClearCut	40#BG	EXACT
79856	High Performance FasClear	S692N	1.2 Mil PET	EXACT
79857	High Performance Primax	S692N	1.2 Mil PET	EXACT

ADV# 424 16119, 08/2018, PDF

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