

# TrueCut™ Adhesive Technology: Never Compromise on Performance.

## Strong



## Broad



## Fast



Improved general-purpose permanent adhesive offers excellent adhesion, lower cool temp tack and outstanding high-speed converting

# Improved TrueCut™ S2550 Adhesive: Purpose-Built for Paper Facestocks

## A High Performance Solution for Thermal Transfer, Direct Thermal and now, Prime Paper Labeling

Delivering better initial tack and adhesion -- especially at lower temperatures -- as well as outstanding high-speed converting, TrueCut is truly a cut above the competition for general-purpose, permanent adhesive performance.

### Strong • Broad • Fast

Tested and proven with multiple products, S2550 performs in a broader low temperature window across a wide range of surfaces, including corrugated, glass and plastics such as HDPE and LDPE. In fact, TrueCut offers initial tack up to four times higher than the tested competition. With other general-purpose adhesives, lower initial tack at the time of application in temperatures below 40°F can cause labels to lift.

### Application Versatility

Whether used in cold warehouses, freight depots, laboratories or on food delivery packaging lines, TrueCut offers uncompromising performance on a wealth of applications.

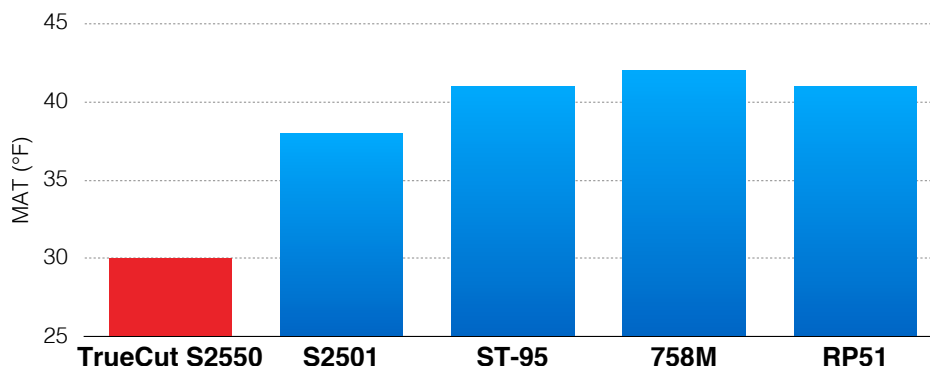
**For Variable Information Labeling:** TrueCut provides the strong, reliable adhesion needed for on-demand thermal or other VI paper labels. Direct Thermal and Thermal Transfer paper label applications have grown over the years, expanded usage occasions, and are now offered on our flagship general purpose products. These products are used in weigh scale, shipping, warehouse and logistics and many other uses. TrueCut is a big benefit in VI, especially during the winter months, where its enhanced reliability in initial tack, cooler temperature performance and great converting improve productivity for both converters and end users.



**For Prime Paper Labeling:** The prepared food home delivery market – with companies like Blue Apron, diet foods giant NutriSystem and premium meats marketer Omaha Steaks – is expected to grow 19% this year to an impressive \$3.8 billion. Yet more and more companies – including grocery stores – are jumping into the mix. To showcase their products and stand out in the marketplace, brand owners are responding with brand labels on packaging. Now in Prime Paper, our TrueCut adhesive on a 54# semi-gloss, offers both converters and brand owners a mix of performance and differentiating quality.

### At 30° F, TrueCut S2550 has a MAT >25% lower than the tested competition

TrueCut adhesive technology Minimum Application Temperature performance compares favorably on HDPE to general-purpose adhesives from MACtac®(St-95), Green Bay Packaging (758M), and UPM Raflatac (RP51).



Loop tack-versus-temperature was used to establish the metrics.

# TrueCut: Engineered for Application Performance

## Key Features of TrueCut S2550 Adhesive Technology

### Strong

#### Improved initial tack and adhesion

- > At both cool and room temperature on a range of substrates
- > Initial tack up to four times higher than the tested competition when applied at 32 °F
- > At room temperature, ultimate adhesion is more than 80% stronger than the tested competition



### Broad

#### Better Cool Temp Adhesion

- > Improved performance in cool, dry conditions
- > Builds an ultimate adhesion up to seven times higher than the tested competition when applied at 32° F
- > Minimum Application Temperature down to 30° F (HDPE)



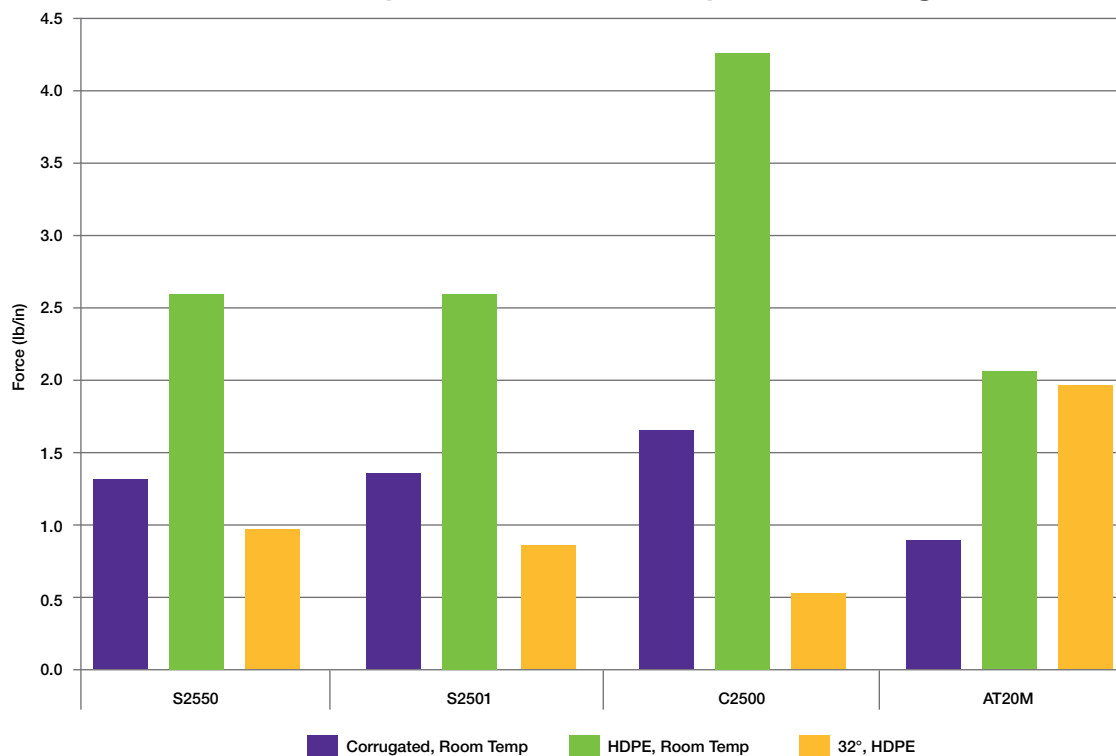
### Fast

#### Great Converting

- > Allows converting at the same or better speeds as industry-recognized S2501 with the above benefits of better adhesion\*\*



## Prime Paper Adhesives Looptack Testing



Truecut adhesive shows great tack at high and low temperatures making it a great General Purpose adhesive for a wide range of products.

For more information on cold temperature adhesive performance for Thermal Transfer, Direct Thermal VI or Prime Paper applications, go to [label.averydennison.com/truecut](http://label.averydennison.com/truecut).

# TrueCut S2550 Specifications

## Direct Thermal

Original Spec#	Description	New Spec#	Facestock	Adhesive	Liner
19449	SF DT 300LD/S2501/40#	54061	SF DT 300LD	S2550	40#CK
16198	DT 300LD/S2501/40#	54062	DT 300LD	S2550	40#CK
18351	DT200GP FSC/S2501/40#SCK	54036	DT200GP FSC®	S2550	40#SCK
53655	DT200GP FSC/S2501/40#SCK	54037	DT200GP FSC®	S2550	40#SCK
14613	DT 200NIR FSC/S2501/40#	54218 <b>NEW!</b>	DT 200NIR FSC®	S2550	40#
17305	DT 300NIR/S2501/40#SCK	54219 <b>NEW!</b>	DT 300NIR	S2550	40#SCK
18739	DT 200HD PLUS/S2501/40#	54220 <b>NEW!</b>	DT 200HD PLUS	S2550	40#
19025	DT 200HD FSC/S2501/40#	54221 <b>NEW!</b>	DT 200HD FSC®	S2550	40#
53426	DT 330HD/S2501/40# SCK	54222 <b>NEW!</b>	DT 330HD	S2550	40#SCK

## Prime Paper

Original Spec#	Description	New Spec#	Facestock	Adhesive	Liner
17406	54# SG FSC/S2501/40#	54146 <b>NEW!</b>	54# Semi-Gloss FSC®	S2550	40#CK
53667	48# Semi-Gloss/S2501/34#CCK	54223 <b>NEW!</b>	48# Semi-Gloss	S2550	34#CCK

## Thermal Transfer

Original Spec#	Description	New Spec#	Facestock	Adhesive	Liner
12913	SF TT1-C/S2501/40#CK	54091	SF TT1-C	S2550	40#CK
12906	TT1-C/S2501/40#CK	54092	TT1-C	S2550	40#CK
19890	SF TTC/S2501/40#CK	53870	SF TTC FSC®	S2550	40#CK
18671	TTC/S2501/40#CK	53871	TTC FSC®	S2550	40#CK
19924	SF TTC/S2501/40#CK	53872	SF TTC FSC®	S2550	40#CK
16070	SF TT2C/S2501/40#SCK	53873	SF TT2C	S2550	40#SCK
16071	TT2C/S2501/40#SCK	53874	TT2C	S2550	40#SCK

## EDP

Original Spec#	Description	New Spec#	Facestock	Adhesive	Liner
18511	50# DSX FSC®/S2501/40#CK	54157	50# DSX FSC®	S2550	40#CK

All new specs offered on EXACT™. SF indicates Splice-Free on EXACT.

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use.

\*Tested competitive products include MACtac®(ST95), Green Bay Packaging (758M), and UPM Raflatac (RP51). Peel adhesion, loop tack, and loop tack versus-temperature were used to establish the metrics.

\*\*Based on field tests and feedback from converters.

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