

## Select Solutions™

# Removables Portfolio

Taking the time and complexity out of removable labeling.

### Make It Easy to Choose the Right Removable for the Job.

The Avery Dennison Select Solutions Removables portfolio is a convenient tool designed to simplify the often-confusing world of removable labeling.

The portfolio offers:

- A proven core of multipurpose products, featuring general purpose and application solution adhesives, that address a range of application needs from simple to complex
- Detailed adhesive performance charts make it easier to select the proper label construction for your application
- Separate paper and film sections featuring solutions developed for a variety of performance requirements
- Cost-effective, application-based solutions with shorter time to the marketplace, low minimum order quantities, fast quotes and rapid shipping

### Broad Selection of Purpose-Built Removables

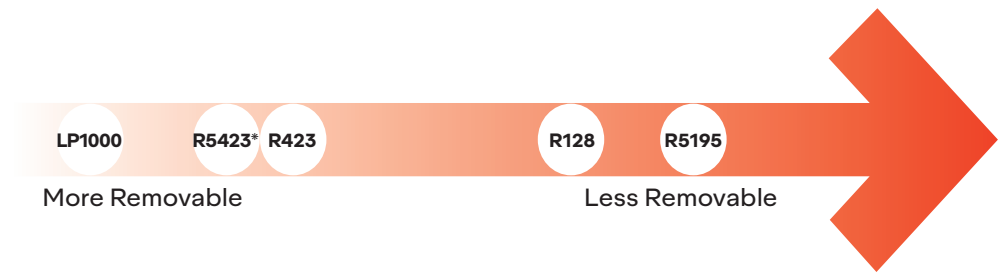
You can depend on the Select Solutions Removables portfolio to deliver a breadth of technologies that can position you to move into new segments with confidence. Suited for an array of applications, the portfolio provides targeted solutions with stable tack across the label's lifespan, clean removal and the substrate versatility you need.

### Collaborative Approach

Take advantage of the Select Solutions Removables portfolio and the Avery Dennison team to grow your removables business. Our global team – including adhesive research experts, technical specialists and segment professionals – can readily suggest a product to meet your application needs. If a product does not exist, our Engineered Solutions team can create a specialized construction just for you and your customer – expanding your breadth of products and offering the right custom solution.



# Paper



## Removable Adhesives for Paper Components

### Select Solutions Ultra Removable

**LP1000** Ultra removable adhesive, featuring long-term, clean removability across wide variety of substrates. It offers economical solution for various opportunities. Designed to offer smooth peel and excellent die cutting and stripping characteristics. Particularly suited for applications like: retail information labels, inventory management or work-in-progress, point of sale promotions, newspapers, promotional labels, books, housewares, credit cards or glass.

















































### Removable

**R423/  
R5423** Removable, low peel adhesive featuring long-term removability, and excellent die cutting and stripping characteristics. Particularly suited for wallpaper promotional labels, high gloss book covers and shelf marking. R5423 is an excellent solution for Monroney labels.

**R128** Removable rubber-based adhesive with high initial tack, internal strength and stable adhesion. R128 is recommended where clean removability is of primary importance. Adhesive can be used on a variety of substrates including glass, metal, plastic and others.


**R5195** General purpose removable adhesive featuring moderate initial tack and minimal adhesion build over time. Its consistent level of adhesion and long-term removability make it suitable for applications on substrates such as glass and plastics. Proven successful for shelf and tote marking used in logistical tracking.

# Paper

		Removable			
		LP1000	R423	R128	R5195
Adhesive Technology		Emulsion Acrylic	Emulsion Acrylic	Hot Melt Rubber	Emulsion Acrylic
Minimum Application Temperature, °F		10	10	10	40
Service Temperature Range, °F		-40 to 160	-40 to 160	-65 to 120	-40 to 160
Food Contact		Indirect	Indirect	Indirect	Indirect
Peel* (PE/Stainless)		.28/.37	.60/.52	.74/.55	.73/.91
Tack* (PE/Stainless)		.01/.42	.25/.53	1.0/1.3	1.1/1.4
Plastic	Polypropylene (PP)				
	Polyethylene - High Density (HDPE)				
	Polyethylene Terephthalate (PET)				
Glass	Polyethylene Coated				
	Window (annealed)				
	Automotive (tempered)				
Metal	Powder Coated (smooth PET)				
	Painted (alkyd enamel)				
	Stainless Steel				
Paper	Recycled Corrugated				
	Bond (uncoated)				
	Glossy (coated)				

Based on 6 week testing of practical removability rating and failure mode

\*Peel and tack are measured in lb./inch

 Recommended - Test in actual application

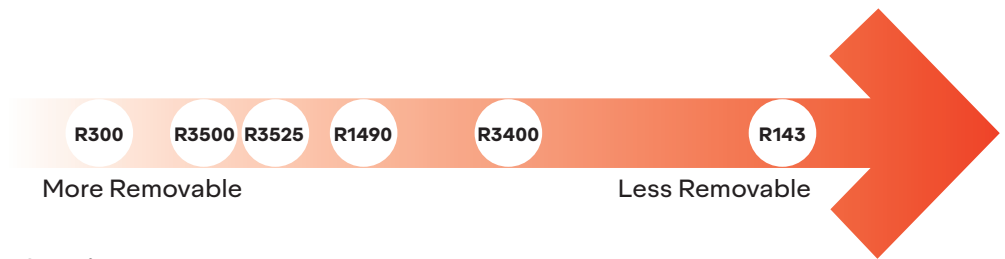
 Recommended - Tighter adhesion

 Not Recommended

## Paper Products and Service Programs

Spec#	Product Description
<b>LP1000</b>	
54148	Fasson® DT 200HD FSC®/LP1000/40#SCK
54149	Fasson® 60# Semi-Gloss /LP1000/40#SCK
B7699	TT2C/LP1000/40#SCK
<b>R423/R5423</b>	
19714	Fasson® Semi-Gloss Elite™/R423/40#SCK
98203	Fasson® Trans-Therm® 1C/R423/40#SCK
18345	Fasson® Standard Laser-Rite™/Std R5423/50#MF
53763	Fasson® Durable Laser-Rite™ FSC®/R5423/50#MF
<b>R128</b>	
01991	Fasson® 50# DSX™ FSC®/R128/50#SCK
96088	Fasson® Trans-Therm® 1C/R128/40#SCK
96174	Fasson® Trans-Therm® 2C/R128/40#SCK
19342	Fasson® Trans-Therm® 1C FasCover™ 2/R128/40#SCK
13645	Fasson® FasPrism™ Iridescent/R128/40#SCK
<b>R5195</b>	
18303	Fasson® Laser Copy™ Jet FSC®/R5195/45#LF
18327	Fasson® Trans-Therm® 1C/R5195/40#CK
18328	Fasson® 60# Semi-Gloss Elite™/R5195/40#SCK
18329	Fasson® 50# DSX™ FSC®/R5195/50#CK
18444	Fasson® Matte Litho FSC®/R5195/40#SCK
18445	Fasson® 60# Cast Gloss/R5195/40#SCK
18558	Fasson® DT200GP FSC®/R5195/40#CK
18559	Fasson® 60# Archival Semi-Gloss/R5195/40#LF
18685	Fasson® DT200HD Plus/R5195/40#CK
54116	Fasson® 54# Semi-Gloss FSC®/R5195/46#LF

# Film



## Removable Adhesives for Film Components

### Select Solutions Ultra Removable

R300	Ultra removable clear adhesive, suitable in applications requiring long-term removability. Particularly well suited for CD/DVD security labeling, oil change labels, housewares and glass.
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### Removable

R3500	Specially formulated acrylic adhesive designed for ease of removability from plastic packaging while maintaining good peel performance. Suitable for many general-purpose applications.
R1490	Specially formulated low odor acrylic adhesive with clean removability properties and a smooth, low noise peel. Smooth peel from flow-wraps, olefins and other plastics. Suitable for reclosure applications.
R3400	Removable adhesive featuring moderate initial tack and minimal adhesion build over time. It offers a consistent level of adhesion and long-term removability across a variety of substrates. An excellent choice for resealable packaging and multi-use labels. Suitable for wide range of substrates and applications.
R143	Specially formulated acrylic removable adhesive with versatile performance properties. Specific applications include durables, electronics assembly labeling and reclosures.

# Film

		Removable					
		R300	R3500	R3525	R3400	R1490	R143
Adhesive Technology		Emulsion Acrylic			Solvent Acrylic		
Minimum Application Temperature, °F		45	40	40	40	50	50
Service Temperature Range, °F		-40 to 176	0 to 200	0 to 200	-40 to 176	-40 to 250	-40 to 250
Food Contact		Indirect	Indirect	Indirect	Indirect	Direct	Pending
Peel* (PE/Stainless)		0.14/0.47	0.25/0.78	0.31/0.98	0.41/0.92	0.32/0.96	0.49/1.39
Tack* (PE/Stainless)		0.44/0.71	0.56/1.12	0.70/1.40	0.72/1.27	0.56/1.49	0.99/2.20
Plastic	Polypropylene (PP)						
	Polyethylene - High Density (HDPE)						
	Polyethylene terephthalate (PET)						
Glass	Polyethylene coated						
	Window (annealed)						
	Automotive (tempered)						
Metal	Powder coated (smooth PET)						
	Painted (alkyd enamel)						
	Stainless Steel						
	Recycled Corrugated						
Paper	Bond (uncoated)						
	Glossy (coated)						

Based on 6 week testing of practical removability rating and failure mode  
 \*Peel and tack are measured in lb./inch

Recommended - Test in actual application

Recommended - Tighter adhesion

Not Recommended

## Film Products

Based on customer input and insight from Avery Dennison experts, the offering continues to evolve. If you are seeking a product that is not listed, please contact your sales or technical representative for information about our custom product development program—Engineered Solutions.

Spec#	Product Description
<b>R300</b>	
77563	Fasson® 2.6 Mil White BOPP TC/R300/40#BG
<b>R3500</b>	
77461	Fasson® 2.3 Mil White BOPP TC/R3500/1.2 Mil PET
B2809	Fasson® 2 Mil Clear BOPP TC/R3500/1.2 Mil PET
78148	Fasson® 2 Mil Clear BOPP TC/R3500/40#SCK
78149	Fasson® 2.3 Mil White BOPP TC/R3500/40#SCK
<b>R1490</b>	
79008	Fasson® 2.3 Mil White BOPP TC/R1490/1.2 Mil PET
<b>R3400</b>	
78632	Fasson® 2.3 Mil White BOPP TC/R3400/1.2 Mil PET
78860	Fasson® 2 Mil Clear BOPP TC/R3400/1 Mil PET
<b>R143</b>	
75394	Fasson® PRIMAX® 350/R143/1.5 Mil PET
77967	Fasson® PRIMAX® 350/R143/50#SCK ABC
B3812	Fasson® 2 Mil Clear BOPP TC/R143/1.2 Mil PET
77652	Fasson® 2.3 Mil White BOPP TC/R143/1.2 Mil PET

[label.averydennison.com](http://label.averydennison.com)

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