

# New Heat Sealable Reclosure System

## A Functional Packaging Breakthrough

Consumer trends are constantly changing. For converters to grow and succeed, they need label and packaging solutions that break new ground in functionality, efficiency and visual appeal while meeting the needs of new and evolving segments.

One such breakthrough turning heads in the food segment is our new heat sealable reclosure system, delivering visual appeal, enhanced functionality and convenience along with the benefits of economy and sustainability.

Utilizing R1490, an FDA-compliant direct food contact adhesive, as well as other low peel pressure sensitive adhesives, and a heat-sealable film liner turns the release liner into a functional part of the final package.

The heat sealable reclosure system provides direct adhesion of the entire construction to rigid containers, eliminating the need for flow wrapping and requiring significantly less plastic packaging by eliminating both liner waste and clamshell lids. This delivers a more environmentally friendly solution by significantly reducing material, particularly for produce such as tomatoes, berries or lettuce packaged in rigid plastic containers.

## An Environmental Win

The heat seal reclosure technology, part of the Avery Dennison ClearIntent Portfolio of sustainable products, also provides converters a more affordable, sustainable way to provide brands with the convenient, easy peel-



## Product Information

and-reseal functionality today's consumers seek. In pint containers, for example, the lid makes up 44 to 47 percent of the material used to form the container. This new heat sealable reclosure system uses significantly less material, opening up environmentally responsible opportunities for produce packers. The ability to eliminate the clamshell lid creates the opportunity for brands to enhance creativity in package design, helping to differentiate and add value to their products.

### More innovations ahead

Our new heat sealable reclosure system demonstrates how Avery Dennison is working hard to further enhance the consumer experience through innovation. Our commitment to innovation permeates every area of our business; our aim is not merely to respond to current industry needs, but to drive ongoing change by constantly pushing the limits of what labels can do. It's how we'll help converters stay a step ahead of the trends, driving growth and business opportunities for converters and brands alike.

### Customization is an expert away

Take the opportunity to harness the power of an experienced team of label materials experts to create unique solutions for your clients. Technical Leaders can Mix and Match existing materials or create an Engineered Solution with unique film or adhesive properties to meet your needs.

## Key Benefits:

Converter benefits:

- Eliminates the need to work with an integrator or flexible film manufacturer
- Ability to sell directly to the produce grower/packer
- Ability to contribute more value to the total package

End User benefits:

- Resealability at a more cost effective price point than clamshells
- Larger landscape on package for graphics and branding
- Enables tray recyclability when paired with an emulsion adhesive

## Target Applications:

Produce products traditionally packaged in clamshell containers

- Tomatoes
- Berries
- Lettuce
- ...and more

Other products often packaged in PET trays

- Deli Meats
- Nuts
- Meal Kits
- Baked Goods
- Sliced Cheese

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
79846	Fasson® 1M Clear Print Treated Polyester/R1490/.8M Heat Seal Polyester	60/1668	PVL	Next Day
79904	Fasson® 1M Clear Print Treated Polyester/R1450A/.8M Heat Seal Polyester	60/1668	PVL	Next Day
79892	Fasson® 1M Clear Print Treated Polyester/R3400/1.2M Heat Seal Polyester	60/1668	PVL	Next Day
<b>New!</b> 79987	Fasson® 1M Clear Print Treated Polyester/R1350/1.2M Heat Seal Polyester	60/1668	PVL	Next Day
<b>New!</b> 79988	Fasson® 1M Clear Print Treated Polyester/R1350/1.2M Heat Seal Polyester Antifog	60/1668	PVL	Next Day

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

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