

Ultra removability for more substrates LP1000 Adhesive Technology

Emulsion acrylic adhesive offers year plus, clean removability on most standard removable applications.

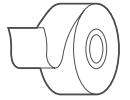


The new Avery Dennison LP1000 is a low peel, ultra removable adhesive with long-term, clean removability across a wider range of substrates. These include recycled, corrugated, uncoated bond and glossy papers; powder coated, stainless and painted metals; PE coated, window or automotive glass; and PP, HDPE and PET plastics.

A cost-effective alternative to other ultra-removable adhesives, with a smooth, easy peel and excellent die cutting and stripping characteristics, LP1000 is well suited for a range of removable labeling applications. These include retail information, point of sale promotions, credit cards, newspapers, housewares, books, glass, inventory management and work-in-progress labels. For added application versatility, LP1000 is available EXACT™ with a next day lead time in both direct thermal and semi-gloss constructions.

Why removable adhesives

In keeping with today's consumer push for sustainability, removable labels on recyclable packaging allow consumers to properly recycle or re-use containers. What's more, the right removable label can also minimize end user frustrations over difficult-to-remove labels and the resulting sticky residue. According to a recent study by the Avery Dennison research team, 81 percent of consumers said they have had a hard time removing a label, with 45 percent being very frustrated — feelings that may reflect negatively on brands.



LP1000 key features

- > **Clean removability**
Leaves no sticky residue
- > **Longer removability**
A year or longer* on typical removable applications
- > **Smooth, easy peel**
Avoiding consumer frustrations that may reflect badly on brands



For more information on ultra removable adhesive performance, go to label.averydennison.com.

| Spec# | Description | Width/Lenght(In./Ft.) | Location | Lead time |
|-------|--|-----------------------|--------------------|-----------|
| 54148 | Fasson® DT 200HD FSC/ LP1000/40#SCK | EXACT™/5,000FT | Painesville, OH | Next Day |
| 54149 | Fasson® 60# Semi-Gloss/ LP1000/40#SCK | EXACT™/5,000FT | Painesville, OH | Next Day |

* Test in actual application to verify specific application removability duration

Are we missing a construction you need? Contact our Engineered Solutions team to discuss how we can meet your needs.

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