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

<table>
<thead>
<tr>
<th>Spec#</th>
<th>Description</th>
<th>Width/Lenght(In./Ft.)</th>
<th>Location</th>
<th>Lead time</th>
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<td>Painesville, OH</td>
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</tbody>
</table>

* Test in actual application to verify specific application removability duration

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

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