E-Commerce Solutions

A selection of labeling products to help brands stay connected with and delight consumers outside the brick and mortar store.

US POSTAGE AND FEES PAID

F FIRST-CLASS
Mar 17 2019
Mailed from ZIP 44129
2oz First-Class Pkg Svc Zone 4

CiD: 171190
CommercialBasePrice

071V01330478

FIRST-CLASS PKG SVC

SILVERSKY INC.
123 MAIN STREET
CITY STATE 12345

C021 0029

SHIP TO:

BRUCE SMITH
1234 STREET RD
CITY STATE 12345

USPS TRACKING #

9400 1102 0086 4458 6753 09

AVERY DENNISON

Our world is going digital. Online is increasingly the place where we work, play, and learn. It's increasingly the place where we shop, as well.

Almost all e-commerce categories saw extreme growth from 2019-2021 due to the COVID-19 pandemic. As companies continue to focus on convenience-driven trends, we expect to see growth across all categories through 2027.

The continued acceleration has prompted companies to rethink packaging and find ways to prioritize sustainability and reduce their carbon impact.

A selection of pressure sensitive solutions for e-commerce

Avery Dennison E-commerce Solutions are a selection of label materials, including high performance, pressure sensitive adhesives. They're engineered to meet the need of brands looking to connect with and delight customers who choose to shop remotely, outside the traditional brick and mortar store.

Three types of remote shopping
As growth in e-commerce has accelerated, three types of remote shopping have emerged.

1 Online purchasing. The customer purchases online, and has the product delivered directly to their home.
2 Click and pick up. The customer purchases online, then picks up the product in store.
3 Food / grocery delivery. The customer places an order online or by phone; then a restaurant, store, or independent food delivery service delivers it to their home.

E-commerce and existing consumer trends
Growth in e-commerce intersects with other key packaging trends:

Greater sustainability. Brands are looking for sustainable solutions, whether it be through the use of fewer raw materials, through the use of materials that are easily recycled, or by redesigning overall packaging to have a smaller environmental impact.

More branded experiences. As brands shift their approach toward an online focus, many are rethinking their e-commerce packaging. One example is brands placing high quality labels and artwork on their shippers, for a branded experience on the consumer's doorstep.

Security and authenticity. The health and safety implications of the pandemic have helped make brands and consumers keener than ever about product tampering, counterfeiting, and security.

Variable information printing solutions for e-commerce

State of the art direct thermal and thermal transfer materials

An e-commerce label can say a lot about a brand. That's why choosing the right label technology for variable information printing is critical.

We offer a wide range of variable information labeling products made with direct thermal and thermal transfer technologies. Each offers benefits suited to the application.

Direct Thermal — Direct thermal labels are engineered to be printed without a transfer ribbon. Instead, the printer's printhead heats up a special coating on the label itself to produce the printed image.

Direct thermal is an ideal, affordable option for shipping labels with variable information (such as barcodes and addresses) and other applications with a short lifespan. The technology is used frequently by stores that have well developed e-commerce systems, and that track customer orders using barcode information.
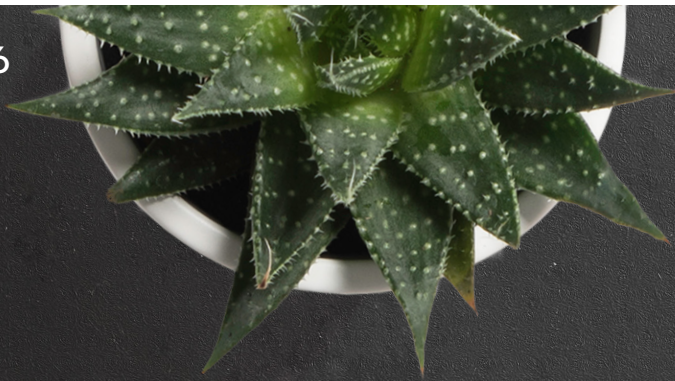
Thermal Transfer — Thermal transfer print technology uses a thermal transfer ribbon. This is a thin film with a black coating on one side. The printer's printhead hits the ribbon coating which then transfers an image to the label itself.

Thermal transfer technology offers greater durability than direct thermal, with higher quality and longer lasting printed images. It's an ideal option for long-term or outdoor applications, such as cross-country and international shipping. When choosing thermal transfer you can have high confidence that the barcode and other printed information will remain intact all the way to the customer.

TrueCut™ S2550: A High Performance Adhesive Solution for Thermal Transfer, Direct Thermal labels
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. 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.

Code:

ZIPPY

\#

1 OF **4**

SEC 12

9400 1102 0086 4458 6753 09

GROCERY
PICK UP

**Thank you for
your order !**

Code:

ZIPPY

\#

3 OF **4**

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SALLY SMITH
1234 STREET RD
CITY STATE 12345

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SUNDAY   MAR 14

**Morning
Pills**

1 Metformin 500MG
1 Omeprazole 40MG
1 Lisinopril 20MG
1 Vitamin B12
1 Vitamin Iron

Sorted

Sustainable label solutions for e-commerce

Thinner and lighter thermal printing materials

These high-quality solutions are engineered to be thinner and/or use less material than standard constructions. Not only do they get more done with less raw material, but save fuel and reduce greenhouse gas (GHG) emission during shipping.

Eco Portfolio - Made for a wide range of common e-commerce applications, Eco Portfolio solutions help converters, brand owners, and distributors alike increase their productivity, reduce costs, save warehouse and freight space, and improve their sustainability. TTC Eco and DT Eco feature 33% more labels per roll than other thermal papers, 33% less freight costs with more material in one truckload and lower shipping cost and about 40% landfill waste reduction from liner waste.

Direct Thermal Linerless — Constructions using DT Linerless technology don't use a release liner, which can account for more than half of the label waste created during application. A silicone coating on the facestock prevents self-wound labels from sticking to those underneath. DT Linerless reduces the use of petroleum-based materials by 30%, while producing 36% less solid waste.

An adhesive that's compatible with recycling processes
Adhesive technology has come a long way. One of our newest adhesives is designed to be fully compatible with recycling processes, minimizing its environmental impact.

TrueCut™ AT2550 adhesive — A state-ofthe-art adhesive for multiple substrates in e-commerce applications. Fully repulpable, AT2550 addresses issues created by many standard adhesives during the recycling process (these issues cost paper companies an estimated $700 million annually). AT2550 aligns with TMLI criteria for the Recycling Compatible Adhesive LRP-2 Lab Test Protocol. This confirms that the adhesive meets key criteria of the recycling industry and ensures that AT2550 may be fully recycled at the label's end life.

APR Recognized Label Materials
Direct Thermal BOPP film portfolio has been recognized by the Association of Plastic Recyclers for PE Film recycling. This means you can drop off your poly mailers for recycling and know that your label material will not impact the recycling process.

RFID solutions for e-commerce

Technology that can help ensure a product's authenticity and safety
Radio Frequency Identification (RFID) and the Internet of Things (IoT) are bringing about a revolution in e-commerce logistics: the ability to "see" a product at every stage of the journey — from source to recipient.

As the world's largest UHF RFID provider, Avery Dennison provides solutions for multiple industries, including retail, food and beverage, logistics, healthcare and pharmaceuticals,and more.

Greater efficiency, greater customer confidence
Driving efficiency across the supply chain, Intelligent Labels (pressure sensitive materials embedded with RFID tags) are doing everything from helping manufacturers work in greater lockstep with suppliers, to helping shippers optimize truckloads, to helping customers be confident in the authenticity and safety of the products they buy.

RFID offers
– Reduced packing errors.
– Highlights and reduces errors upon delivery.
– More accurate and advanced shipping notifications.
– No line of sight required to read item information.
– Long read range (up to 10 meters).

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Stay relevant with today's consumers, with help from Avery Dennison

To stay relevant with today's consumers, brands must invest in their e-commerce experiences. Avery Dennison E-commerce Solutions are designed to help them do that by evolving their packaging... whether that packaging needs a little tweak or a full transformation.

These products are also backed by our industry leading customer and technical support; and service programs that help ensure the right materials are where they need to be, when they're needed.

To learn more about our e-commerce solutions, please contact your Avery Dennison representative, or visit **label.averydennison.com**.

Spec#	Product Description
Thermal Transfer	
53870	SF TTC FSC®/S2550/40#SCK
53872	SF TTC FSC®/S2550/40#SCK
54314	TTC FSC®/AT2550/40#SCK
Direct Thermal	
C2331	DT 300LD PF FSC®/S2550/40#SCK
C2779	DT 300LD PF FSC®/AT2550/40#SCK
C2780	DT 300LD PF FSC®/AT2550/1.7M SCK
C2785	DT 300LD PF FSC®/S2550/1.7M SCK
C2708	DT200GP PF FSC®/AT2550/40#SCK
C2777	DT200GP PF FSC®/AT2550/40#SCK
C2794	DT200GP PF FSC®/S2550/40#SCK
C2929	DT200GP PF FSC®/S2550/40#SCK
C2778	DT200TL PF FSC®/AT2550/40#SCK
C1750	DT ECO FSC®/AT2550/1.7M SCK

Spec#	Product Description
Removables	
18327	TT1C FSC®/R5195/40#SCK
C1032	DT200TL/R5195/1.7 Mil SCK
C0862	DT200TL/R5195/40#SCK
18558	DT200GP FSC®/R5195/40#SCK
ECO	
B2884	Fasson® Direct Thermal Eco FSC®/S1550/1.7 Mil SCK
54341	Fasson® Trans-Therm® C-Eco FSC®/S1550/1.7 Mil SCK
Linerless	
B8703	Fasson® Direct-Therm 200HD LL/S2030
B9223	Fasson® Direct-Therm 200HD LL/R2035
C0567	Fasson® Direct-Therm 200HD LL/AT20N
VI Film	
B2866	Fasson® 3Mil DT BOPP/AT2550/40#SCK
B3041	Fasson® 4Mil DT BOPP/AT2550/40#SCK

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MAKING POSSIBLE™