

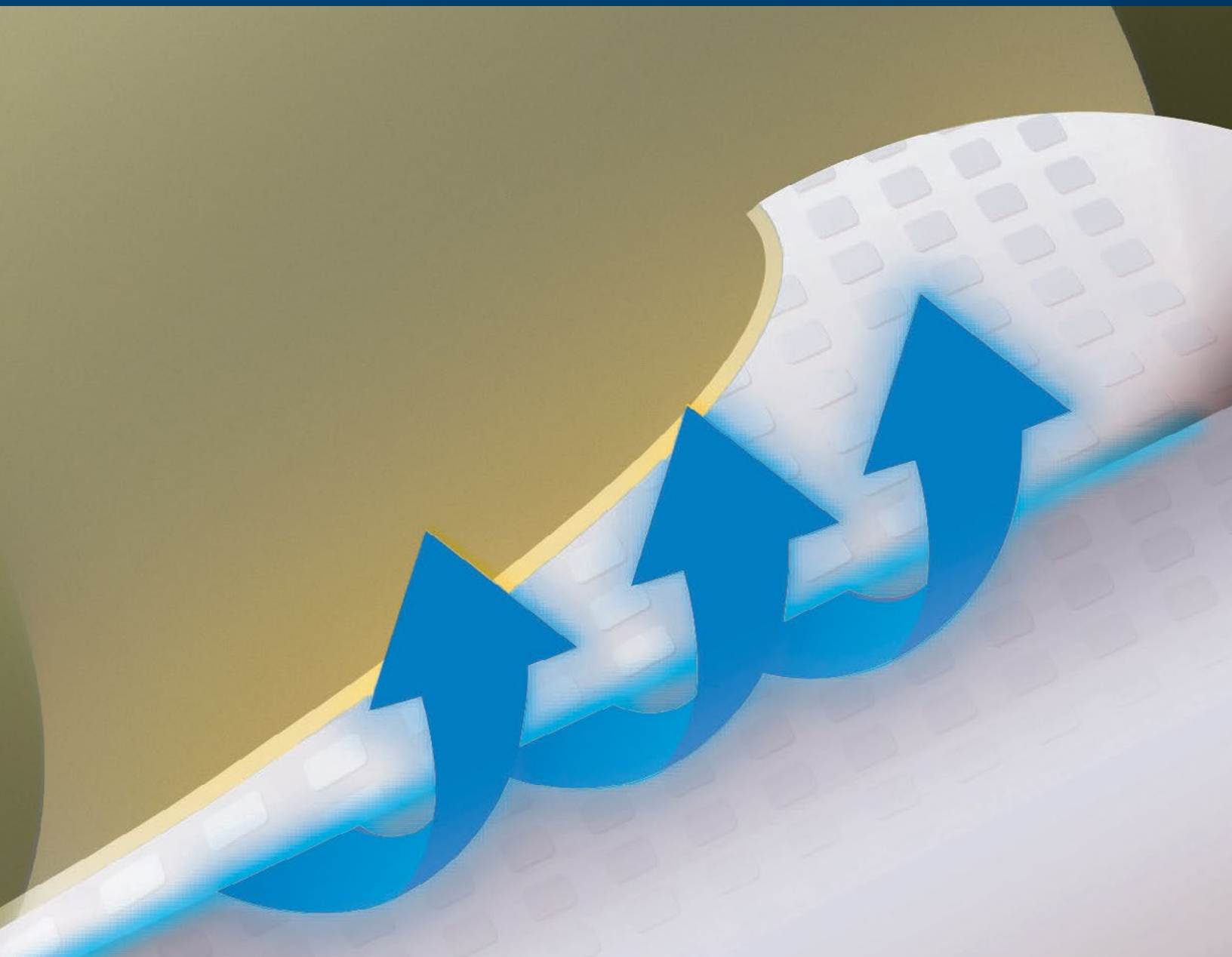


Inspired Brands.
Intelligent World.™

Reduce risks of bubbles for durable goods labeling



Avery Dennison® Air Egress



The power of texture

Avery Dennison Air Egress technology uses a micro-embossed texture to create a nearly flawless, even finish. The textured adhesive creates a complex grid and allows trapped air to escape while the label is being applied.

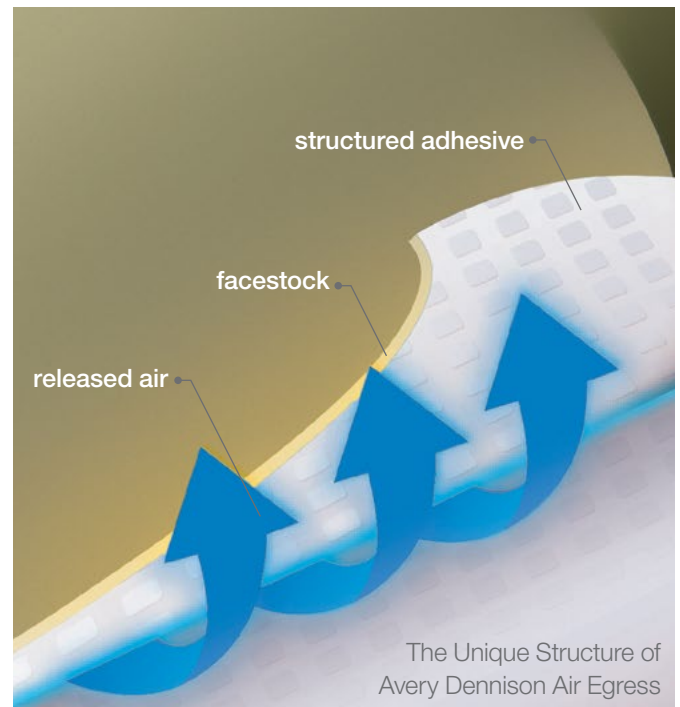
The result are labels that go on smoothly and stay that way, without the unsightly wrinkles and bubbles that can cause application scrap and wasteful reworking.

Reduce risks of bubbles

Free yourself from the bubble trap today!

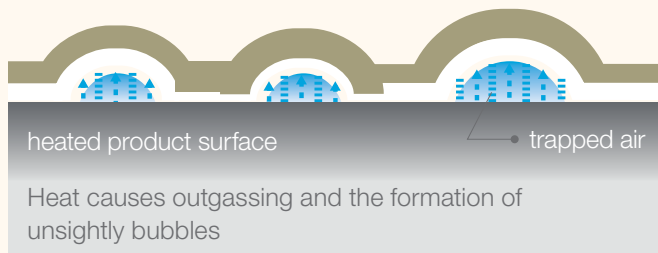
The micro-embossed technology of Avery Dennison Air Egress allows a higher airflow rate for trapped air to escape. Even after environmental aging over time, Avery Dennison Air Egress labels maintain an even, consistent appearance.

Air Egress by Avery Dennison reduces bubbles for a smooth finish.

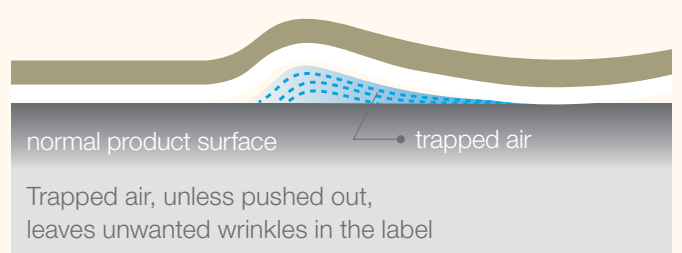


Common Problems

Outgassing



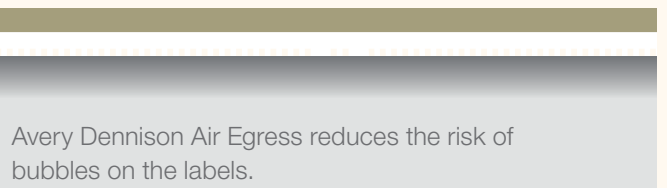
Trapped Air



The Air Egress solution

Avery Dennison Air Egress offers visibly smoother, immediate results. Air from outgassing or entrapment can flow freely between the product surface and label resulting in a rapid release. Stray bubbles no longer compromise the smooth application your label requires. The risk of subsequent bubbling when a label substrate is exposed to temperatures more than 40°C is also significantly reduced.

Smooth Application



■ Facestock ■ Adhesive ■ Product Surface

Maximum shelf impact

Larger labels on injection-molded plastics are especially prone to bubbles or wrinkles. Air Egress adhesive technology enables optimum label aesthetics, whether labels are applied manually or automatically. Excellent print performance on different facestocks, together with Air Egress technology, mean that eye-catching designs can be created over a larger surface area for an outstanding brand image.

Lower labor costs

Air Egress saves you labor costs for reapplication and material waste, plus end users can save time with autodispensing application.

Adhesive	Description	Features and Benefits
S8025	A high-performance, clear permanent solvent acrylic, pressure-sensitive adhesive with balanced adhesion to a variety of substrates, including low surface energy plastics; bare, coated and plated metals; and powder coat and enamel paints	<ul style="list-style-type: none">• Medium tack for short-term repositionability• Excellent chemical and UV resistance
S8049	A rubber hybridized acrylic adhesive with extremely high final adhesion on a wide variety of surfaces, including textured and low surface energy substrates	<ul style="list-style-type: none">• Exceptional adhesive performance on rough, slightly oily or very low surface energy substrates• Provides short-term repositionability• High resistance to heat, oils, solvents and other harsh chemicals

Liner	Description	Features and Benefits
Embossed polycoated liner	A super-calendared embossed polycoated white glassine paper.	<ul style="list-style-type: none">• Advanced embossing technology provides consistent patterns on the liner, giving the adhesive the desired structure• Suitable for auto-dispensing and thermal transfer printing to meet production requirements

Avery Dennison® Air Egress Portfolio

Spec#	Product description
79653	2 Mil White Polyester TC/S8049A/EZ Liner
79654	2 Mil Brush Chrome Polyester TC/S8049A/EZ Liner
79651	4 Mil White Vinyl NTC/S8025B/EZ Liner
79652	2 Mil White Polyester TC/S8025B/EZ Liner

More face materials are available on request

Escape the bubble trap

Label appearance can be impacted by wrinkles and bubbles, distorting the finish and spoiling the end result. This can be a particular issue for injection-molded plastics, such as PC and ABS, commonly used in the durable goods segment. Injection molded materials can also contain volatile elements that can diffuse at elevated temperatures above 40°C and cause an 'outgassing' phenomenon. This phenomenon, as well as entrapped air during label application, can contribute to undesired bubble formation under the label material. The conventional way to deal with bubbles under labels is to perforate the label surface to release trapped air, but this leaves undesirable holes in labels. Another method involves repeatedly reapplying the label, however this makes it more likely an applied label will be misaligned.



Avery Dennison Air Egress technology reduces bubbles and ensures both hand-applied and auto-dispensed labels are smooth – without the need for perforations or label re-application.



Please contact your sales representative, or visit label.averydennison.com/durablegoods, for more information.

About Avery Dennison

Avery Dennison (NYSE:AVY) is a global leader in labeling and packaging materials and solutions. The company's applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and more than 25,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Glendale, California, the company reported sales of \$6 billion in 2015. Learn more at <http://label.averydennison.com>.

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use

ADV# 434, 16129, 09/2016, 250

©2016 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. Personal and company names and other information on samples depicted are fictitious. Any resemblance to actual names and addresses is purely coincidental.



Label and
Packaging Materials

North Asia

5th Floor, Hongye Park
1801 Hongmei Road,
Xuhui District 200233,
Shanghai, China
+86 21 33951888

South Asia Pacific and Sub-Saharan Africa

460 Alexandra Road,
PSA Building
#28-02/03, Singapore 119963
+65 6430 7000

Europe

Willem Einthovenstraat 11
2342 BH Oegstgeest
The Netherlands
+31 85 000 2000

Latin America

Rodovia Vinhedo-
Viracopos, KM 77
CEP 13280-000
Vinhedo - SP, Brazil
+55 19 3876-7600

North America

8080 Norton Pkwy
Mentor, OH 44060
800.944.8511