

# Pressure-sensitive reclosures offer integrated convenience and versatility in one package



The pressure-sensitive (PS) reclosure market has changed: Consumers now expect certain products, especially those in the home and personal care and food industries, to include this technology.

PS reclosures are especially suited for today's on-the-go consumer, enabling convenient opening, closing and transporting without the worry of spills or messes. In the split second it takes consumers to make a purchasing decision, PS reclosures can put products ahead of their competition.

## Branding

PS reclosures not only enhance a package's aesthetics with their smooth, sleek design but also provide enhanced branding opportunities. Typically, once consumers open a package, the product loses much of its branding because the package tears or the consumer removes the product and places it in another container. PS reclosure solutions encourage consumers to keep products in the original packaging, resulting in more frequent interaction with brand graphics.

Brand logos and marketing can be printed in high quality on PS reclosures, creating product differentiation at the consumer level both on the shelf and at home. Even if the product package is collapsible, as with most flexible packaging, the branding on the reclosure will remain visible to the consumer.

## Versatility

Wet products? Dry products? No problem. PS reclosures can be used for a variety of needs. Typical wet uses include medical, personal hygiene,

beauty, industrial and household cleaning wipes. They are also well suited for moist products such as meats, cheese and produce, due to the fact products containing water, scents, oils, fats, solvents and chemicals can touch the adhesives without affecting the strength and functionality of the seal or contaminating the product. Dry uses include food products such as pasta, rice, cookies, crackers and coffee, and even pet food.

PS reclosures include various types of seal strength and levels of tack that are durable, efficient and flexible, and for added durability, Avery Dennison can overlaminate materials with transparent polypropylene or polyethylene terephthalate films.

#### Avery Dennison ADvantage

Avery Dennison can help you select the best products and solutions for your business and your customers. Our Select Solutions™ Reclosure Portfolio offers cost-effective, user-friendly and time-sensitive solutions that fit many brand and marketing goals. In addition, our dedicated reclosure team with technical, adhesive and business development experts are available to provide troubleshooting and employee training, along with our expert knowledge of PS reclosures and the industry's most reliable labels and packaging materials. We also offer opportunities to create unique and custom solutions through our engineered solutions program.

#### Cost benefits

PS reclosures not only provide freshness and convenience but can also improve a company's bottom line. They:

- **Use fewer materials.** Compared to a traditional zipper or hard case, PS reclosures eliminate additional rigid materials, replacing them with one low-cost label, decreasing materials costs, reducing package weight and aiding in sustainability efforts.
- **Speed up the production line.** Zippers and hard cases slow down the manufacturing process because of the additional materials. PS reclosures come precoated with adhesive, so there is no mixing, mess or cleanup. And their minimal changeover time allows companies to run promotional, regional, seasonal and themed campaigns cost effectively.
- **Utilize reasonably priced equipment.** The machines that create PS reclosures are easily affordable, and many can apply as many as 1,000 containers per minute. In addition, zipper reclosure applicators can cost between \$10,000 - \$15,000 while PS applicators are approximately \$5,000.
- **Demand a higher price from consumers.** Consumers are willing to pay more for the benefits PS reclosures provide. In a recent focus group study conducted by MarketVision research we learned that consumers were willing to pay anywhere from 10 percent to 50 percent more for features that ensure a longer storage life, make the package easier to open and use, or make the package more convenient.

**PS reclosure myths**

Not everything you've heard about PS reclosures is true.

- **Myth:** PS reclosures don't keep products as fresh as zippers or hard cases.
- **Reality:** PS reclosures are designed to be opened and closed many times while maintaining freshness and protecting the product from contamination.
  
- **Myth:** PS reclosures are not as durable as zippers or hard cases.
- **Reality:** By examining the package design and format, Avery Dennison can suggest the appropriate type of PS reclosure for your specific product and packaging needs — multiple adhesive and facestock options are available.
  
- **Myth:** The product will fall out if the package is dropped.
- **Reality:** PS reclosures protect products from falling out. Consumers often do not reseal zippers or hard cases properly, causing products contained in them to fall out if dropped. PS reclosures are simple and easy to use, making resealing more convenient. Avery Dennison also offers drop testing and analytical testing to ensure a package has the strength and flexibility to withstand dropping.

To learn more, visit

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

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**Asia Pacific**  
32/F., Skyline Tower  
39 Wang Kwong Road  
Kowloon Bay, Kowloon,  
Hong Kong  
+852 2802-9618

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

**Europe**  
Lammenschansweg 140  
2321 JX Leiden  
The Netherlands  
+31 71/579-4100

**North America**  
8080 Norton Parkway  
Mentor, OH 44060  
440.534.6000



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Packaging Materials

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

