

What is your label material saying?

Prime Films Portfolio

Prime Films. When getting more from your label material is your prime objective.

From household and personal care to food and pharmaceutical applications, our prime film family is engineered to deliver optimal performance that grabs shoppers.

Falling into two major product categories – Squeezable/Conformable Film and Rigid Film – our Prime Films offer a range of performance benefits like exceptional conformability and superb clarity as well as outstanding adhesion and balanced release properties.

The bottom line? Your product gets higher attention with lower total applied cost, lower production input costs, lower waste and lower risk of lost run time.

How? Well, it all starts with a groundbreaking adhesive.



The ClearCut™ Adhesive Story:


Sticking fast to the idea of delivering more.

The ClearCut Adhesive Portfolio's breakthrough formulation delivers exceptional clarity and wet-out while eliminating the traditional release/adhesion tradeoff. With excellent water whitening resistance, it's a natural choice for those who want a "no-label" look that also performs on a wider variety of container types.

The ClearCut portfolio, featuring the revolutionary adhesive S7000, offers a perfect balance of performance for today's most demanding, high-speed converting and dispensing applications. Matrix stripping at high speeds does not compromise dispensing, and high speed dispensing of thinner constructions does not require low release solutions that can be difficult to manage in converting environments.

All of which means a wider operating window with less waste, less packaging line disruption, faster run speeds and faster time to market.

And because our S7000 adhesive delivers so much more, our films are able to deliver a lot more, too.



Each film in the Prime Film portfolio has our S7000 adhesive at the heart of its impressive performance features.



ClearCut™ Adhesive Technology

BRANDS WANT
LOWER-COST
MATERIALS
THAT DISPENSE AT
HIGH SPEEDS



- ClearCut adhesives are purpose-built for market segment and container



- High speed converting with less adhesive ooze
- More labels per roll, and less changeover



- 50% less ooze build-up
- Improved open time and faster dispensing

Conformable Films:

You want more from your label material? That's a request to which we are completely conformable.

| SQUEEZABLE/CONFORMABLE FILMS | | Clear | | Matte Clear |
|--|--|--|--|-------------|
| Facestock | Global MDO Clear | Global MDO Clear TC | 3.0 Mil MDO Clear | |
| Spec# | 78875 | 78890 | 78892 | |
| Adhesive | S7000 | S7000 | S7000 | |
| Liner | .92 mil PET | .92 mil PET | 1.2 mil PET | |
| Service Program | Fasson EXACT™ 6" Cores | Fasson EXACT™ 6" Cores | Stock | |
| PRINTABILITY | | | | |
| UV Flexo | Excellent | Excellent | Excellent | |
| UV Screen | Good | Excellent | Good | |
| Water Flexo | Excellent | Excellent | Excellent | |
| Solvent Gravure | Excellent | Not Recommended | Excellent | |
| UV Letterpress | Excellent | Excellent | Excellent | |
| Comments | Excellent print performance without topcoat when corona treated on press. | Topcoating provides superior print surface and ink anchorage. | Excellent print performance without topcoat when corona treated on press. | |
| CONVERTING | | | | |
| Die Cut | Good | Good | Excellent | |
| Registration Control | Excellent | Excellent | Excellent | |
| Comments | PET liner offers highest converting speeds and resistance to liner ruptures. | PET liner offers highest converting speeds and resistance to liner ruptures. | Offers robust die-cutting performance and on-press registration. Thicker PET liner for speed, strength and on-press. | |
| APPLICATION | | | | |
| Dispensing | Very Good | Very Good | Excellent | |
| Low Surface Energy Containers (PP/HDPE/LDPE) | Good | Good | Good | |
| Comments | Combination of MDO face and S7000 designed for adhesion to low surface energy containers and "open time" for reworking PET containers. | Combination of MDO face and S7000 designed for adhesion to low surface energy containers and "open time" for reworking PET containers. | Excellent balance of conformability and dispensing performance. | |
| ON-CONTAINER PERFORMANCE | | | | |
| Comments | Recommended for semi-squeeze applications. | Recommended for semi-squeeze applications. | Fully conformable film. Ideal for compound curves and full squeeze applications. | |
| Opacity | N/A | N/A | N/A | |
| Haze with UV Gloss varnish | 7 | N/A | 3 | |
| Haze without UV Gloss varnish | 35 | 6 | 35 | |
| Water whitening resistance | Excellent | Excellent | Excellent | |
| Gloss | 35 | 100 | 35 | |

Conformable Films:

Delivering a package that gets the attention needed in today's crowded retail spaces has always involved a delicate balancing act between innovative shapes, surfaces and substrates, cost and label quality. Our conformable films deliver the best of all worlds – sharp, clear label appearance across a wide range of shapes and surfaces with the productivity benefits that come from high quality printing and high-speed dispensing.

Engineered to perform in the most demanding applications, our conformable films' unique machine direction orientation (MDO) and polymer formulation enable high-speed converting and dispensing. The right balance of stiffness and conformability results in consistent printing, registration and die cutting, as well as accurate, trouble-free dispensing.

The bottom line? Our conformable films deliver packages that jump out with a label that stays put.

| SQUEEZABLE/CONFORMABLE FILMS | | White | | |
|--|--|--|--|--|
| Facestock | Global MDO White | Global MDO White TC | 3.0 Mil MDO White | |
| Spec# | 78876 | 78891 | 78893 | |
| Adhesive | S7000 | S7000 | S7000 | |
| Liner | .92 mil PET | .92 mil PET | 1.2 mil PET | |
| Service Program | Fasson EXACT™ 6" Cores | Fasson EXACT™ 6" Cores | Stock | |
| PRINTABILITY | | | | |
| UV Flexo | Excellent | Excellent | Excellent | |
| UV Screen | Good | Excellent | Good | |
| Water Flexo | Excellent | Excellent | Excellent | |
| Solvent Gravure | Excellent | Not Recommended | Excellent | |
| UV Letterpress | Excellent | Excellent | Excellent | |
| Comments | Excellent print performance without topcoat when corona treated on press. | Topcoating provides superior print surface and ink anchorage. | Excellent print performance without topcoat when corona treated on press. | |
| CONVERTING | | | | |
| Die Cut | Good | Good | Excellent | |
| Registration Control | Excellent | Excellent | Excellent | |
| Comments | PET liner offers highest converting speeds and resistance to liner ruptures. | PET liner offers highest converting speeds and resistance to liner ruptures. | Offers robust die-cutting performance and on-press registration. Thicker PET liner for speed, strength and on-press. | |
| APPLICATION | | | | |
| Dispensing | Very Good | Very Good | Excellent | |
| Low Surface Energy Containers (PP/HDPE/LDPE) | Good | Good | Good | |
| Comments | Combination of MDO face and S7000 designed for adhesion to low surface energy containers and "open time" for reworking PET containers. | Combination of MDO face and S7000 designed for adhesion to low surface energy containers and "open time" for reworking PET containers. | Excellent balance of conformability and dispensing performance. | |
| ON-CONTAINER PERFORMANCE | | | | |
| Comments | Recommended for semi-squeeze applications. | Recommended for semi-squeeze applications. | Fully conformable film. Ideal for compound curves and full squeeze applications. | |
| Opacity | 85% | 85% | 85% | |
| Haze with UV Gloss varnish | N/A | N/A | N/A | |
| Haze without UV Gloss varnish | N/A | N/A | N/A | |
| Water whitening resistance | Excellent | Excellent | Excellent | |
| Gloss | 25 | 80 | 25 | |

Global MDO:
Never compromise on clarity,
performance and sustainability.

The latest addition to our conformable films is Global MDO, a pressure-sensitive construction that delivers more benefits with less compromise. Global MDO's high clarity face stock delivers strength and stability with clear shelf appeal. Its improved conformability eliminates darts and wrinkles in high speed converting and application. And it is more sustainable, using less material, producing 40% less solid waste and requiring 37% less energy to manufacture.

| Metallized | |
|--|--|
| Global MDO Silver | Fasclear 250 Silver |
| 79006 | 79007 |
| S7000 | S7000 |
| .92 mil PET | 1.2 mil PET |
| Stock | Stock |
| Excellent | Excellent |
| Good | Good |
| Excellent | Excellent |
| Excellent | Excellent |
| Excellent | Excellent |
| Excellent print performance without topcoat when corona treated on press. | Excellent print performance without topcoat when corona treated on press. |
| Good | Excellent |
| Excellent | Excellent |
| PET liner offers highest converting speeds and resistance to liner ruptures. | PET liner offers highest converting speeds and resistance to liner ruptures. |
| Good | Excellent |
| Very Good | Good |
| PET liner offers highest converting speeds and resistance to liner ruptures. | Offers robust die-cutting performance and on-press registration. Thicker PET liner for speed, strength and on-press. |
| Recommended for semi-squeeze applications. | Fully conformable film. Ideal for compound curves and full squeeze applications. |
| N/A | N/A |
| 7 | 3 |
| 35 | 35 |
| Excellent | Excellent |
| 35 | 35 |



Rigid Films:

It's no coincidence that another word for "rigid" is "uncompromising."

| RIGID FILMS | | Clear | | |
|--|---|---|---|--|
| Facestock | 1.6 Mil Clear BOPP TC | 2.0 Mil Clear BOPP TC | 2.0 Mil Clear BOPP TC | |
| Spec# | 78870 | 79098 | 78998 | |
| Adhesive | S7000 | S7000 | S7000 | |
| Liner | .92 mil PET | 40#BG | 1.2 mil PET | |
| Service Program | Fasson EXACT™ 6" Cores | Fasson EXACT™ 6" Cores | Fasson EXACT™ 6" Cores | |
| PRINTABILITY | | | | |
| UV Flexo | Excellent | Excellent | Excellent | |
| UV Screen | Excellent | Excellent | Excellent | |
| Water Flexo | Excellent | Excellent | Excellent | |
| Solvent Gravure | Not Recommended | Not Recommended | Not Recommended | |
| UV Letterpress | Excellent | Excellent | Excellent | |
| Comments | Topcoating provides superior print surface and ink anchorage. | Topcoating provides superior print surface and ink anchorage. | Topcoating provides superior print surface and ink anchorage. | |
| CONVERTING | | | | |
| Die Cut | Excellent | Excellent | Excellent | |
| Registration Control | Excellent | Excellent | Excellent | |
| Comments | PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. | PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. | PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. | |
| APPLICATION | | | | |
| Dispensing | Very Good | Very Good | Excellent | |
| Low Surface Energy Containers (PP/HDPE/LDPE) | Good | Good | Good | |
| Comments | Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. | Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. | Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. | |
| ON-CONTAINER PERFORMANCE | | | | |
| Comments | Clear topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. | Clear topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. | Clear topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. | |
| Opacity | N/A | N/A | N/A | |
| Haze with UV Gloss varnish | N/A | N/A | N/A | |
| Haze without UV Gloss varnish | 2 | 2 | 2 | |
| Water whitening resistance | Excellent | Excellent | Excellent | |
| Gloss | 140 | 140 | 140 | |

One thing is clear: when it comes to clarity, our rigid films offer uncompromising quality for label graphics that almost pop off the package.

Our rigid films offer the highest clarity of the prime films, high tensile strength in both directions for excellent converting, and a stiffness and rigidity that allow thinner and thinner labels to be dispensed.

But maybe clarity isn't what you're after. Fortunately, you don't have to compromise, either. Because our rigid films deliver more.

Our solid white BOPP offers the same benefits and the same shelf impact. Our cavitated white BOPP delivers high opacity and a pearlescent look. And our metalized BOPP gives labels a bright, lustrous look.

That's some impressive range, from the most economical of our prime films and step one in a longer term portfolio redesign geared towards the ever increasing demand for material reduction to make label materials more sustainable and economical.

| Cavitated White | | |
|---|---|---|
| 2.4 White BOPP TC | 2.4 Mil White BOPP TC | 2.4 Mil White BOPP TC |
| 78887 | 79459 | 79461 |
| S7000 | S7000 | S7000 |
| .92 mil PET | 40#BG | 1.2 mil PET |
| Fasson EXACT™ 6" Cores | Fasson EXACT™ 6" Cores | Fasson EXACT™ 6" Cores |
| Excellent | Excellent | Excellent |
| Excellent | Excellent | Excellent |
| Excellent | Excellent | Excellent |
| Not Recommended | Not Recommended | Not Recommended |
| Excellent | Excellent | Excellent |
| Topcoating provides superior print surface and ink anchorage. | Topcoating provides superior print surface and ink anchorage. | Topcoating provides superior print surface and ink anchorage. |
| Good | Good | Good |
| Excellent | Excellent | Excellent |
| PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. | PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. | PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. |
| Very Good | Very Good | Excellent |
| Good | Good | Good |
| Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. | Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. | Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. |
| Pearlescent white topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. | Pearlescent white topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. | Pearlescent white topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. |
| 86% | 86% | 86% |
| N/A | N/A | N/A |
| N/A | N/A | N/A |
| Excellent | Excellent | Excellent |
| N/A | N/A | N/A |



Rigid Films:

| RIGID FILMS | | Solid Core White | | |
|--|---|---|---|---|
| Facestock | 2.0 Mil White BOPP TC | 2.0 Mil White BOPP TC | 2.0 Mil White BOPP TC | 2.0 Mil White BOPP TC |
| Spec# | 78888 | 79100 | 78997 | 78997 |
| Adhesive | S7000 | S7000 | S7000 | S7000 |
| Liner | .92 mil PET | 40#BG | 1.2 mil PET | 1.2 mil PET |
| Service Program | Fasson EXACT™ 6" Cores | Fasson EXACT™ 6" Cores | Fasson EXACT™ 6" Cores | Fasson EXACT™ 6" Cores |
| PRINTABILITY | | | | |
| UV Flexo | Excellent | Excellent | Excellent | Excellent |
| UV Screen | Excellent | Excellent | Excellent | Excellent |
| Water Flexo | Excellent | Excellent | Excellent | Excellent |
| Solvent Gravure | Not Recommended | Not Recommended | Not Recommended | Not Recommended |
| UV Letterpress | Excellent | Excellent | Excellent | Excellent |
| Comments | Topcoating provides superior print surface and ink anchorage. | Topcoating provides superior print surface and ink anchorage. | Topcoating provides superior print surface and ink anchorage. | Topcoating provides superior print surface and ink anchorage. |
| CONVERTING | | | | |
| Die Cut | Excellent | Excellent | Excellent | Excellent |
| Registration Control | Excellent | Excellent | Excellent | Excellent |
| Comments | PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. | PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. | PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. | PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. |
| APPLICATION | | | | |
| Dispensing | Excellent | Very Good | Very Good | Very Good |
| Low Surface Energy Containers (PP/HDPE/LDPE) | Good | Good | Good | Good |
| Comments | Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. | Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. | Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. | Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. |
| ON-CONTAINER PERFORMANCE | | | | |
| Comments | Solid white topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. | Solid white topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. | Solid white topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. | Solid white topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. |
| Opacity | 85% | 86% | 86% | 86% |
| Haze with UV Gloss varnish | N/A | N/A | N/A | N/A |
| Haze without UV Gloss varnish | N/A | N/A | N/A | N/A |
| Water whitening resistance | Excellent | Excellent | Excellent | Excellent |
| Gloss | N/A | N/A | N/A | N/A |

Metallized

| 1.6 Mil Metallized BOPP TC | 2.0 Mil Metallized BOPP TC | 2.0 Mil Metallized BOPP TC |
|---|---|---|
| 78940 | 79101 | 78889 |
| S7000 | S7000 | S7000 |
| .92 mil PET | 40#BG | 1.2 mil PET |
| Fasson EXACT™ 6" Cores | Fasson EXACT™ 6" Cores | Fasson EXACT™ 6" Cores |
| Excellent | Excellent | Excellent |
| Excellent | Excellent | Excellent |
| Excellent | Excellent | Excellent |
| Good | Good | Good |
| Excellent | Excellent | Excellent |
| Topcoating provides superior print surface and ink anchorage. | Topcoating provides superior print surface and ink anchorage. | Topcoating provides superior print surface and ink anchorage. |
| Excellent | Excellent | Excellent |
| Excellent | Excellent | Excellent |
| PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. | PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. | PET liner enables high converting speed and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance. |
| Excellent | Excellent | Excellent |
| Good | Good | Good |
| Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. | Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. | Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food performance. |
| Metallized topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. | Metallized topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. | Metallized topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers. |
| N/A | N/A | N/A |
| N/A | N/A | N/A |
| N/A | N/A | N/A |
| Excellent | Excellent | Excellent |
| N/A | N/A | N/A |

**Prime Films.
Make your label material speak volumes.**

Higher Productivity.
Lower Total Applied Cost.
Clarity.
Conformability.

When you want higher performance, just ask for Prime Films.

The label material will say the rest.

About Avery Dennison

Avery Dennison (NYSE: AVY) is a global leader in label 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 26,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Pasadena, California, the company reported sales from continuing operations of \$6 billion in 2012. Learn more at www.averydennison.com.

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About Avery Dennison

Avery Dennison (NYSE: AVY) is a global leader in label 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 26,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Pasadena, California, the company reported sales from continuing operations of \$6 billion in 2012. Learn more at www.averydennison.com.

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Label and
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