Avery Dennison
Label and Packaging Materials
Product Component Guide

Product Component Guide

ASEAN 2024

AVERY DENNISON

Contents

Meet Our Product Management Team

The product component guide is curated by our dedicated product management team. Seeking innovative solutions not yet available in the market? Require further insights into our range of products and solutions? Contact your local sales representative or reach out to the product managers of the respective portfolios below:

Harry Siswanto

As a Product Manager for Specialty, Harry works closely with the R&D team on developing new products while collaborating with sales and marketing teams to introduce the right solutions to the market and customers.

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James Thiem

As a part of the Product Management team, James is responsible for the Durables portfolios across ASEAN, not only managing a wide range of products, but also developing the right solutions for different applications to ensure the overall industry needs are addressed.

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Ivy Wong

As Product Manager for Paper and VI, Ivy has had various responsibilities in Sales and Marketing, giving her extensive understanding industry trends and the needs of converters.

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Yvonne Chung

As Product Manager for Film, Yvonne has worked closely with Sales & R&D, possessing the technical expertise and insights to offer the right filmic solution to the market

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Welcome to the 2024 Product Component Guide

This guide provides an up-to-date listing of all core facestocks, adhesives and release liners that make up Avery Dennison pressure-sensitive label materials. These product components deliver unique features and capabilities achieved through Avery Dennison's proprietary processes, technical, knowledge, resources and experience. The products included within this guide reflect our core portfolio of products. To see our service programs for these products please refer to the Product Services Guide. Product datasheets can be sourced online at label.averydennison.com/ap/en_sa/home/customer-tools/product-finder.html or available through your local customer service team member. Contact your sales representative if you have any further questions.

What makes a pressure sensitive label?

A pressure sensitive label is made up of 3 components, facestock, adhesive and liner. Each component is equally important for a label's functionality and performance.

Facestock

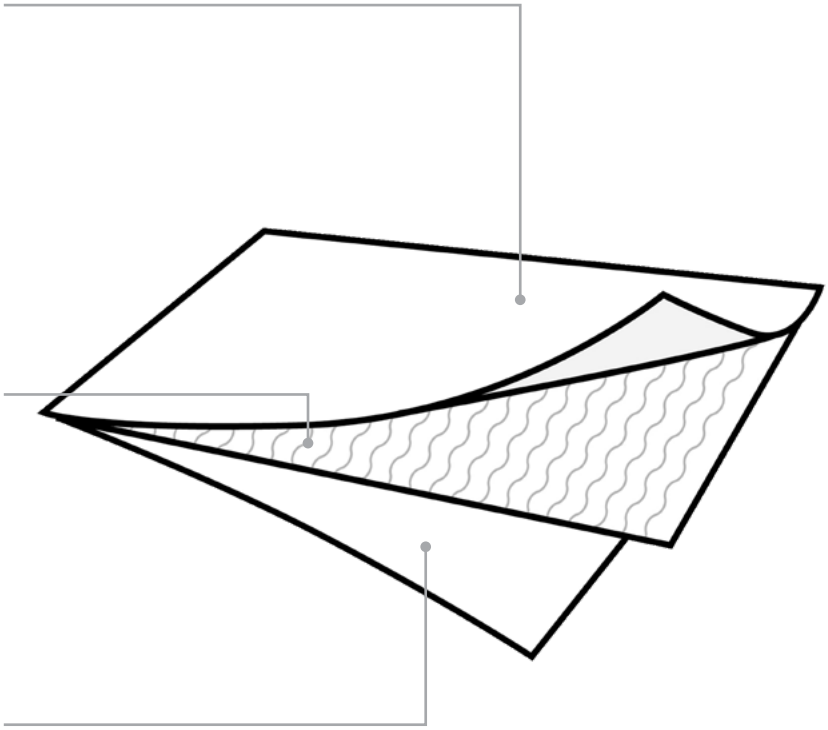
Made of filmic or paper materials, the facestock is the part of the label that is printed and applied on the container. Ranging from transparent filmic material that offers optimum clarity to attention grabbing fluorescent foils paper material. The facestock determines the final label appearance.

Adhesive

The adhesive forms the bond that holds the facestock to the substrate. Ranging from solvent, emulsion acrylic and rubber hotmelt adhesive. Adhesives operating at different temperatures and conditions are available.

Liner

The liner serves as a label's backing before conversion and application, protecting the adhesive during shipment, storage, and converting.



Important Information

Avery Dennison provides a broad range of solutions from Paper to Films, with many different adhesives available for different application needs. The technical information below are important information related to our products.

Critical Substrates

Substances such as textiles, plasticised vinyls, apolar and rough surfaces.

Food Contact Status

For direct or indirect contact to food, adhesives must be certified to comply with international standards. The two most widely recognised standards are:

- **FDA (Food and Drug Administration) from the United States.**
  - Indirect food contact (separated by a functional barrier) – FDA 21CFR175.105
  - Direct contact to poultry, dry food, and processed, frozen, dried, or partially dehydrated fruits and
  - Vegetables – FDA 21CFR175.125 (a)
  - Direct food contact to raw fruit and raw vegetables – FDA 21CFR175.125 (b)
- **BfR (Federal Institute for Risk Assessment) from Germany.**
  - Direct contact with dry and moist non fatty foodstuffs for Plastic Dispersions (e.g., acrylic emulsion adhesives) – Bfr XIV
  - Direct contact with dry and moist non fatty foodstuffs for Natural & Synthetic rubbers (e.g., hot melt adhesives) – Bfr XXI

A number of Avery Dennison's adhesives are certified to these standards. Please contact your local Avery Dennison representative for an up-to-date listing of food-certified adhesives.

Quality Assurance

Avery Dennison self-adhesive materials are manufactured to high quality standards and are certified to ISO 9001:2008.

Regulations and Specifications

Many Avery Dennison products have been tested to, and meet the various requirements of important regulations and international specifications such as toy labelling, labels for marine use, food labelling, industrial specifications, etc. Details can be made available upon request for each individual product.

Recommended Storage Conditions

Avery Dennison Label materials are recommended to be stored in:

- Storage conditions as defined by FINAT (20-25°C; 40-50% RH)
- Original Packaging.
- Away from direct sunlight.
- Store reels of printed labels horizontally.
- Rotate stocks so that oldest material is used first.
- Ensure that winding tension of printed label reels is not too tight in order to prevent adhesive bleed. Repack partly-used reels of raw material or printed labels in their original packaging or identical packaging material.

Important Notice

Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of any material for a specific purpose.

Warranty

Avery Dennison products are manufactured under careful quality control and are warranted to be free from defect in materials and workmanship. Any material shown to our satisfaction to be defective at the time of delivery will be compensated as per local country policy on the roll(s) returned. The manufacturer will not be responsible for claims beyond replacement of the material. No sales person, representative or agent is authorised to give any guarantee, warranty or make any representation contrary to the foregoing. All products described herein are sold subject to Avery Dennison's standard conditions of sale, a copy of which is available upon request.

Disclaimer Information

Specific products must be used for the following applications – hot-fill or freshly blown molded bottles, blood bags, and products for primary food contact. Outdoor use of PVCs (due to plasticiser migration) and synthetic films when exposed to direct UV light can in no way be guaranteed. Check with Marketing on recommended life. Wine labels - The selection of suitable varnishes for white wine applications needs to be made in conjunction with your ink supplier and with the knowledge that uncoated paper stocks will exhibit higher moisture ingression versus alternative substrates.

Sustainable ADvantage

Sustainable ADvantage enables our customers to reduce their environmental footprint, satisfy consumer demand, increase recyclability, and respond effectively to government regulations. The solutions in our Sustainable ADvantage portfolio meet one or more of these criteria:

Reduction in the use of materials

Use only what is necessary
Thinner facestock, adhesive, or liner that uses less raw materials to be manufactured

Contains recycled or renewable content

Give a second life to what has already been used
Facestocks and liners that include post-industrial waste or post-consumer recycled content

Enables recycling, reuse or compostability

What we use can be used again
Solutions that enable the reuse and recycling of packaging as well as the recycling and composting of label waste

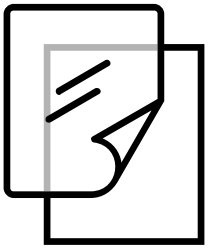
Responsibly sourced

Products sourced from a supply chain that shows care for people and the environment
Film made from renewable alternatives and paper certified by FSC® or other organizations

Facestock

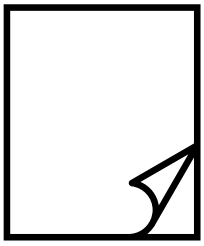
Facestock — The face of your packaging

Facestocks are made of either paper or filmic materials. Different application and label appearance requirements will require different facestock materials. The table below offer a general consideration for selecting either paper or filmic facestocks.



Film

- **Durable, moisture and tear resistant**
  Filmic materials are resistant to moisture, and our rigid films are resistant to tears. Filmic materials also have higher durability to UV, heat, chemical, abrasion, and autoclave exposures.
- **Excellent clarity**
  Filmic materials are available in clear in addition to white and gloss appearance. Giving the option for clear “no look appearance”
- **Flexible and conformable**
  Filmic materials are flexible and can be squeeze, bent or curved to adhere to various container shapes.



Paper

- **More texture, embellishments and finishes**
  Paper materials are unmatched in assortments of texture, embellishment and finishes. Giving designers the freedom to unleash their creativity.
- **Suitable for a wider range of printing technology**
  Paper materials are suitable for toner printing and variable information printing such as direct thermal thermal transfer printing.
- **Cost-friendly**
  Paper materials deliver all the advantages of pressure-sensitive labels at a cost that fits most budgets.

Facestock Contents

Paper

Film

Prime Film

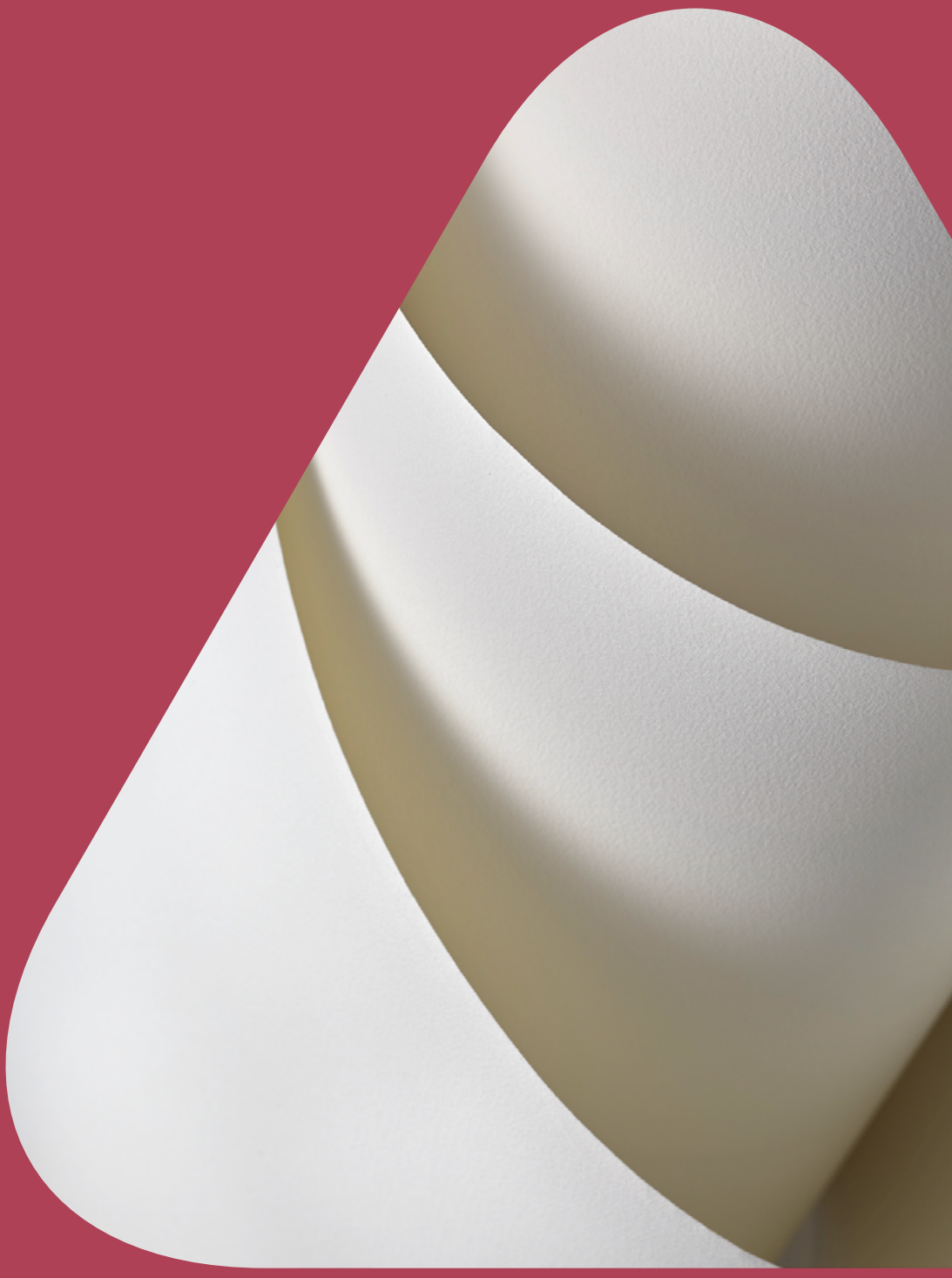
VI Film

Film (continued)

Specialty Film

Durables Film

Paper



Paper Selection Guide

Selecting the right paper for your label depends on a mix of factors, including your application, package design, the functionality you need, and more. Here's how to choose the right material in five easy steps.

1 Know your application

What is the item you're labeling? What kind of substrate (surface) will you apply the label to? And what are the conditions under which the label must perform?
Our paper label materials are widely used in applications in the following industries (and more):


Food and beverage


Home & Personal Care


Retail and weight scale


Pharmaceutical


Industrial


Office and administrative


Wine and spirits

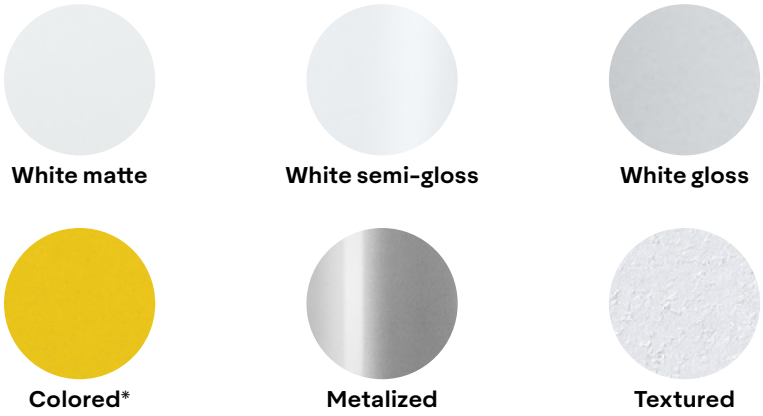
2 Specify your technical requirements

Paper facestocks come with a wide variety of characteristics that can ensure and enhance performance. Some of the options and variables to keep in mind:

- Weight / thickness of the base paper
- Coated or uncoated paper
- Resistance to humidity and water (splash proof)
- Resistance to oil and grease
- Tensile/wet strength and tear resistance
- Stiffness (which determines the mandrel and dispensing performance of the label)
- Opacity (the degree to which light can pass through the material, determining its "clarity" or transparency)
- Whiteness and brightness (including OBA-free solutions)
- Gloss level, roughness, and smoothness
- Amount of recycled content (if required)
- Variable information readability (for readable barcodes)
- Destructibility, tamper evident properties

❸ Choose your optical properties

Your label is key to shelf appeal and to conveying brand look and feel. Its color and finish greatly influence the effect of the finished products. Options include:



White matte | **White semi-gloss** | **White gloss**

Colored* | **Metalized** | **Textured**

*Comes in various radiant colors

❹ Determine your printing process

There are many printing technologies, each with its advantages and aesthetic considerations. It's important to know which one you're using, since certain paper materials work best with certain technologies and many are purpose-engineered for a specific technology. Some popular options:

Analog printing

- UV flexo
- Water-based flexo
- UV letterpress
- Offset / Lithography

Digital printing

- Electro photography
  - Liquid toner
  - Dry toner
- UV inkjet
- Water-based inkjet

Variable information

- Thermal transfer
- Direct thermal
- Laser copier jet

Complementary technologies / embellishments

- Cold foil
- Hot foil
- Embossing / Debossing
- Screenprinting
- Spot varnish
- Security covert UV prints

❺ Pick your label material

You now have the information you need to select the right material. See your options starting on page 15. If you have questions, reach out and one of our experts will be happy to help you find the best solution for you.

Glossary

The glossary below provides dozens of definitions and helpful explanations. For selecting paper facestocks. Refer to it when you need to learn about specific terms, for your understanding.

Basis Weight
The average weight of the facestock in grams per square meter of material.

Thickness
The thickness of the facestock in microns.

Printability / Print Definition
Refers to the quality of the printing, the sharpness and printing accuracy

Tensile Strength
Refers to the force required to break a film

Label Dispensing
Refers to ability of the material to be dispensed from a label dispenser without bending or folding

Die Cutting
Refers to ability of the material to be die-cut cleanly from the matrix

Glossiness
The luster or mirror like finish of a facestock. Facestocks range in appearance from matte or dull to highly glossy

Environmental Resistance
- **Dry**
  Readability in dry condition
- **Moisture**
  Readability after exposure to moist conditions
- **Oil**
  Readability after exposure to oily conditions
- **Alcohol**
  Readability after exposure to alcohol
- **Abrasions**
  Resistance to minor scratches and abrasive surfaces

Facestock / Paper Comparison Table

Prime Paper

		Printability	Tensile Strength	Label Dispensing	Glossiness
Cast Coated	High Gloss Paper	●●●●●	●●●●◖	●●●●●	●●●●●
	High Gloss Elite FSC	●●●●●	●●●●◖	●●●●●	●●●●●
Machine Coated	MC Prime FSC	●●●●◖	●●●●●	●●●●○	●●●○○
	MC Primecoat GP FSC	●●●●○	●●●●●	●●●●○	●●●○○
	rMC Primecoat FSC	●●●●○	●●●●●	●●●●○	●●●○○
	MC Prime Plus	●●●●○	●●●●●	●●●●○	●●●○○
	MC Elite FSC	●●●●○	●●●●○	●●●◖○	●●●○○
	LW 60 FSC	●●●●○	●●●○○	●●●◖○	●●●○○
Uncoated	Vellum FSC	●●●○○	●●○○○	●●●○○	–
	Vellum Elite FSC	●●●○○	●●○○○	●●●○○	–

* All Prime papers are coated with Optical Brightening Agent (OBA)

Direct Thermal Papers

		Print Definition	Environmental Resistance				
			Dry	Moisture	Oil	Alcohol	Abrasion
Direct Thermal	Direct Thermal Premium FSC	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
	Direct Thermal 200WS FSC	●●●●○	●●●●●	●●●●●	●●●●●	●●●●○	●●●●●
	Direct Thermal 200GP FSC	●●●●○	●●●●●	●●●●◖	●●●●●	●○○○○	●●●●●
	Direct Thermal 150RL FSC	●●●○○	●●●●●	●●●●○	●●●●○	-	●●●◖○
	Direct Thermal 200GPL FSC	●●●●○	●●●●●	●●●◖○	●●●●○	-	●●●●○
	Direct Thermal 200LL FSC	●●◖○○	●●●●○	●○○○○	-	-	-
	rDirect Thermal 300LD FSC	●●◖○○	●●●●○	●○○○○	-	-	-

Thermal Transfer Papers

		Print Definition
Thermal Transfer	Transtherm 2C FSC	●●●●●
	Transtherm Plus FSC	●●●●○

Reduction in the Use of Materials | Enable Recyclability, Reuse or Compostability | Contains Recycled or Renewable content | Responsibly Sourced

Excellent ●●●●● Very Good ●●●●○ Good ●●●○○ Fair ●●○○○ Low ●○○○○ - Not Applicable

Facestock – Prime Paper

Cast Coated

High Gloss Elite FSC

An FSC® certified white, one-side cast coated, gloss finished woodfree printing paper.

- High gloss coating giving brilliant multicolour print quality and attractive gloss appearance,
- Typical applications include labels for cosmetic, pharmaceutical, food products and promotional labels.

Basis Weight	80 g/m²
Thickness	84 µm
Printability	●●●●●
Tensile Strength	●●●●◖
Label Dispensing	●●●●●
Glossiness	●●●●●

High Gloss Paper

A white, one side gloss finished cast coated paper.

- Suitable for a wide range of promotional and industrial labels whereby brilliant multicolour print quality and attractive gloss appearance are required.
- Typical applications include labels for use in the cosmetic, pharmaceutical, food industry, chemical products and promotional labels.

Basis Weight	80 g/m²
Thickness	88 µm
Printability	●●●●●
Tensile Strength	●●●●◖
Label Dispensing	●●●●●
Glossiness	●●●●●

Machine Coated

rMC Primecoat FSC

An FSC® certified semi-gloss, one side machine coated, calendered white printing paper, consists of 50% recycled content.

- Designed for promotional and general industry label applications with attractive semi-gloss appearance and multicolor ink coverage work with very good sustainability credentials.
- Typical applications include labels for food and beverages, health and personal care industry.
- Being produced from 50% post consumer waste (PCW) paper, there is a possibility of higher impurities visibility in the product compared to virgin fiber products.

Basis Weight	80 g/m²
Thickness	70 µm
Printability	●●●●○
Tensile Strength	●●●●●
Label Dispensing	●●●●○
Glossiness	●●●○○

MC Prime FSC

An FSC® certified semi-gloss, one side machine coated, calendered white printing paper.

- Suitable for a wide range of promotional and industrial labels applications whereby attractive semi-gloss appearance with heavy multicolor ink coverage work is required.
- Typical applications include labels for cosmetic, pharmaceutical and food products industry.

Basis Weight	80 g/m²
Thickness	70 µm
Printability	●●●●◖
Tensile Strength	●●●●●
Label Dispensing	●●●●○
Glossiness	●●●○○

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Facestock – Prime Paper (continued)

Machine Coated (continued)

MC Primecoat GP FSC

An FSC® certified semi-gloss, machine coated, calendered white printing paper.

- Good gloss appearance and suitable for heavy multicolor ink coverage work.
- Typical applications include labels for cosmetic, pharmaceutical, food products industry and general purposes.

Basis Weight	80 g/m²
Thickness	63 µm
Printability	●●●●○
Tensile Strength	●●●●●
Label Dispensing	●●●●○
Glossiness	●●●○○

MC Prime Plus

A PEFC certified semi-gloss, machine coated, calendered white printing paper.

- Suitable for a wide range of general purpose label application whereby attractive semi-gloss appearance with multicolor ink coverage work is required.
- Typical applications include labels for cosmetic, pharmaceutical and food products industry.

Basis Weight	80 g/m²
Thickness	65 µm
Printability	●●●●○
Tensile Strength	●●●●●
Label Dispensing	●●●●○
Glossiness	●●●○○

MC Elite FSC

An FSC® certified semi-gloss, machine coated, calendered white printing paper.

- Lighter facestock with good gloss appearance and suitable for heavy multicolor ink coverage work.
- Typical applications include labels for cosmetic, pharmaceutical, food products industry and general purposes.

Basis Weight	70 g/m²
Thickness	61 µm
Printability	●●●●○
Tensile Strength	●●●●○
Label Dispensing	●●●◖○
Glossiness	●●●○○

LW 60 FSC

An FSC® certified semi-gloss, one side machine coated, calendered white printing paper.

- Ideal for tight mandrel application such as labeling small cylindrical substrates.
- Provides excellent functionality for labelling pharmaceuticals in vials, syringes, dropper bottles, etc.

Basis Weight	60 g/m²
Thickness	52 µm
Printability	●●●●○
Tensile Strength	●●●○○
Label Dispensing	●●●◖○
Glossiness	●●●○○

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Facestock – Prime Paper (continued)

Uncoated

Vellum FSC

An FSC® certified white, machine finished, woodfree-printing paper.

- Designed for the manufacture of continuous forms products for use in high speed impact printers.
- Excellent fanfolding and refanfolding properties, even in high speed wide web EDP printers.
- The facestock's surface structure provides excellent print resolution.
- Ideal for label applications requiring variable information.

Basis Weight	70 g/m²
Thickness	90 µm
Printability	●●●○○
Tensile Strength	●●○○○
Label Dispensing	●●●○○
Glossiness	-

Vellum Elite FSC

An FSC® certified white, machine finished, woodfree-printing paper.

- Designed to give optimum performance by giving very good results with heavy ink coverage printing while still maintaining enough opacity required for the applications.
- Typical applications for this product include industrial labelling, supermarkets, food packaging, catch-weigh, cosmetics, toiletries, chemical products and promotional labelling.

Basis Weight	60 g/m²
Thickness	78 µm
Printability	●●●○○
Tensile Strength	●●○○○
Label Dispensing	●●●○○
Glossiness	-

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Facestock – VI Paper

Direct Thermal

Direct Thermal Premium FSC

An FSC® certified, smooth, bright, white woodfree paper with a barrier coated thermosensitive layer.

- Offers excellent resistance to moisture, fat, oil, etc.
- Typical applications include barcode labels for pre-packed food (e.g. meat, fish, poultry, cheese) and industrial barcoding (e.g. tracking, shelf edge, laboratory, hospital) whereby a high level of image resistance is required.

Basis Weight	74 g/m²
Thickness	77 µm
Print Definition	●●●●●
Environmental Resistance	
Dry	●●●●●
Moisture	●●●●●
Oil	●●●●●
Alcohol	●●●●●
Abrasion	●●●●●

Direct Thermal 200WS FSC

An FSC® certified, smooth, white matte paper with a barrier coated thermosensitive layer.

- Suitable for general purpose barcode labelling for retail and weight scale printing with medium to low speed barcode thermal printing.
- Thinner and lighter facestock with added conformability

Basis Weight	67 g/m²
Thickness	70 µm
Print Definition	●●●●○
Environmental Resistance	
Dry	●●●●●
Moisture	●●●●●
Oil	●●●●●
Alcohol	●●●●○
Abrasion	●●●●●

Direct Thermal 200GP FSC

An FSC® certified, smooth, white woodfree paper with a barrier coated thermosensitive layer.

- Designed with essential resistance to oil, water and heat suited for pre-packed food.
- Typical applications include barcode labels for typical weight scale applications where moderate to high barcode image is required.

Basis Weight	76 g/m²
Thickness	80 µm
Print Definition	●●●●○
Environmental Resistance	
Dry	●●●●●
Moisture	●●●●◐
Oil	●●●●●
Alcohol	●○○○○
Abrasion	●●●●●

Direct Thermal 150RL FSC

An FSC® certified, white woodfree paper with a barrier-coated thermo-sensitive layer.

- Moderate print quality for barcode labelling where the environment is dry and label life cycle is short
- Suitable for applications such as weighing scale, dry pre-packed food (deli, nuts, etc), e-commerce, ship & track for short distance.

Basis Weight	73 g/m²
Thickness	74 µm
Print Definition	●●●○○
Environmental Resistance	
Dry	●●●●●
Moisture	●●●●○
Oil	●●●●○
Alcohol	-
Abrasion	●●●◐○

Facestock – VI Paper (continued)

Direct Thermal (continued)

Direct Thermal 200GPL FSC

An FSC® certified, white woodfree paper with a barrier-coated thermo-sensitive layer.

- Designed with essential resistance and suitable for barcode labelling in dry environment for logistic, ship and track printing with medium to low speed barcode thermal printing.
- Thinner and lighter facestock with added conformability

Basis Weight	60 g/m²
Thickness	60 µm
Print Definition	●●●●○
Environmental Resistance	
Dry	●●●●●
Moisture	●●●◖○
Oil	●●●●○
Alcohol	-
Abrasion	●●●●○

Direct Thermal 200LL FSC

An FSC® certified, white woodfree paper with a thermo-sensitive layer.

- Designed with essential resistance and suitable for barcode labelling in dry environment for logistic, ship and track printing with medium to low speed barcode thermal printing.
- Thinner and lighter facestock with added conformability
- Suitable for barcode labelling with less demand on image durability

Basis Weight	60 g/m²
Thickness	65 µm
Print Definition	●●◖○○
Environmental Resistance	
Dry	●●●●○
Moisture	●○○○○
Oil	-
Alcohol	-
Abrasion	-

rDirect Thermal 300LD FSC

An FSC® certified, smooth, white woodfree paper with a thermo-sensitive layer, consists of 15% recycled content.

- The recycled DT paper contains 15% recycled content, making this is a more sustainable label option, helping brands achieve higher recycled content in the packaging.
- Designed for barcode labelling where the environment is dry and the label life cycle is short e.g. warehouse logistics labelling, address labelling, and dry retails barcode labelling.
- Suitable for barcode labelling with less demand on image durability.

Basis Weight	70 g/m²
Thickness	75 µm
Print Definition	●●◖○○
Environmental Resistance	
Dry	●●●●○
Moisture	●○○○○
Oil	-
Alcohol	-
Abrasion	-

Baggage Tag FSC

An FSC® certified, smooth, white woodfree paper with a barrier coated thermosensitive layer.

- Laminated with special BOPP film featuring very good tear resistance.
- Ideal application is labels for airport baggage tag thermal printing system with good print quality and definition.
- The ink receptive and protective layer features very good resistance to moisture, abrasion, etc., which the baggage tag might contact to during transportation.

Basis Weight	121 g/m²
Thickness	124 µm

Reduction in the Use of Materials | Enable Recyclability, Reuse or Compostability | Contains Recycled or Renewable content | Responsibly Sourced

Facestock – VI Paper (continued)

Direct Thermal (continued)

Baggage Tag Elite FSC

An FSC® certified, white woodfree paper with a barrier-coated thermo-sensitive layer

Basis Weight	114 g/m²
Thickness	118 µm

- Good tear resistance with heat sensitive paper is laminated with special BOPP film
- Designed for airport baggage tag thermal printing systems with moderate to good print quality and definition.
- The ink receptive and protective layer features essential resistance to moisture, abrasion, etc., which the baggage tag might contact to during transportation

Thermal Transfer

Transtherm 2C FSC

An FSC® certified, bright white, ultra-smooth coated facestock.

Basis Weight	81 g/m²
Thickness	89 µm
Print Definition	●●●●●

- Designed for high quality barcode printing. Compatibility with a wide range of wax and wax-resin thermal transfer ribbons.
- Offers excellent smudge resistance.
- Applications include address, identification, tracking, and shipping labels for offices, industrial as well as retail.

Transtherm Plus FSC

An FSC® certified, bright matte white, pigmented woodfree printing paper.

Basis Weight	62 g/m²
Thickness	66 µm
Print Definition	●●●●○

- Designed for use in thermal transfer printers running at slow to high speed.
- Good print resolution with good smudge resistance.
- Applications include address, identification, tracking, and shipping labels for offices, industrial and retail.

Laser/Inkjet Paper

LCJ Premium FSC

An FSC® certified, matte white, woodfree, machine finished paper with good opacity, excellent absorption and superior toner bonding characteristics

Basis Weight	64 g/m²
Thickness	74 µm

- Designed for the manufacture of A4 sheets for use in laser printers, copiers and monochrome inkjet printer.
- The facestock's surface structure provides excellent toner bonding and print resolution.
- Ideal for label applications using variable information such as address, instruction and inventory labels, labels for office use and many other applications.

Facestock – Specialty Paper

Foil

Matte Silver Foil

A top coated aluminium foil, laminated to a white woodfree printing paper, with a matte silver finish

Basis Weight	80 g/m²
Thickness	65 µm

- Designed to provide metalized appearance which is ideal for primary labelling of premium goods such as cosmetics, household goods, toiletries or promotional labels.
- Typical applications include labels for cosmetic, food products and promotional labels.

Bright Silver Foil Prime

A top coated aluminium foil, laminated to a white woodfree printing paper, with a bright silver finish.

Basis Weight	80 g/m²
Thickness	65 µm

- Provide metalized appearance which is ideal for primary labelling of premium good such as cosmetics, household goods, toileteries or promotional labels

Metallised Paper

Metallised Paper WS

A silver metallized woodfree printing paper with wet strength properties, exhibiting good printability and conversion properties.

Basis Weight	68 g/m²
Thickness	54 µm

- Pairing with Avery Dennison wash-off adhesive, it enables label to stay intact for clean removability during wash off process.

Radiants

Radiants Range FSC

A one side fluorescent coated, woodfree printing paper, available in yellow, orange, red, pink, green

Basis Weight	78 g/m²
Thickness	73 µm

- Designed for applications requiring fluorescent colors to distinguish products.
- General purpose labels for eye-catching applications such as warning, instruction, promotional, advertising labels and price marking.
- Available in various colours to cater for specific needs.

Facestock – Specialty Paper

Wine - Uncoated Paper

Vintage FSC

A white uncoated paper facestock featuring wet strength properties and a new generation coating that provides higher opacity in wet conditions and higher resistance to moisture

Basis Weight	110 g/m²
Thickness	130 µm

- Primary labelling of wine and premium beverage.
- Delivers good scuff resistance and environmental resistance – when offered with a suitable varnish.
- Where sharp multi-colour work is required. Where high gloss levels are required.

Artisan rPlus FSC

A white, uncoated matte woodfree printing paper, with a felt marked finish, giving the paper a tactile "hand-made" appearance and feel.

Basis Weight	124 g/m²
Thickness	156 µm

- Under-laminated rPET with 25% recycled content to assist with reducing bubbles and wrinkles and maintain structure in an ice bucket. Wet strength and fungicidal treatment.
- Primary labelling of wine, beverage and specialist foods.
- Polymer layer greatly improves moisture barrier properties.
- Polymer layer reduces the severity of paper fiber swelling induced "bubbling" on difficult substrates.

Film

Choosing the right film

Selecting the right film label depends on a mix of factors, including your application, package design, functionality needs, and more. Here's how to choose the right material in four easy steps.

❶ Know your application

- Automotive
- Home and Personal Care
- Food and Beverage
- Pharmaceutical
- Wine and spirits
- Electronics and industrial

❷ Decide material flexibility

Does the container need to be squeezed? Is the surface flat or curved? What conditions will the label be exposed to? This will impact the label selection. Our film portfolio is divided into the following categories:

Application	Squeezable	Semi Squeezable	Rigid	Durable
Recommended Film Material	**Polyethylene (PE)**	**Polyolefin (PO)**	**Polypropylene (PP)**	**Polyesters (PET)**
	Excellent conformability with slight haziness compared to rigid films.	A balance of conformability and rigidity while maintaining excellent print registry and clarity.	Tear-resistant, non-conformable film, suitable for flat surfaces with excellent print registry and clarity.	Suitable for applications where resistance to abrasions, chemicals and high temperatures is needed. Highly rigid and ultra clear.

← Increased conformability and squeezability

Increased rigidity, durability, clarity and print registration →

❸ Choose your color and finish

Your label is key to shelf appeal and to conveying brand look and feel. Its color and finish greatly influence the effect of the finished products. Options include:

Clear Gloss

Solid White Gloss

Cavitated White Gloss

(only applicable to PP Pearlized White and PP Gloss White)

Silver Gloss

Clear Matte

Solid White Matte

❹ Decide on Film Surface Treatment

To improve film printability, our film label materials are surface treated. Depending on the need, our film label materials are corona treated or layered with a print receptive topcoat:

Corona treatment

- Surface is treated with high voltage to alter surface characteristics and increase ink anchorage
- The lifetime of a corona treatment depends on the treated material and the storage conditions.
- The effects of a corona treatment tend to degrade over time, hence treatment is encouraged to be done shortly before the printing, coating, or bonding process begins.
- Printing (press) capability & Job complexity as key deciding factor

Print receptive topcoat

- A chemical coating applied to the surface to improve ink anchorage.
- Does not degrade over time

The required film surface treatment will be decided from the printing press capabilities and the complexity of printing job.

❺ Pick your filmic label material

You now have the information you need to select the right material. See your options starting on page 27. If you have questions, reach out and one of our experts will be happy to help you find the best solution for you.

Glossary

The glossary below provides dozens of definitions and helpful explanations. For selecting film facestocks. Refer to it when you need to learn about specific terms, for your understanding.

Basis Weight
The average weight of the facestock in grams per square meter of material.

Thickness
The thickness of the facestock in microns.

Printability / Print definition
Refers to the quality of the printing, the sharpness and printing accuracy

Tensile Strength
Refers to the force required to break a film

Label Dispensing
Refers to ability of the material to be dispensed from a label dispenser without bending or folding

Die Cutting
Refers to ability of the material to be die-cut cleanly from the matrix

Comformability
Refers to ability of the material to adhere on non-flat surfaces without edge lifting.

Clarity
Clarity is the ability of film to show a color or object in the back of the sheet. A high clarity printed film allows one to read the print images on the back side.

Opacity
Opacity is the ability of film to hide or mask a color or object in the back of the sheet. A high opacity in printed film allows one to read the front side of the page without being distracted by print images on the back side.

Facestock / Film Comparison Table

Clear Films		Printability	Die Cutting	Label Dispensing	Conformability	Clarity
Polyethylene	PE85 Top Trans	●●●●●	●●●●○	●●●●○	●●●●●	●●●●○
	PE85 NTC Trans	●●●●○	●●●●○	●●●●○	●●●●●	●●●●○
	PE75 NTC Trans	●●●●○	●●●●○	●●●●○	●●●●●	●●●●○
Polyolefin	Flex+ Clear NTC *	●●●●○	●●●●●	●●●●●	●●●●○	●●●●●
Polypropylene	PPNg Top Trans	●●●●●	●●●●●	●●●●●	●●○○○	●●●●●
	PP50 NTC Clear	●●●○○	●●●●●	●●●●●	●●○○○	●●●●●
	PP40 Top Clear	●●●●●	●●●●●	●●●●○	●●●○○	●●●●●
	Overlaminating Gloss PP	●●○○○	●●●●○	●●○○○	●●●○○	●●●●●
	Overlaminating Matte PP	●●○○○	●●●●○	●●○○○	●●●○○	●●●●●

* Recommended to conduct dispensing trial before using Flex+ Clear on slope shape or containers with more than usual thinner wall

White Films		Printability	Die Cutting	Label Dispensing	Conformability	Opacity
Polyethylene	PE85 Top White	●●●●●	●●●●○	●●●●○	●●●●●	●●●●●
	PE85 NTC White	●●●●○	●●●●○	●●●●○	●●●●●	●●●●●
	PE75 NTC White	●●●●○	●●●●○	●●●●○	●●●●●	●●●●●
Polyolefin	Flex+ White NTC *	●●●●○	●●●●●	●●●●●	●●●●○	●●●●●
Polypropylene	PP50 Top White	●●●●●	●●●●●	●●●●●	●●●○○	●●●●●
	PPNg Top Pearlized White	●●●●●	●●●●●	●●●●●	●●●○○	●●●●●
	PP60 Top White	●●●●●	●●●●●	●●●●●	●●●○○	●●●●●
	rPP Top White	●●●●●	●●●●●	●●●●●	●●●○○	●●●●●
	PP50 Top Pearlized White	●●●●●	●●●●●	●●●○○	●●●◖○	●●●●●
	Opalux 55	●●●◖○	●●●●●	●●●●○	●●●○○	●●●●●
Synthetic Paper	Synthetic Paper	●●●●○	●●●●●	●●●●●	●●○○○	●●●●●
	Synthetic Paper 65	●●●●○	●●●●●	●●●●●	●●○○○	●●●●●
	PP Top Matte White	●●●●○	●●●●●	●●●●●	●●○○○	●●●●●

* Recommended to conduct dispensing trial before using Flex+ White on slope shape or containers with more than usual thinner wall

Metallized Films		Printability	Die Cutting	Label Dispensing	Conformability	Gloss
Polyethylene	Bright Silver PE85 TC	●●●●●	●●●●○	●●●●○	●●●●●	●●●●○
Polypropylene	PP50 Silver TC	●●●●●	●●●●●	●●●●●	●●●○○	●●●●●
	PP TC Silver Elite	●●●●●	●●●●●	●●●●●	●●●○○	●●●●○

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Excellent ●●●●● Very Good ●●●●○ Good ●●●○○ Fair ●●○○○ Low ●○○○○ - Not Applicable

Specialty Films

		Printability	TT Print Definition	Die Cutting	Label Dispensing	Conformability
Polypropylene	Synthetic Paper II	●●●●	●●●●●	●●●●●	●●●●●	●●
	Synthetic Paper TR75	●●●●	●●●●◖	●●●●●	●●●●●	●●◖
	rPP Synthetic Paper	●●●◖	●●●●◖	●●●●●	●●●●●	●●◖
	PP40 Top Matte White	●●●	●●●●	●●●●	●●●●	●●●

Durables Films

		Printability	Die Cutting	Label Dispensing	Conformability	Opacity
Polyester	2M White PET TC	●●●●●	●●●●●	●●●●●	●	●●●●●
	2M Matte Ch PET TC	●●●●●	●●●●●	●●●●●	●	●●●●●
	1M Matte Ch PET TC	●●●●●	●●●●●	●●●●	●●	●●●●
	50µm Matte White PET TC	●●●●●	●●●●●	●●●●●	●	●●●●●
	50µm Bright Silver PET TC	●●●●	●●●●●	●●●●●	●	●●●●●
	Copy Code CH PET Plus	●●●●	●●●●●	●●●●●	●	●●●●●
	2M WH PETC TC	●●●●	●●●●	●●●●	●	●●●●

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Excellent ●●●●● Very Good ●●●●○ Good ●●●○○ Fair ●●○○○ Low ●○○○○ - Not Applicable

Facestock – Prime Film

Polyethylene (PE) - Clear

PE85 Top Trans

A blown co-extruded, transparent polyethylene film with a print receptive top coating

- Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill.
- Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers.
- Can be used for applications where PVC labels are not wanted for environmental reasons.

Basis Weight	78 g/m²
Thickness	82 µm
Printability	●●●●●
Label Dispensing	●●●●○
Die Cutting	●●●●○
Conformability	●●●●●
Clarity	●●●●○

PE85 NTC Trans

A blown co-extruded, corona-treated transparent polyethylene film

- Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill.
- Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers.
- Can be used for applications where PVC labels are not wanted for environmental reasons.

Basis Weight	77 g/m²
Thickness	82 µm
Printability	●●●●○
Label Dispensing	●●●●○
Die Cutting	●●●●○
Conformability	●●●●●
Clarity	●●●●○

PE75 NTC Trans

A blown co-extruded, corona-treated transparent polyethylene film

- Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill.
- Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers.
- Can be used for applications where PVC labels are not wanted for environmental reasons.

Basis Weight	70 g/m²
Thickness	75 µm
Printability	●●●●○
Label Dispensing	●●●●○
Die Cutting	●●●●○
Conformability	●●●●●
Clarity	●●●●○

Facestock – Prime Film (continued)

Polyethylene (PE) - White

PE85 Top White

A blown co-extruded, white polyethylene film with a print receptive top coating

- Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill.
- Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers.
- Can be used for applications where PVC labels are not wanted for environmental reasons.

Basis Weight	82 g/m²
Thickness	82 µm
Printability	●●●●●
Label Dispensing	●●●●○
Die Cutting	●●●●○
Conformability	●●●●●
Opacity	●●●●●

PE85 NTC White

A blown co-extruded, corona-treated white polyethylene film

- Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill.
- Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers.
- Can be used for applications where PVC labels are not wanted for environmental reasons.

Basis Weight	82 g/m²
Thickness	82 µm
Printability	●●●●○
Label Dispensing	●●●●○
Die Cutting	●●●●○
Conformability	●●●●●
Opacity	●●●●●

PE75 NTC White

A blown co-extruded, corona-treated white polyethylene film

- Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill.
- Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers.
- Can be used for applications where PVC labels are not wanted for environmental reasons.

Basis Weight	74 g/m²
Thickness	75 µm
Printability	●●●●○
Label Dispensing	●●●●○
Die Cutting	●●●●○
Conformability	●●●●●
Opacity	●●●●●

Facestock – Prime Film (continued)

Polyethylene (PE) - Metalized

Bright Silver PE85 TC

A bright metallic polyethylene film with a print receptive top coating on the metalized surface

- Applications are predominantly in home and personal care, requiring durability in end-use with resistance to moisture and content overspill.
- Due to its flexibility, the product is suitable for applications requiring squeezability and conformability, it can be used on substrates such as squeezable bottles and other flexible containers.
- Can be used for applications where PVC labels are not wanted for environmental reasons.

Basis Weight	78 g/m²
Thickness	85 µm
Printability	●●●●●
Label Dispensing	●●●●○
Die Cutting	●●●●○
Conformability	●●●●●
Gloss	●●●●○

Polyolefin (PO) - Clear

Flex+ Clear NTC

A corona-treated, flexible, co-extruded clear polyolefin film

- Designed for the prime label market, specifically the cosmetics, home and personal care segments, where clarity, conformability and adhesion to HDPE and PET containers are required.
- Recommended for those markets that require the recycling of polyolefin containers.
- Designed for the “No-Label” look decoration.

Basis Weight	50 g/m²
Thickness	55 µm
Printability	●●●●○
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●●●○
Clarity	●●●●●

Polyolefin (PO) - White

Flex+ White NTC

A corona-treated, flexible, co-extruded white polyolefin film

- Designed for the prime label market, specifically the cosmetics, home and personal care segments, where clarity, conformability and adhesion to HDPE and PET containers are required.
- Recommended for those markets that require the recycling of polyolefin containers.

Basis Weight	50 g/m²
Thickness	55 µm
Printability	●●●●○
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●●●○
Opacity	●●●●●

Facestock – Prime Film (continued)

Polypropylene (PP) - Clear

PPNg Top Trans

A bi-axially oriented, glossy transparent polypropylene film with a print-receptive top coating

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring 'substrate identical labelling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.

Basis Weight	46 g/m²
Thickness	50 µm
Printability	●●●●●
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●○○○
Clarity	●●●●●

PP50 NTC Clear

A biaxially oriented, glossy transparent polypropylene film with corona-treated print skin layer

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring 'substrate identical labelling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.

Basis Weight	45 g/m²
Thickness	50 µm
Printability	●●●○○
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●○○○
Clarity	●●●●●

PP40 Top Clear

A bi-axially oriented, glossy transparent polypropylene film with a print-receptive top coating

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring 'substrate identical labelling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.

Basis Weight	37 g/m²
Thickness	40 µm
Printability	●●●●●
Label Dispensing	●●●●○
Die Cutting	●●●●●
Conformability	●●●○○
Clarity	●●●●●

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Facestock – Prime Film (continued)

Polypropylene (PP) - Clear (continued)

Overlaminating Gloss PP

A bi-axially oriented, glossy transparent polypropylene film

- Suitable for use as an overlaminating film providing maximum protection to both film and paper base materials.
- However, depending on the aesthetic requirements, this construction may not be suitable as an overlaminate on dark printed background film labels.

Basis Weight	18 g/m²
Thickness	20 µm
Printability	●●○○○
Label Dispensing	●●○○○
Die Cutting	●●●●○
Conformability	●●●○○
Clarity	●●●●●

Overlaminating Matte PP

A bi-axially oriented, matte transparent polypropylene film

- Suitable for use as an overlaminating film providing maximum protection to both film and paper base materials.
- However, depending on the aesthetic requirements, this construction may not be suitable as an overlaminate on dark printed background film labels.

Basis Weight	17 g/m²
Thickness	20 µm
Printability	●●○○○
Label Dispensing	●●○○○
Die Cutting	●●●●○
Conformability	●●●○○
Clarity	●●●●●

Polypropylene (PP) - White

PP50 Top White

A bi-axially oriented, glossy white polypropylene film with a print-receptive top coating

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring 'substrate identical labelling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.

Basis Weight	50 g/m²
Thickness	50 µm
Printability	●●●●●
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●●○○
Opacity	●●●●●

Facestock – Prime Film (continued)

Polypropylene (PP) - White (continued)

PPNg Top Pearlized White

A bi-axially oriented, glossy, pearlized white polypropylene film with a print-receptive top coating.

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- The “pearlized white” appearance of the facestock gives a unique and premium look offering excellent shelf appeal.
- Ideal for applications requiring ‘substrate identical labelling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.

Basis Weight	42 g/m²
Thickness	60 µm
Printability	●●●●●
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●●○○
Opacity	●●●●●

PP60 Top White

A bi-axially oriented, glossy white polypropylene film with a print-receptive top coating

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring ‘substrate identical labelling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.

Basis Weight	44 g/m²
Thickness	60 µm
Printability	●●●●●
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●●○○
Opacity	●●●●●

rPP Top White

A bi-axially oriented, glossy white polypropylene film with a print-receptive top coating. Film contains 30% recycled content.

- The recycled PP film contains 30% recycled content, making this is a more sustainable label option, helping brands achieve higher recycled content in the packaging.
- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring ‘substrate identical labelling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.

Basis Weight	40 g/m²
Thickness	60 µm
Printability	●●●●●
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●●○○
Opacity	●●●●●

Facestock – Prime Film (continued)

Polypropylene (PP) - White (continued)

PP50 Top Pearlized White

A bi-axially oriented, glossy, pearlized white polypropylene film with a print-receptive top coating.

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- The “pearlized white” appearance of the facestock gives a unique and premium look offering excellent shelf appeal.
- Ideal for applications requiring ‘substrate identical labelling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.

Basis Weight	36 g/m²
Thickness	50 µm
Printability	●●●●●
Label Dispensing	●●●○○
Die Cutting	●●●●●
Conformability	●●●◖○
Opacity	●●●●●

Opalux 55

A bi-axially oriented, glossy white polypropylene film with corona-treated print skin layer

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Ideal for applications requiring ‘substrate identical labelling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.

Basis Weight	39 g/m²
Thickness	56 µm
Printability	●●●◖○
Label Dispensing	●●●●○
Die Cutting	●●●●●
Conformability	●●●○○
Opacity	●●●●●

Polypropylene (PP) - Metalized

PP50 Silver TC

A bi-axially oriented, glossy bright metalized polypropylene film with a print-receptive top coating

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Can be used as a cost effective alternative to metallic foil blocking.
- Ideal for applications requiring ‘substrate identical labelling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.

Basis Weight	47 g/m²
Thickness	50 µm
Printability	●●●●●
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●●○○
Gloss	●●●●●

Facestock – Prime Film (continued)

Polypropylene (PP) - Metalized (continued)

PP TC Silver Elite

A bi-axially oriented, glossy bright metalized polypropylene film with a print-receptive top coating

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- Can be used as a cost effective alternative to metallic foil blocking.
- Ideal for applications requiring 'substrate identical labelling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on 'non-uniform' surfaces or where a high level of squeezability is desired.

Basis Weight	41 g/m²
Thickness	47 µm
Printability	●●●●●
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●●○○
Gloss	●●●●○

Synthetic Paper

Synthetic Paper

A matte white, high opacity polypropylene film which is suitable for flexographic, letterpress, screen & thermal transfer printing and has high strength and durability as well as good moisture and chemical resistance.

- Gives excellent printing performance in thermal transfer printing as well as conventional printing techniques.
- Suitable ribbon and print setting should be carefully selected to achieve optimum thermal transfer print performance.
- Can be printed well with flexographic, letterpress and screen printing techniques.
- Due to semi-rigid nature of polypropylene, care should be taken with 'non-uniform' surfaces or highly squeezable applications.
- Suitable for use in a wide range of durable labelling applications whereby UL recognition (Indoor Service) is required

Basis Weight	68 g/m²
Thickness	75 µm
Printability	●●●●○
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●○○○
Opacity	●●●●●

Synthetic Paper 65

A matte white, high opacity polypropylene film which is suitable for conventional and thermal transfer printing, with durability and good moisture resistance.

- The facestock can be printed with conventional printing techniques.
- This product also gives excellent thermal transfer printing performance when matched with the correct ribbon and print setting.
- Product with high strength and good moisture resistance.
- Therefore, this product can be used for applications requiring durable, variable information labels.
- Due to semi-rigid nature of polypropylene, care should be taken with 'non uniform' surfaces or highly squeezable applications. This product is suitable for use in a wide range of durable labelling applications.

Basis Weight	51 g/m²
Thickness	65 µm
Printability	●●●●○
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●○○○
Opacity	●●●●●

Facestock – Prime Film (continued)

Synthetic Paper (continued)

PP Top Matte White

A bi-axially oriented, high opacity, matte white polypropylene film with a print-receptive top coating

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- The “matte white” appearance of the facestock gives a unique and premium look offering excellent shelf appeal.
- The facestock can be printed well with conventional printing techniques and with thermal transfer printing, when matched with the correct ribbon. Therefore this product is suitable for variable information labels applications.
- Ideal for applications requiring ‘substrate identical labelling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘non-uniform’ surfaces or where a high level of squeezability is desired.

Basis Weight	54 g/m²
Thickness	75 µm
Printability	●●●●○
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●○○○
Opacity	●●●●●

Facestock – VI Film

Direct Thermal

Baggage Tag 300N

A direct thermal opaque white polypropylene film, coated with thermal sensitive material formulation

- Excellent tear resistance and durability during baggage handling at airport.
- Offers excellent print quality and definition.
- Ink receptive and protective layer features very good resistance to moisture, abrasion, etc., which the baggage tag might contact to during transportation.

Basis Weight	60 g/m²
Thickness	75 µm

Direct Thermal PP 300BL

A white BOPP film with a barrier-coated thermosensitive layer.

- Designed for high speed barcode thermal printing with good print definition
- Offers excellent facestock durability, with added conformability.
- Suitable for barcode labelling where excellent resistance to moisture, oils and fats is required in the retail and industrial sectors e.g. pre-packed food, meat and fish, laboratory items and pharmaceutical applications.
- Additional durability including smudge and moisture resistance is required.

Basis Weight	70 g/m²
Thickness	85 µm

Facestock – Specialty Film

Synthetic Paper

Synthetic Paper II

A bi-axially oriented, matte white polypropylene film with a print receptive top coating.

- Gives excellent printing performance in thermal transfer printing when matched with the correct ribbon as well as conventional printing techniques including flexographic, letterpress, and screen printing techniques.
- Applications include labelling of quality products such as cosmetics, toiletries, luxury articles and promotional labelling as well as automotive lubricants and household chemicals, whereby durability and resistance to moisture as well as variable information printing are required.
- Due to semi-rigid nature of polypropylene, care should be taken with 'non-uniform' surfaces or highly squeezable applications.

Basis Weight	62 g/m²
Thickness	78 µm
Printability	●●●●○
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●○○○
TT Print Definition	●●●●●

Synthetic Paper TR75

A bi-axially oriented, matte white polypropylene film with a print receptive top coating.

- Suitable for thermal transfer printing as well as conventional printing techniques, with good durability.
- Can be printed well with flexographic and letterpress.
- Can also be printed with thermal transfer when matched with the correct ribbon.

Basis Weight	59 g/m²
Thickness	75 µm
Printability	●●●●○
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●◐○○
TT Print Definition	●●●●◐

rPP Synthetic Paper

A matt white polypropylene cavitated film with a print-receptive top coating. Film contains 30% post-industrial waste (PIW) recycled content.

- The recycled PP film 30% post-industrial waste (PIW) recycled content., making this is a more sustainable label option, helping brands achieve higher recycled content in the packaging.
- Excellent printing performance in thermal transfer printing when matched with the correct ribbon as well as conventional printing techniques including flexographic, letterpress, and screen printing techniques.

Basis Weight	49 g/m²
Thickness	70 µm
Printability	●●●◐○
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●●◐○○
TT Print Definition	●●●●◐

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Facestock – Specialty Film (continued)

Synthetic Paper (continued)

WBIJ Synthetic Paper

A matte white inkjet synthetic paper material with a highly absorbent surface structure specifically designed for water based inkjet printing approach (WBIJ)

- An ideal choice for printing labels by on-demand-color inkjet printers where full process color is used to add impact and/or functionality to the label.
- The high ink holdout and quick drying provide for excellent clarity and density of printed graphics, making it the perfect choice for primary and secondary packaging labels in retail, manufacturing, health care, and logistics etc.

Basis Weight	68 g/m²
Thickness	97 µm

Polypropylene (PP) - White

WBIJ PP Top Gloss White

A gloss white inkjet polypropylene film material with a highly absorbent surface structure specifically designed for water based inkjet printing approach (WBIJ).

- An ideal choice for printing labels by on-demand-color inkjet printers where full process color is used to add impact and/or functionality to the label.
- The high ink holdout and quick drying provide for excellent clarity and density of printed graphics, making it the perfect choice for primary and secondary packaging labels in retail, manufacturing, health care, and logistics etc.

Basis Weight	70 g/m²
Thickness	85 µm

PP40 Top Matte White

A bi-axially oriented matte white polypropylene film with a print-receptive top coating.

- The metalized coating is applied to the non-printing side of the film for better block-out feature.
- Ideal for daily, food and household product packaging.
- Ideal for applications requiring 'substrate identical labelling' on polypropylene containers and in environmentally sensitive markets requiring recycling of 'polyolefin' packs.

Basis Weight	28 g/m²
Thickness	38 µm
Printability	●●●○○
Label Dispensing	●●●●○
Die Cutting	●●●●○
Conformability	●●●○○
TT Print Definition	●●●●○

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Facestock – Specialty Film (continued)

Polyester (PET) - Clear

PET Top Clear

A clear polyester facestock with a print-receptive top coating.

Basis Weight	72 g/m²
Thickness	50 µm

- Features product features excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance.
- Designed for conventional printing techniques. Specially formulated inks are normally not necessary.
- It is however also suitable for thermal transfer printing. Ink/ribbon testing is always recommended before production. Suitable for use in a Pop-Up labelling applications.

Holographic

Iridescent TC

A top coated Iridescent film laminated with clear biaxially-oriented polypropylene.

Basis Weight	83 g/m²
Thickness	78 µm

- Designed for use in high end label applications such as cosmetics and home and personal care, where clarity and adhesion to HDPE, PET and glass containers are required.
- Top coated for better ink anchorage over a wide range of processes: rotary UV screen, UV letterpress, UV flexo, water flexo, and solvent gravure.

Facestock – Durables Film

Polyester (PET) - White

2M White PET TC

A homogeneously pigmented white facestock featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance.

- Designed for printing with most solvent, UV cured and some water-based flexographic inks.
- Suitable for thermal transfer printing applications with select thermal transfer ribbons. Specific testing is required.

Basis Weight	76 g/m²
Thickness	50 µm
Printability	●●●●●
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●○○○○
Opacity	●●●●●

50µm Matte White PET TC

A matte white polyester facestock with a smooth, absorbent ink-receptive top coating.

- Features excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance.
- Suitable for use in a wide range of durable labelling applications.

Basis Weight	60 g/m²
Thickness	50 µm
Printability	●●●●●
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●○○○○
Opacity	●●●●●

Polyester (PET) - Metalized

50µm Bright Silver PET TC

A bright metallic polyester facestock with a smooth, absorbent ink-receptive top coating.

- Suitable for a wide range of promotional labels.
- Features excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance.

Basis Weight	71 g/m²
Thickness	50 µm
Printability	●●●●○
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●○○○○
Opacity	●●●●●

Facestock – Durables Film (continued)

Polyester (PET) - Metalized (continued)

2M Matte Ch PET TC

A matte finished metallic film featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance.

- Designed for printing with most solvent, UV cured and some water-based flexographic inks.
- Suitable for thermal transfer printing applications with select thermal transfer ribbons.

Basis Weight	72 g/m²
Thickness	50 µm
Printability	●●●●●
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●○○○○
Opacity	●●●●●

1M Matte Ch PET TC

A matte finished metallic, top coated polyester film featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance.

- Designed for printing with most solvent UV cured and some water-based flexographic inks.
- Suitable for thermal transfer printing applications with select thermal transfer ribbons.

Basis Weight	35 g/m²
Thickness	25 µm
Printability	●●●●●
Label Dispensing	●●●●○
Die Cutting	●●●●●
Conformability	●●○○○
Opacity	●●●●○

Copy Code CH PET Plus

A matte finished metallic film featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance.

- Designed for printing with most solvent, UV cured and some water-based flexographic inks.
- Suitable for use in a wide range of durable labelling applications whereby UL recognition is required.

Basis Weight	75 g/m²
Thickness	58 µm
Printability	●●●●○
Label Dispensing	●●●●●
Die Cutting	●●●●●
Conformability	●○○○○
Opacity	●●●●●

Facestock – Durables Film (continued)

Polyester (PETC) White

2M WH PETC TC

A semi-gloss finished white polyester film with a smooth, absorbent ink-receptive top coating.

- Designed for printing with most solvent UV cured and some water-based flexographic inks.
- Suitable for thermal transfer printing applications with select thermal transfer ribbons.

Basis Weight	71 g/m²
Thickness	50 µm
Printability	●●●●○
Label Dispensing	●●●●○
Die Cutting	●●●●○
Conformability	●○○○○
Opacity	●●●●○

Adhesives

Adhesive Selection Guide

Adhesive forms the bonding between the packaging surface and the label. Selecting the right adhesive for different applications is important to get the most out of your label. The guideline below will help you choose the right adhesive.

❶ Know your surface material & conditions

Not all application surfaces are the same, even if they look similar to the naked eye. Surface polarity influences the level of anchorage between the adhesive and the application surface. Polar surfaces, such as PET and glass, have a high surface energy. Apolar surfaces, such as HDPE, have low surface energy.

In addition, plastics containing plasticizers such as PVC will degrade hotmelt adhesive bond strength Hence, it is not advised to use hotmelt adhesive on PVC substrates. Typical surfaces of label applications includes:

Metal	**Glass**	**PET**	**PP**	**HDPE/LDPE**	**Cardboard**	**Corrugated**
Cans	Beer Bottle	Soft drink	Food containers	Face cream	Cardboard boxes	Carton boxes
	Wine Bottle	Mineral water bottles	Pill Bottles	Shampoo bottles		
		Detergent bottles		Milk bottles		

Decreasing Surface Energy

The presence of moisture, dirt and dust on substrate is also an important consideration as it will impact the bonding between label and substrate. Adhesive with higher initial tack should be considered under such conditions.

❷ Specify your technical requirements

Application & Service Temperature
Application temperature and service temperature both need to be considered to ensure that labels adhere as they are being applied and remain in place throughout the product life cycle.

Removable or permanent
Determine if the label need to be removed after a certain period of time without tearing the label. If required, a removable adhesive should be used.

❸ Understand your compliance requirements

Certain durables and specialty application requires compliance requirements

UL or CSA approval
For electronics industry

BfR or FDA
For food industry approval

❹ Select your adhesive

You now have the information you need to select the right material. See your options on pages 47–48. If you have questions, reach out and one of our experts will be happy to help you find the best solution for you.

Glossary

The glossary below provides dozens of definitions and helpful explanations. For selecting adhesive. Refer to it when you need to learn about specific terms, for your understanding.

Initial Tack
Defines the degree to which the product adheres to the substrate on first contact.

Ultimate Adhesion
Identifies the long-term adhesive strength.

Minimum Application Temperature
The minimum temperature at the time of application of the label. The substrate must be clean at the time of application.

Service Temperature Range
The range of temperatures within which the properties of the applied label are substantially unchanged over a prolonged period of time. The actual duration and temperature extremes depend also on the type of face material used, the substrate and environment.

Special application conditions

- **Freezer**
  Adhesives suitable for application to substrates at temperatures down to -20°C
- **Chilled**
  Suitable for use on dry surfaces that may be exposed to condensation after application.
- **Wet Surfaces**
  Suitable for use on surfaces where partially exposed to limited moisture or condensation.
- **Tight Mandrel**
  Suitable for low diameter substrates greater than 15mm on glass and PE. Prior testing is highly recommended.
- **Ice Bucket**
  Suitable for submersion in ice bucket for periods of up to 2 hours.

Adhesive Comparison Table

General Purpose - Papers

						Application							Substrates								
		Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Corrugated	Cardboard	Glass	PET	HDPE	LDPE	PP	Indirect Food	UL Recognised
Permanent																					
S2420	Emulsion Acrylic	Ultra High	Strong	5°C	-20°C to 80°C				✓				✓	✓	✓	✓	✓	✓	✓	✓	
S2090	Emulsion Acrylic	High	High	5°C	-20°C to 80°C				✓				✓	✓	✓	✓	✓	✓	✓	✓	
S2492	Emulsion Acrylic	Medium	Medium	5°C	-20°C to 80°C										✓	✓	✓		✓	✓	
M3300	Emulsion Acrylic	Medium	Medium	5°C	-20°C to 80°C										✓	✓	✓		✓	✓	
S1010	Emulsion Acrylic	Medium	Medium	5°C	-20°C to 80°C										✓	✓	✓		✓	✓	
S1005	Emulsion Acrylic	Fair	Fair	5°C	-20°C to 80°C										✓	✓	✓		✓	✓	
S1002	Emulsion Acrylic	Fair	Fair	5°C	-20°C to 80°C										✓	✓	✓		✓	✓	
S2050N	Rubber-based Hotmelt	Ultra High	Strong	10°C	-40°C to 70°C				✓				✓	✓	✓	✓	✓	✓	✓	✓	
S2025N	Rubber-based Hotmelt	High	High	10°C	-40°C to 70°C				✓					✓	✓	✓	✓	✓	✓	✓	

General Purpose - Films

						Application							Substrates								
		Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Corrugated	Cardboard	Glass	PET	HDPE	LDPE	PP	Indirect Food	UL Recognised
Permanent																					
S3000	Emulsion Acrylic	High	Strong	5°C	-20°C to 80°C				✓						✓	✓	✓	✓	✓	✓	
S4700N	Emulsion Acrylic	High	Strong	5°C	-20°C to 80°C						✓					✓	✓		✓	✓	
SR3013	Emulsion Acrylic	High	High	5°C	-20°C to 80°C										✓	✓	✓	✓	✓	✓	
SR3013N	Emulsion Acrylic	High	High	5°C	-20°C to 80°C										✓	✓	✓	✓	✓	✓	
S692N	Emulsion Acrylic	High	High	5°C	-20°C to 80°C				✓						✓	✓	✓	✓	✓	✓	
S7210	Emulsion Acrylic	High	High	5°C	-20°C to 80°C										✓	✓				✓	
S6800	Emulsion Acrylic	High	High	5°C	-20°C to 80°C										✓	✓			✓	✓	
S3010N	Rubber-based Hotmelt	Ultra High	High	10°C	-40°C to 70°C				✓					✓	✓	✓	✓	✓	✓	✓	

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Special Purpose

		Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Application							Substrates								
						Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Durable	Removable	Corrugated	Cardboard	Glass	PET	HDPE	LDPE	PP	Indirect Food	UL Recognised
Permanent																					
C7501	Emulsion Acrylic	Medium	Medium	-40°C	-50°C to 90°C		✓									✓	✓	✓	✓	✓	
C2075	Rubber-based Hotmelt	High	High	-20°C	-50°C to 70°C	✓	✓	✓					✓	✓	✓	✓	✓	✓	✓	✓	
C2076	Rubber-based Hotmelt	High	High	-10°C	-40°C to 70°C	✓	✓	✓					✓	✓	✓	✓	✓	✓	✓	✓	
C2076C	Rubber-based Hotmelt	High	Medium	0°C	-40°C to 70°C		✓	✓					✓	✓	✓	✓	✓	✓	✓	✓	
S2800	Emulsion Acrylic	Medium	Medium	-15°C	-50°C to 80°C		✓								✓	✓	✓	✓	✓		
rS2030MB	Emulsion Acrylic	High	High	5°C	-20°C to 80°C		✓	✓		✓					✓	✓				✓	
Z3338N	Emulsion Acrylic	High	High	-20°C	-50°C to 80°C		✓	✓		✓					✓	✓				✓	
S477A.MB	Emulsion Acrylic	Ultra High	Strong	5°C	-20°C to 80°C				✓								✓	✓	✓	✓	
WO1900	Emulsion Acrylic	Medium	Medium	5°C	-20°C to 80°C					✓					✓					✓	
S333	Emulsion Acrylic	High	High	-4°C	-40°C to 145°C						✓				✓	✓	✓		✓		✓
S369	Emulsion Acrylic	Medium	High	-4°C	-40°C to 145°C						✓				✓	✓	✓		✓		
S8020	Emulsion Acrylic	Medium	Medium	5°C	-20°C to 80°C						✓					✓	✓		✓	✓	✓
S2060	Rubber-based Hotmelt	High	Strong	10°C	-40°C to 70°C						✓		✓	✓	✓	✓	✓		✓	✓	
TS79	Rubber-based Hotmelt	Ultra High	Strong	0°C	-40°C to 70°C						✓		✓	✓		✓	✓	✓	✓	✓	
Removable																					
R423	Emulsion Acrylic	Fair	Medium	-12°C	-40°C to 70°C							✓	✓	✓			✓	✓	✓	✓	
R450	Emulsion Acrylic	Medium	Medium	-15°C	-30°C to 70°C							✓	✓	✓			✓	✓	✓	✓	
R480	Emulsion Acrylic	Medium	Medium	-15°C	-30°C to 70°C							✓	✓	✓			✓	✓	✓	✓	

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Adhesive – General Purpose – Papers

Permanent

S2420
Emulsion Acrylic

A general purpose permanent acrylic based adhesive suitable for paper reels

- Ultra-high initial tack with strong adhesive properties on a wide range of substrates.
- Suitable for low surface energy or textured substrates like HDPE or PP and textured substrates like carton box or wooden surfaces.

Initial tack	Ultra High
Ultimate adhesion	Strong
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	✓ Corrugated
Chilled	✓ Cardboard
Wet Surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S2090
Emulsion Acrylic

A general purpose permanent acrylic based adhesive suitable for paper reels

- Excellent initial tack and adhesive properties.
- Good diecutting and stripping properties.
- Excellent adhesion to a wide range of substrates, e.g. HDPE, recycled corrugated cardboard and difficult substrates.
- Suitable for use on rough surfaces, such as recycled board.

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	✓ Corrugated
Chilled	✓ Cardboard
Wet Surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S2492
Emulsion Acrylic

A general purpose permanent acrylic based adhesive

- Good initial tack adhesive properties.
- Featuring high cohesive strength, which is necessary for LCJ applications.
- Designed to give good adhesion to plastic and paper substrates on which the mailing address label is applied.

Initial tack	Medium
Ultimate adhesion	Medium
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	LDPE
Removable	✓ PP

Adhesive – General Purpose – Papers (continued)

Permanent (continued)

M3300
Emulsion Acrylic

A general purpose permanent acrylic based adhesive for paper reels

- Good initial tack and adhesive properties.
- Provides optimum “price-performance” factor suitable for mid-high surface energy substrates.

Initial tack	Medium
Ultimate adhesion	Medium
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application		Substrates	
Freezer		Corrugated	
Chilled		Cardboard	
Wet Surfaces	✓	Glass	
Tight mandrel	✓	PET	
Ice bucket	✓	HDPE	
Durable		LDPE	
Removable	✓	PP	

S1010
Emulsion Acrylic

A general purpose permanent acrylic based adhesive for paper reels

- Good initial tack and adhesive properties on a variety of substrates.
- Exhibits low bleed characteristics.
- Good diecutting & guillotining properties.
- Demonstrates good UV resistance and aged performance.

Initial tack	Medium
Ultimate adhesion	Medium
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application		Substrates	
Freezer		Corrugated	
Chilled		Cardboard	
Wet Surfaces	✓	Glass	
Tight mandrel	✓	PET	
Ice bucket	✓	HDPE	
Durable		LDPE	
Removable	✓	PP	

S1005
Emulsion Acrylic

A general purpose permanent acrylic based adhesive suitable for paper reels

- Moderate initial tack and adhesive properties on a variety of substrates.
- Exhibits low bleed characteristics
- Good diecutting & guillotining properties.

Initial tack	Fair
Ultimate adhesion	Fair
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application		Substrates	
Freezer		Corrugated	
Chilled		Cardboard	
Wet Surfaces	✓	Glass	
Tight mandrel	✓	PET	
Ice bucket	✓	HDPE	
Durable		LDPE	
Removable	✓	PP	

Adhesive – General Purpose – Papers (continued)

Permanent (continued)

S1002
Emulsion Acrylic

A general purpose permanent acrylic based adhesive suitable for paper reels

- Moderate initial tack and adhesive properties on high surface energy substrates.
- Exhibits low bleed characteristics.
- Good diecutting and stripping properties.

Initial tack	Fair
Ultimate adhesion	Fair
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	LDPE
Removable	✓ PP

S2050N
Rubber-based Hotmelt

A general purpose permanent hotmelt adhesive with superior tack and adhesion.

- Ultra-high initial tack with strong adhesive properties on a wide variety of substrates, including apolar, slightly rough and curved substrates.
- This adhesive is designed specifically for application at room temperature onto cardboard substrates.
- Developed to facilitate conversion speed - similar to acrylic emulsion adhesives.

Initial tack	Ultra High
Ultimate adhesion	Strong
Minimum application temperature	10°C
Service temperature	-40°C to 70°C
Indirect Food	✓

Application	Substrates
Freezer	✓ Corrugated
Chilled	✓ Cardboard
Wet Surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S2025N
Rubber-based Hotmelt

A general purpose permanent hotmelt adhesive with superior tack and adhesion.

- Excellent initial tack and adhesive properties on a wide variety of substrates, including apolar, slightly rough and curved substrates.
- This adhesive is designed specifically for application at room temperature onto cardboard substrates.
- Developed to facilitate conversion speed - similar to acrylic emulsion adhesives.

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	10°C
Service temperature	-40°C to 70°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet Surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

Adhesive – General Purpose – Films

Permanent

S3000
Emulsion Acrylic

A general purpose permanent, clear acrylic based adhesive, designed to offer excellent resistance to various liquids

- Designed for prime labelling
- Suitable for squeezable and clear facestock applications
- Exhibit low ooze and high temperature resistance properties
- Designed to give balanced performance between good clarity and excellent resistance to various liquids
- Excellent resistance for baby oil applications.

Initial tack	High
Ultimate adhesion	Strong
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S4700N
Emulsion Acrylic

A general purpose permanent, emulsion acrylic adhesive for films

- Predominantly use in cosmetics, toiletries and luxury items.
- Also used for promotional labelling, as well as lubricant and household chemical labels where durability and resistance to moisture is required

Initial tack	High
Ultimate adhesion	Strong
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	LDPE
Removable	✓ PP

SR3013
Emulsion Acrylic

A dedicated adhesive suitable for recycling of PET bottles and PET containers

- Designed specifically for labelling and recycling of PET bottles and PET containers
- Excellent clarity and “wet out” for clear filmic facestocks
- Excellent adhesion strength on PET containers until the very end of its life cycle, when in the sink/float process at the recycler the adhesive is deactivated in a caustic bath, allowing the facestock and adhesive to cleanly separate from the PET flakes. No residual adhesive remains on the rPET flakes

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

Adhesive – General Purpose – Films (continued)

Permanent (continued)

SR3013N
Emulsion Acrylic

A dedicated adhesive suitable for recycling of PET bottles and PET containers

- Designed specifically for labelling and recycling of PET bottles and PET containers
- Facilitating labels to be repositioned / reworked up to 8 hours
- Excellent clarity and “wet out” for clear filmic facestocks
- Excellent adhesion strength on PET containers until the very end of its life cycle, when in the sink/float process at the recycler the adhesive is deactivated in a caustic bath, allowing the facestock and adhesive to cleanly separate from the PET flakes. No residual adhesive remains on the rPET flakes.

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S692N
Emulsion Acrylic

A general purpose permanent acrylic based adhesive designed for filmic facestocks

- High degree of clarity and “wet out” for clear filmic facestocks.
- Excellent initial tack and adhesive properties on a variety of substrates including apolar surfaces.
- Exhibits low bleed characteristics.
- Good die-cutting and stripping properties.
- Offers a wide service temperature range.
- Demonstrates good UV resistance.
- Limited resistance to plasticisers found in PVC substrates and low molecular weight oils.

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S7210
Emulsion Acrylic

A general purpose permanent, emulsion acrylic adhesive for films

- Designed specially to address food & beverages market application on PET & Glass substrates
- A clear adhesive solution, enabling the ‘no label look’ when paired with clear film face
- No adhesive oozing
- Better converting, reduced machine downtime, keeps label dust-free
- Short-term repositionability
- Reduces waste from mislabelling

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	HDPE
Durable	LDPE
Removable	PP

Adhesive – General Purpose – Films

Permanent (continued)

S6800

Emulsion Acrylic

A general purpose permanent, emulsion acrylic adhesive for films

- Specially formulated to provide excellent clarity on clear filmic facestocks.

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	HDPE
Durable	LDPE
Removable	✓ PP

S3010N

Rubber-based Hotmelt

A general purpose permanent hotmelt adhesive with high tack and good adhesion, enabling enhanced converting performance

- Ultra-high tack with excellent adhesive properties on a wide variety of substrates, including apolar, slightly rough and curved substrates.
- Improve convertibility by enabling higher die-cutting speed.
- Good die-cutting & stripping properties.

Initial tack	Ultra High
Ultimate adhesion	High
Minimum application temperature	10°C
Service temperature	-40°C to 70°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet Surfaces	✓ Glass
✓ Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

Adhesive – Special Purpose

Permanent

C7501
Emulsion Acrylic

A permanent, emulsion acrylic adhesive featuring excellent cold temperature performance.

- Provide good room temperature performance and excellent cold temperature performance without sacrificing good die-cutting and stripping properties.
- Features good tack and adhesion to a wide variety of packaging materials, such as paper, cardboard and films.
- Ideally suitable for labelling applications whereby application temperature is below freezing point e.g. labelling of chilled products.

Initial tack	Medium
Ultimate adhesion	Medium
Minimum application temperature	-40°C
Service temperature	-50°C to 90°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
✓ Chilled	Cardboard
Wet Surfaces	Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

C2075
Rubber-based Hotmelt

A global rubber based freezer grade permanent adhesive.

- Excellent cold temperature performance but moderate room temperature performance.
- Good adhesion performance can be achieved on slightly frosted surfaces.
- Resistant to moisture during thawing.
- Suitable for a wide variety of packaging materials and in particular flexible films.

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	-20°C
Service temperature	-50°C to 70°C
Indirect Food	✓

Application	Substrates
✓ Freezer	Corrugated
✓ Chilled	✓ Cardboard
✓ Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

C2076
Rubber-based Hotmelt

A rubber based, high tack, cold temperature adhesive.

- Excellent initial tack & adhesive strength to recycled and corrugated cardboard, for which it was developed.
- Exhibits excellent performance at lower temperatures, e.g. labelling of chilled and frozen products.

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	-10°C
Service temperature	-40°C to 70°C
Indirect Food	✓

Application	Substrates
✓ Freezer	Corrugated
✓ Chilled	✓ Cardboard
✓ Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

Adhesive – Special Purpose (continued)

Permanent (continued)

C2076C
Rubber-based Hotmelt

A rubber based, high tack, chilling temperature adhesive.

- Suitable for use under general-purpose temperatures. Provides moisture resistance after application on a dry surface.
- Suitable for a wide variety of substrates including apolar, slightly rough and curved surfaces and recycled board.

Initial tack	High
Ultimate adhesion	Medium
Minimum application temperature	0°C
Service temperature	-40°C to 70°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
✓ Chilled	✓ Cardboard
✓ Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

S2800
Emulsion Acrylic

A special purpose permanent, acrylic based adhesive for direct food contact.

- Direct food contact. complies with European food regulation 1935/2004/EC.
- A special purpose permanent, acrylic based adhesive for direct food contact is developed to provide good room temperature performance and excellent cold temperature.
- S2800 is approved for direct food contact onto moist and fatty foods.
- Typical applications include labels for food packaging and applications where contact with oils and greases are expected.
- Designed for labelling cheese rinds on large cheeses and carcass labelling
- A broad range of specialist adhesives and constructions.

Initial tack	Medium
Ultimate adhesion	Medium
Minimum application temperature	-15°C
Service temperature	-50°C to 80°C
Indirect Food	

Application	Substrates
Freezer	Corrugated
✓ Chilled	Cardboard
Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

rS2030MB
Emulsion Acrylic

A special purpose permanent acrylic emulsion adhesive designed for the wine market

- General purpose wine adhesive exhibiting excellent adhesive performance
- Contains a minimum of 30% renewable based resources as per Biomass Balance approach and is free of any APEO.
- The product is designed for use in the beverage industry, especially for the labelling of wine bottles when the advantages<bullet>of front & back body labels and neck / shoulder labelling on the same adhesive is important.
- Adhesive performance will be reduced if heavy embossing or foiling is applied - prior testing is strongly recommended.
- Labels must have a 3mm grain free zone measured from label edges.

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
✓ Chilled	Cardboard
✓ Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
✓ Ice bucket	HDPE
Durable	LDPE
Removable	PP

Adhesive – Special Purpose (continued)

Permanent (continued)

Z3338N
Emulsion Acrylic

A special purpose extra permanent acrylic based adhesive designed specifically for cold and heavy condensated applications such as sparkling wines and champagnes

- Special purpose wine adhesive engineered to perform on cold/condensated glass surfaces
- For use in difficult applications where high levels of moisture are present eg. sparkling wine & champagne
- Offers good ice bucket performance when used with appropriate varnished facestocks
- Effective during extended storage in refrigeration
- Withstands variable temperature and humid environments
- Consistent label positioning on bottle surfaces with condensation

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	-20°C
Service temperature	-50°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
✓ Chilled	Cardboard
✓ Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
✓ Ice bucket	HDPE
Durable	LDPE
Removable	PP

S477A.MB
Emulsion Acrylic

A permanent, emulsion acrylic adhesive featuring high initial tack.

- Ultra-high initial tack with strong adhesive properties on a wide range of substrates, including low surface energy substrates like HDPE or PP
- Contains a minimum of 30% renewable based resources as per Biomass Balance approach and is free of any APEO
- Suitable to use for freshly blow-moulded HDPE containers

Initial tack	Ultra High
Ultimate adhesion	Strong
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	Glass
✓ Tight mandrel	PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
Removable	✓ PP

WO1900
Emulsion Acrylic

A permanent emulsion acrylic adhesive, designed to exhibit excellent and residue free removal of bottle labels in industrial automatic washing

- Specially developed adhesive for the decoration of returnable glass bottles in spirit, beer and beverage application. It facilitates excellent and residue free removal of glass bottle labels in industrial automatic washing with alkali solution.
- Designed for excellent wet-out, converting, stripping, dispensing and caustic wash off characteristics.
- Permits residue-free removal of labels from the bottle when washed in a hot alkali solution (recommend using 2% caustic soda solution, around 80°C, washing duration 5 to 7 mins).

Initial tack	Medium
Ultimate adhesion	Medium
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	✓ Glass
Tight mandrel	PET
✓ Ice bucket	HDPE
Durable	LDPE
Removable	PP

Adhesive – Special Purpose (continued)

Permanent (continued)

S333
Emulsion Acrylic

An industrial general purpose durable acrylic based adhesive for filmic facestocks

- Excellent initial tack and adhesion strength on a variety of substrates including apolar surfaces.
- High degree of clarity and “wet out” for clear filmic facestocks.
- Exhibits low bleed characteristics.
- Good die-cutting and stripping properties.
- Offers a wide service temperature range include high temp durable performance.
- Demonstrates good UV resistance.
- Durable application adhesive

Initial tack	High
Ultimate adhesion	High
Minimum application temperature	-4°C
Service temperature	-40°C to 145°C
Indirect Food	
UL Recognized	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	LDPE
Removable	✓ PP

S369
Emulsion Acrylic

An excellent, general purpose industrial grade clear adhesive

- Good initial tack with excellent adhesion strength on wide variety of substrates.
- Exhibit low bleed characteristics.
- Excellent die-cutting and stripping properties.
- Durables application adhesive

Initial tack	Medium
Ultimate adhesion	High
Minimum application temperature	-4°C
Service temperature	-40°C to 145°C
Indirect Food	

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	LDPE
Removable	✓ PP

S8020
Emulsion Acrylic

A special purpose permanent, clear acrylic based adhesive

- Featuring excellent UV resistance and weatherability together with good adhesion performance, even on apolar substrates.
- Exhibits a balance of high cohesive strength and adhesion to low surface-energy substrates.
- Specifically designed to exhibit excellent wet-out characteristics, good yellowing resistance, and excellent clarity.

Initial tack	Medium
Ultimate adhesion	Medium
Minimum application temperature	5°C
Service temperature	-20°C to 80°C
Indirect Food	✓
UL Recognized	✓

Application	Substrates
Freezer	Corrugated
Chilled	Cardboard
Wet Surfaces	Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	LDPE
Removable	✓ PP

Adhesive – Special Purpose (continued)

Permanent (continued)

S2060

Rubber-based Hotmelt

An excellent, high performance industrial grade adhesive

- Suitable for use in a wide range of durable labelling application which do not need extremely high temperature resistance.
- Featuring good initial tack and ultimate bond strength to a wide range of substrates.

Initial tack	High
Ultimate adhesion	Strong
Minimum application temperature	10°C
Service temperature	-40°C to 70°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet Surfaces	✓ Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	LDPE
Removable	✓ PP

TS79

Rubber-based Hotmelt

A special purpose permanent, rubber based adhesive designed for demanding applications

- Specially designed to meet the demands of rough and textured surfaces, such as those in the tyre and textile industries
- Limited conversion speeds
- The construction will have a tendency to bleed, avoid tight rewinding
- Temperature levels of 70° Celsius should not be exceeded
- Excessive exposure to sunlight may result in the degradation of the adhesive

Initial tack	Ultra High
Ultimate adhesion	Strong
Minimum application temperature	0°C
Service temperature	-40°C to 70°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet Surfaces	Glass
Tight mandrel	✓ PET
Ice bucket	✓ HDPE
✓ Durable	✓ LDPE
Removable	✓ PP

Adhesive – Special Purpose (continued)

Removable

R423
Emulsion Acrylic

A paper removable adhesive featuring long term removability and excellent die-cutting and stripping characteristics

- Featuring clean removability on a wide range of substrates over long periods of time depending on several factors i.e. type and shape of substrate, temperature, exposure to UV light, etc. - preliminary testing is essential prior using

Initial tack	Fair
Ultimate adhesion	Medium
Minimum application temperature	-12°C
Service temperature	-40°C to 70°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet Surfaces	Glass
Tight mandrel	PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
✓ Removable	✓ PP

R450
Emulsion Acrylic

A paper removable adhesive featuring excellent long term removability

- Featuring excellent removability on a wide range of substrates over a period of time depending on type of substrates.
- Therefore, preliminary testing is essential prior using the product.

Initial tack	Medium
Ultimate adhesion	Medium
Minimum application temperature	-15°C
Service temperature	-30°C to 70°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet Surfaces	Glass
Tight mandrel	PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
✓ Removable	✓ PP

R480
Emulsion Acrylic

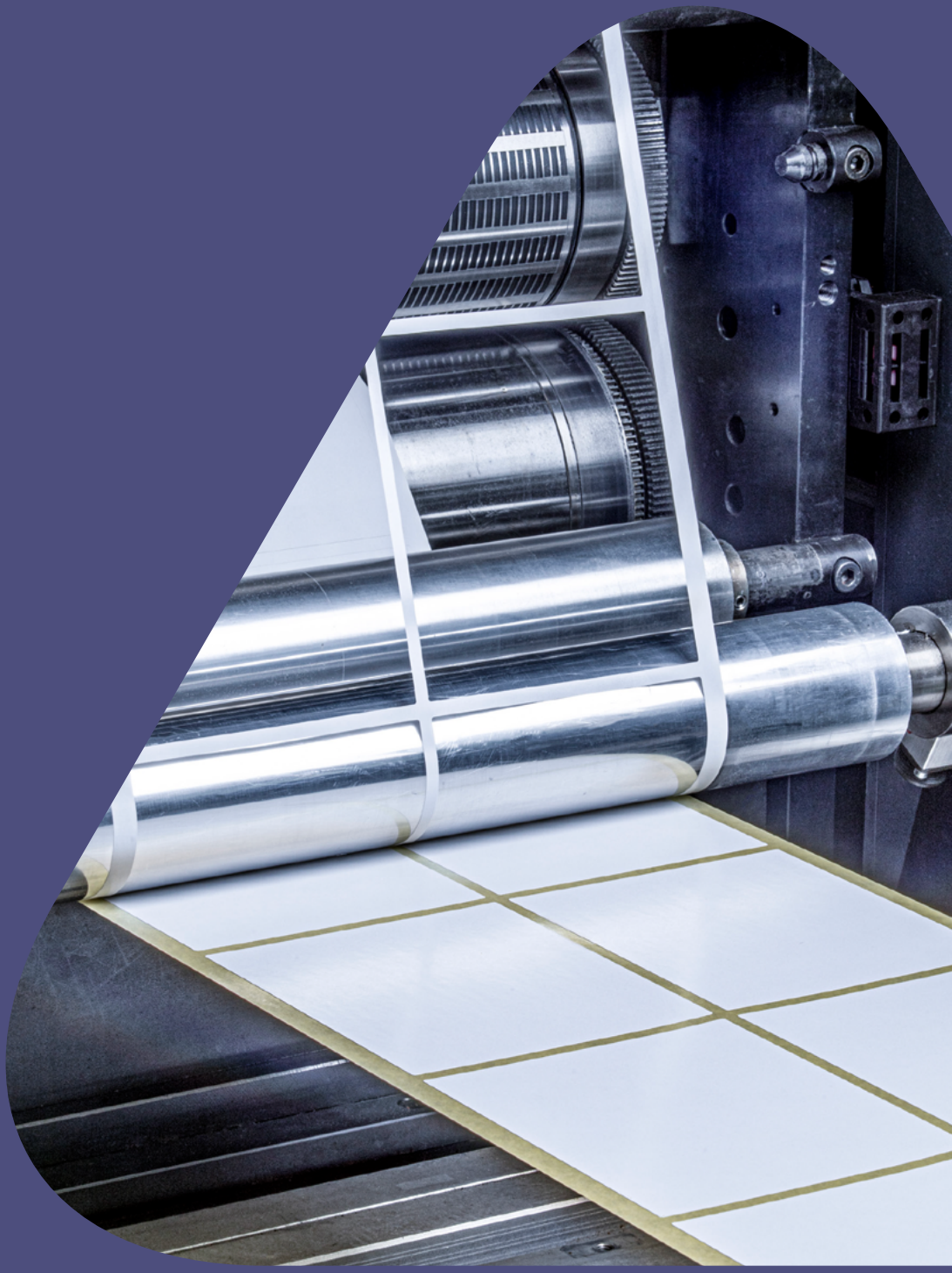
A filmic removable adhesive featuring long term removability and excellent die-cutting and stripping characteristics

- Featuring excellent removability on a wide range of substrates over a period of time depending on type of substrates.
- Therefore, preliminary testing is essential prior using the product.

Initial tack	Medium
Ultimate adhesion	Medium
Minimum application temperature	-15°C
Service temperature	-30°C to 70°C
Indirect Food	✓

Application	Substrates
Freezer	Corrugated
Chilled	✓ Cardboard
Wet Surfaces	Glass
Tight mandrel	PET
Ice bucket	✓ HDPE
Durable	✓ LDPE
✓ Removable	✓ PP

Liner



Liner Selection Guide

Choosing the right liner is important to meet your converting needs. The guideline below will help you choose the right liner.

❶ Determine the converting speed

High speed labeling (>600 bpm) will need liners that can withstand the tension and stress of high speed labeling. PET liners are ideal for high speed labeling. For manual label application, glassine liners can be used.

❷ Decide the label appearance

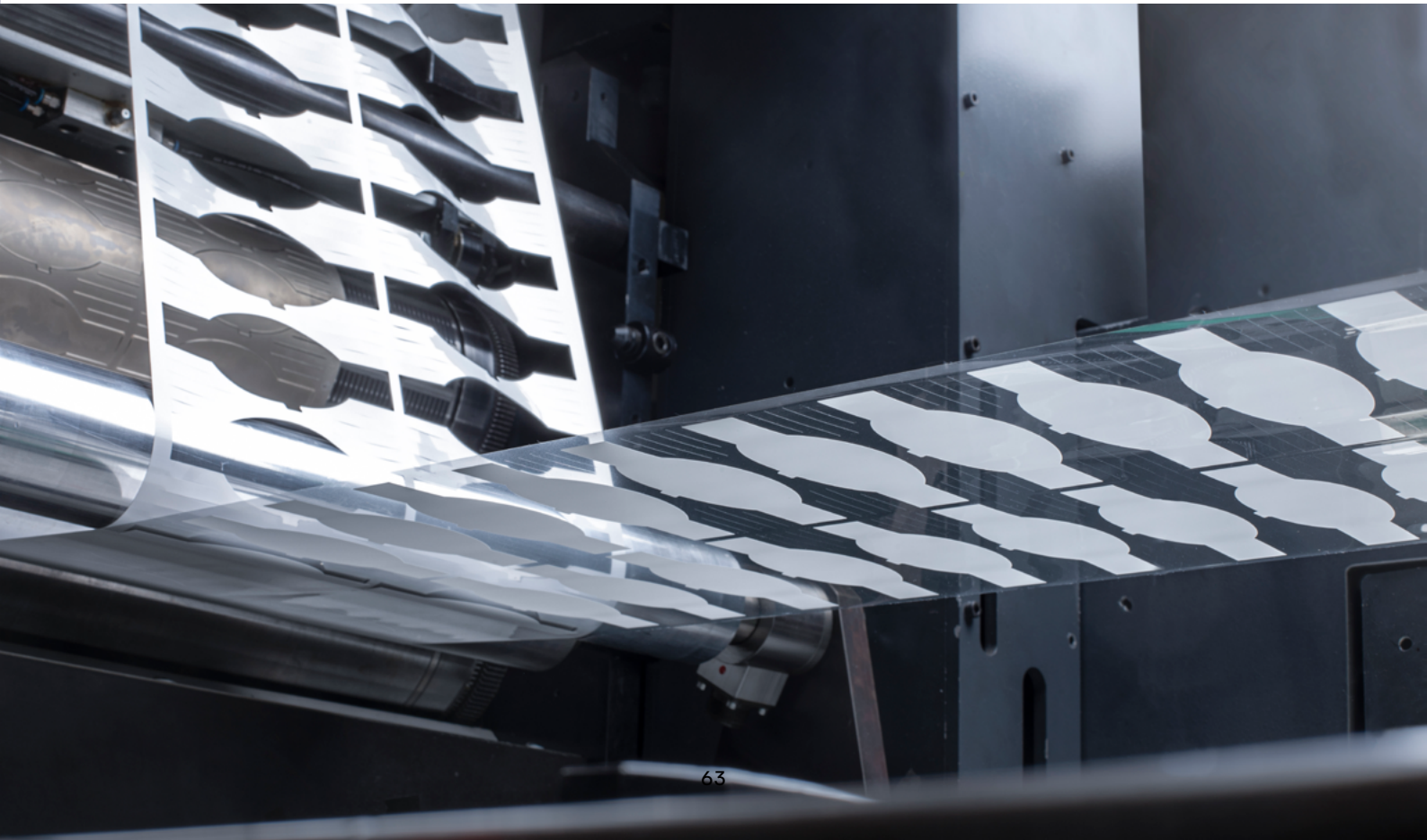
Depending on the final label appearance, different liners should be used. PET liners are ideal for clear labels where optimum clarity or “no label look” is desired.

❸ Determine the converting form

Depending on whether it is roll to roll form or sheetform converting, different liners should be used. Kraft liner is suitable for roll to sheetform converting due to its excellent layflat ability. For roll to roll converting, glassine liners offers excellent support for both rotary and flat bed die cutting.

❹ Select your liner

You now have the information you need to select the liner. See your options starting on page 63. If you have questions, reach out and one of our experts will be happy to help you find the best solution for you.



Liner Comparison Table

Glassine	Basis Weight (g/m²)	Thickness (µm)
BG33Wh FSC	50	48
BG40Wh FSC	57	51
BG50Wh	78	69
BG33Bl FSC	50	48
BG40Bl FSC	57	51

PET	Basis Weight (g/m²)	Thickness (µm)
PET23	33	23
PET30	43	30
rPET23	33	23
rPET30	43	30

Kraft	Basis Weight (g/m²)	Thickness (µm)
CCK55	55	58
rCCK80	80	80
CCK130	130	130
B90	87	91
B100	100	87

Liner – Glassine Paper

BG33Wh FSC

A super calendered glassinated paper, available in white.

- The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.

Basis Weight	50 g/m²
Thickness	48 µm

BG40Wh FSC

A super calendered glassinated paper, available in white.

- Designed for medium to high speed conversion. Good caliper consistency allows accurate kiss die cutting.
- The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.

Basis Weight	57 g/m²
Thickness	51 µm

BG50Wh

A super calendered glassinated paper, available in white.

- Designed for medium to high speed conversion. Good caliper consistency allows accurate kiss die cutting.
- The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.

Basis Weight	78 g/m²
Thickness	69 µm

BG33Bl FSC

A super calendered glassinated paper, available in blue.

- The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.

Basis Weight	50 g/m²
Thickness	48 µm

BG40Bl FSC

A super calendered glassinated paper, available in blue.

- Designed for medium to high speed conversion. Good caliper consistency allows accurate kiss die cutting.
- The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.

Basis Weight	57 g/m²
Thickness	51 µm

Liner – PET

PET23

A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness.

- For applications where highest clarity of the applied label is required i.e. the “no label look”. The films high strength and uniform caliper permit very high speed conversion and dispensing.

Basis Weight	33 g/m²
Thickness	23 µm

PET30

A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness.

- For applications where highest clarity of the applied label is required i.e. the “no label look”. The films high strength and uniform caliper permit very high speed conversion and dispensing.

Basis Weight	43 g/m²
Thickness	30 µm

rPET23

A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness.

- For applications where highest clarity of the applied label is required i.e. the “no label look”. The films high strength and uniform caliper permit very high speed conversion and dispensing
- Contains 30% Recycled Materials

Basis Weight	33 g/m²
Thickness	23 µm

rPET30

A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness.

- For applications where highest clarity of the applied label is required i.e. the “no label look”. The films high strength and uniform caliper permit very high speed conversion and dispensing
- Contains 30% Recycled Materials

Basis Weight	43 g/m²
Thickness	30 µm

Liner – Kraft Paper

CCK55

A one side clay coated kraft liner, available in white

- Features good dimensional stability. The Hygroflat liner suitable for high speed sheet fed laser printers and copiers.
- Suited for roll to sheet label conversion.

Basis Weight	55 g/m²
Thickness	58 µm

rCCK80

A one side clay coated kraft liner, available in white and consists of recycled content.

- Contains 5% recycled content, promote a more sustainable brand image and contribute to a circular economy.
- Features good dimensional stability, uniform thickness, toughness, and tear resistance which is required for good die-cutting in rotary and flat-bed.
- Exhibits good layflat property, which is necessary for sheets form applications, when paired with paper facestocks.
- Suited for roll to sheet label conversion

Basis Weight	80 g/m²
Thickness	80 µm

CCK130

A high strength clay-coated kraft paper.

- Features excellent dimensional stability, toughness, and tear resistance which is required for good die-cutting in rotary and flat-bed.
- Excellent layflat property, which is necessary for filmic sheets form applications
- Suited for roll to sheet label conversion

Basis Weight	130 g/m²
Thickness	130 µm

B90

A clay coated kraft liner, available in white.

- Featuring good dimensional stability and flatness during processing, combined with the resilience to support die cutting.
- Designed for excellent layflat needed in sheet products

Basis Weight	87 g/m²
Thickness	91 µm

B100

A clay coated kraft liner, available in white.

- Featuring good dimensional stability and flatness during processing, combined with resilience to support die cut.
- Designed for excellent layflat needed in sheet products
- Suitable for high quality process printing.

Basis Weight	100 g/m²
Thickness	87 µm

Who we are

As the pioneer in the pressure-sensitive industry, we bring one of-a-kind capabilities to sustainable labelling. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our labels must perform and the technical challenges they have to meet. Whatever your product, wherever it's going, we can help you develop a sustainable label that performs.

What we stand for

Sustainability. Innovation. Quality. Service. In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

Work with us

You're the expert in your business; we're the expert in labelling. Contact your local Avery Dennison sales representative or connect with us to find out how we can meet and exceed your needs.

Avery Dennison
Label and Packaging Materials

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Amphur Bangsaothong
Samutprakarn 10570
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