



PET Clear on Clear for Difficult Substrates

Consumers shop with their eyes, scanning the supermarket shelves for goods that attract their attention. Their choice is often made within seconds. To stay in front of the competition, you must understand what your customers are looking for.

Avery Dennison's clear, 'no label' look is a popular choice with consumer products companies. These brands are driven by the need to differentiate their products whilst maintaining fresh and unique look.

One way to create unique shelf appeal is coming from clear film labels. The no label look is a way that marketers and brand owners can create differentiation to gain market share.

PREMIUM LOOK

The ideal material for the popular no label look should provide maximum creative freedom for high quality results by blending in discreetly with the product substrate. The labels should not only meet the brand owners expectations of clarity, but should also be able to withstand exposure to different challenges like package content and adhesion on challenging low surface energy substrates.

Avery Dennison's new Clear on Clear PET label with specially engineered adhesive meets the industry requirement of no label look for challenging applications such as hair oil labelling.

FLEXIBILITY

Already widely accepted in the beverage segment, Avery Dennison Clear on Clear labels are now being adopted across a whole range of supermarket products. In particular, they increase the appeal of glass, flexible and rigid packaging. With rapidly changing consumer and packaging trends, you'll be glad you're working with an industry partner that offers the flexibility you need.





BENEFITS

- > HTT is a clear permanent adhesive featuring excellent initial tack
- > Good wet-out characteristics ensure a smooth finish for applied labels
- > Specially engineered product for challenging application like contaminated / low surface energy or rough substrates
- > Suitable for a wide range of substrates

APPLICATIONS

Paired with HTT clear permanent adhesive, Avery Dennison Clear on Clear labels offer good resistance to oil and lubricants and also shows good yellowing resistance to time. Typical applications include cosmetics, toiletries, automotive lubricants, household chemicals and hair oil.



Film Facestock	Adhesive	Liner
Fasson® 50 micron Clear PET Top Coated	HTT	PET

Please note that the Avery Dennison product range can be subject to change. For an accurate product overview please check our website label.sapssa.averydennison.com or contact your local Avery Dennison sales representative.

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