

# Avery Dennison PE75 Film



## Thinner material, enhanced sustainability, and improved efficiency

Thinner and lighter label material can help label converters increase productivity and at the same time, support brands in meeting their sustainable needs.

The new Avery Dennison PE75 is our latest addition to the conformable film portfolio that has been developed to deliver superior performance while optimizing the entire value chain. With full conformable and squeezable properties, PE75 is suitable for a wide range of home and personal care segments, providing a stylish yet sustainable solution without compromising on quality.

## Key Features

### Superior Performance

- ▶ PE75 is suited for high speed conversion
  - Printing speed: ≤ 130 mpm
  - Cold foil printing speed: ≤ 80 mpm
  - Die cutting speed: ≤ 130 mpm (converted on same die tools as PE85)
- ▶ Fully conformable and squeezable
- ▶ Less use of material for enhanced sustainability

### Increased Productivity

- ▶ Thinner material: greater operational productivity
- ▶ Longer press runs
- ▶ Fewer roll changes
- ▶ More labels per roll: greater cost efficiencies
- ▶ Less transportation, handling, and packaging costs across entire supply chain

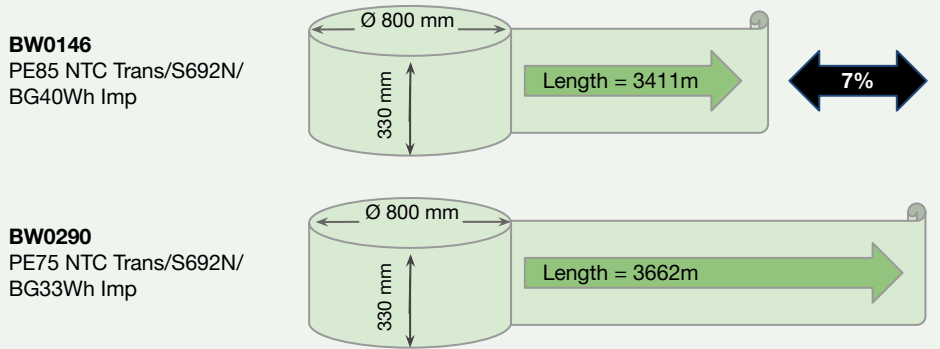
### Sustainable Solution

- ▶ Reduced raw material use per label
- ▶ New, lighter BG33 glassine liner



## Applications

Home and personal care including tubes

Reel Length at Same Outer Diameter



Comparative Avery Dennison™ Greenprint\* Results

	 <b>FOSSIL MATERIAL</b> barrels of oil-e	 <b>BIOBASED</b> tonnes	 <b>WATER</b> liters	 <b>ENERGY</b> MJ	 <b>GHG</b> tonnes CO <sub>2</sub> -e	 <b>SOLID WASTE</b> tonnes
<b>BW0290 vs BW0146</b>	<b>12% less</b>	<b>13% less</b>	<b>12% less</b>	<b>10% less</b>	<b>13% less</b>	<b>14% less</b>

\*\* Avery Dennison™ Greenprint methodology is a life cycle-based environmental performance assessment tool. It provides cradle to output gate plus end of life comparative assessment of materials used for the scenario described in this assessment. The results provide directional indication of improvement over an existing product and should not be interpreted as a product footprint data. Results may be displayed with several significant figures, but do not imply a corresponding level of precision. Supporting data is based on a combination of primary data when available and industry average information.

Product Information

Product Code	Product Construction	Width (mm)	Location
BW0290	PE75 NTC Trans/S692N/BG33Wh Imp	1525	ASEAN
BW0291	PE75 NTC White/S692N/BG33Wh Imp	1525	ASEAN

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Label and Packaging Materials

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