



Label and
Packaging Materials

Inspired Brands.
Intelligent World.™

About Avery Dennison

Avery Dennison is a recognized industry leader that develops innovative identification and decorative solutions for businesses and consumers worldwide. The Company's products include pressure-sensitive labeling materials; graphics imaging media; retail apparel ticketing and branding systems; RFID inlays and tags; office products; specialty tapes; and a variety of specialized labels for automotive, industrial and durable goods applications.

A FORTUNE 500 Company with sales of \$6 billion in 2009, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit www.averydennison.com

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What is your label material saying?

Prime Films Portfolio

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

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

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

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

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



The S7000 Adhesive Story: Sticking fast to the idea of delivering more.

S7000's breakthrough formulation delivers exceptional clarity and wet-out while eliminating the traditional release/adhesion tradeoff. With excellent water whitening resistance, it's a natural choice for those who want a "no-label" look that also performs on a wider variety of container types.

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

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

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



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

Conformable Films:

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

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

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

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

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

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

SQUEEZABLE/ CONFORMABLE FILMS	Clear		Matte Clear	White		
	Global MDO Clear	Global MDO Clear TC	3.0 Mil MDO Clear	Global MDO White	Global MDO White TC	3.0 Mil MDO White
Facestock	Global MDO Clear	Global MDO Clear TC	3.0 Mil MDO Clear	Global MDO White	Global MDO White TC	3.0 Mil MDO White
Spec#	78875	78890	78892	78876	78891	78893
Adhesive	S7000	S7000	S7000	S7000	S7000	S7000
Liner	.92 mil PET	.92 mil PET	1.2 mil PET	.92 mil PET	.92 mil PET	1.2 mil PET
Service Program	Fasson EXACT™ 6" cores	Fasson EXACT™ 6" cores	Stock	Fasson EXACT™ 6" cores	Fasson EXACT™ 6" cores	Stock
PRINTABILITY						
UV Flexo	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
UV Screen	Good	Excellent	Good	Good	Excellent	Good
Water Flexo	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
Solvent Gravure	Excellent	Not Recommended	Excellent	Excellent	Not Recommended	Excellent
UV Letterpress	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
Comments	Excellent print performance without topcoat when corona treated on press.	Topcoating provides superior print surface and ink anchorage.	Excellent print performance without topcoat when corona treated on press.	Excellent print performance without topcoat when corona treated on press.	Topcoating provides superior print surface and ink anchorage.	Excellent print performance without topcoat when corona treated on press.
CONVERTING						
Die Cut	Good	Good	Excellent	Good	Good	Excellent
Registration Control	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
Comments	PET liner offers highest converting speeds and resistance to liner ruptures.	PET liner offers highest converting speeds and resistance to liner ruptures.	Offers robust die-cutting performance and on-press registration. Thicker PET liner for speed, strength and on-press.	PET liner offers highest converting speeds and resistance to liner ruptures.	PET liner offers highest converting speeds and resistance to liner ruptures.	Offers robust die-cutting performance and on-press registration. Thicker PET liner for speed, strength and on-press.
APPLICATION						
Dispensing	Very Good	Very Good	Excellent	Very Good	Very Good	Excellent
Low Surface Energy Containers (PP/HDPE/LDPE)	Good	Good	Good	Good	Good	Good
Comments	Combination of MDO face and S7000 designed for adhesion to low surface energy containers and "open time" for reworking PET containers.	Combination of MDO face and S7000 designed for adhesion to low surface energy containers and "open time" for reworking PET containers.	Excellent balance of conformability and dispensing performance.	Combination of MDO face and S7000 designed for adhesion to low surface energy containers and "open time" for reworking PET containers.	Combination of MDO face and S7000 designed for adhesion to low surface energy containers and "open time" for reworking PET containers.	Excellent balance of conformability and dispensing performance.
ON-CONTAINER PERFORMANCE						
Comments	Recommended for semi-squeeze applications.	Recommended for semi-squeeze applications.	Fully conformable film. Ideal for compound curves and full squeeze applications.	Recommended for semi-squeeze applications.	Recommended for semi-squeeze applications.	Fully conformable film. Ideal for compound curves and full squeeze applications.
Opacity	NA	NA	NA	85%	85%	85%
Haze with UV Gloss varnish	7	NA	3	NA	NA	NA
Haze without UV Gloss varnish	35	6	35	NA	NA	NA
Water whitening resistance	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
Gloss	35	100	35	25	80	25



Rigid Films:

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

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

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

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

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

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

RIGID FILMS	Clear	Cavitated White	Solid Core White	Metallized
Facestock	1.6 Mil Clear BOPP TC	2.4 Mil White BOPP TC	2.0 Mil White BOPP TC	2.0 Mil Metallized BOPP TC
Spec#	78870	78887	78888	78889
Adhesive	S7000	S7000	S7000	S7000
Liner	.92 mil PET	.92 mil PET	.92 mil PET	1.2 mil PET
Service Program	Fasson EXACT™ 6" cores	Fasson EXACT™ 6" cores	Fasson EXACT™ 6" cores	Fasson EXACT™ 6" cores
PRINTABILITY				
UV Flexo	Excellent	Excellent	Excellent	Excellent
UV Screen	Excellent	Excellent	Excellent	Excellent
Water Flexo	Excellent	Excellent	Excellent	Excellent
Solvent Gravure	Not Recommended	Not Recommended	Not Recommended	Good
UV Letterpress	Excellent	Excellent	Excellent	Excellent
Comments	Topcoating provides superior print surface and ink anchorage.	Topcoating provides superior print surface and ink anchorage.	Topcoating provides superior print surface and ink anchorage.	Topcoating provides superior print surface and ink anchorage.
CONVERTING				
Die Cut	Excellent	Good	Excellent	Excellent
Registration Control	Excellent	Excellent	Excellent	Excellent
Comments	PET liner enables high converting speeds and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance.	PET liner enables high converting speeds and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance.	PET liner enables high converting speeds and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance.	PET liner enables high converting speeds and resistance to liner ruptures. S7000 adhesive designed to reduce adhesive "bleed" and enhance stripping performance.
APPLICATION				
Dispensing	Very Good	Very Good	Excellent	Excellent
Low Surface Energy Containers (PP/HDPE/LDPE)	Good	Good	Good	Good
Comments	Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food applications.	Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food applications.	Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food applications.	Excellent stiffness in dispensing. Designed to meet dispensing requirements of general market, HPC and food applications.
ON-CONTAINER PERFORMANCE				
Comments	Clear topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers.	Pearlescent white topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers.	Solid white topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers.	Metallized topcoated film. S7000 enables excellent water whitening resistance, and good repositionability and wet-out on PET and HDPE containers.
Opacity	N/A	86%	85%	N/A
Haze with UV Gloss varnish	NA	NA	NA	NA
Haze without UV Gloss varnish	2	NA	NA	NA
Water whitening resistance	Excellent	Excellent	Excellent	Excellent
Gloss	140	N/A	N/A	N/A



Prime Films. Make your label material speak volumes.

Higher Productivity. Lower Total Applied Cost. Clarity. Conformability. When you want higher performance, just ask for Prime Films.

The label material will say the rest.