



Avery Dennison™ Durables POP Label

The Latest Solution for Your Latest Electronics

The rapid changes in the electronics industry are driving fierce competition. How can you make your products stand out on the shelf?

Our eye-catching point-of-purchase (POP) label series can help. Made from white-coated clear PET plastic, our POP labels are ready for branding and stand apart from conventional silver-colored labels, offering enhanced shelf appeal, productivity and functionality.

Features:

- Proven adhesive combined with air egress technology meet most POP label application requirements, including sticking to the screen directly without damaging the substrate surface.
- Our filmic air egress liner features excellent layflat, which can be used both in roll-to-sheet and sheet-to-sheet applications.
- White top-coated clear PET stands apart from conventional silver-colored label material.
- Translucent white top coating provides more flexibility for design and material selection.
- Selective facestocks fit different printing technologies, from Indigo digital press to conventional UV printing.



Application :

- Television
- Refrigerator
- Microwave
- Washing Machines
- Other electronics and home appliances where enhanced shelf appeal is needed

Benefits :

- Provides brand owners and converters with readily available solutions
- Customized color service available upon request

Product Code	Product Description	Printing
MZ1095	3MPETWHITETC/R0301/PET150EM	Conventional
1FR-N02578	DigTC-3MPETWHITETC/R0301/PET150EM	Indigo Press

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