2016 **Core Product Component Guide EU**

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How to Read the Product Component Guide

Welcome to the 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. Technical product datasheets can be sourced online at label.averydennison.eu or available through your local customer service team member. Contact your sales representative if you have any further questions.

Please note: All data contained within this document is to be considered as 'typical values'.

How to Read the Product Component Guide

Description

Identifies the key properties of the facestock, adhesive and liner.

Application

Examples of what end-use applications the product can be used for.

Basis Weight

The average weight of the facestock and liner in grams per square meter of material.

Caliper

The thickness of the facestock and liner in microns.

Important Information

Food Contact Status

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

> European Union Framework Regulation (1935/2004/EC) and European Union Plastics Regulation (10/2011/EC) for:
> Indirect food contact (separated by a functional barrier)
> Direct contact to poultry, dry food, and processed, frozen, dried, or partially dehydrated fruits and vegetables
> Direct food contact to raw fruit and raw vegetables

> BfR (Federal Institute for Risk Assessment) from Germany for:
>> Direct contact with dry and moist non fatty foodstuffs for Polymer Dispersions (eg. 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 or visit our website on **label.averydennison.eu**.

Quality Assurance

Avery Dennison self-adhesive materials are manufactured to high quality standards and are certified to ISO 9001:2008. For more information, please visit our compliance page **label. averydennison.eu/en/home/resource-center/ compliance.html**

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

> Store at a temperature 20-25°C; 40-50%RH (as defined by FINAT)
> 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 replaced free of charge. The manufacturer will not be responsible for claims beyond
replacement of the material. No salesman, 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.

Important Information

Environmental Aspects

Avery Dennison is committed to protecting the environment and manufacturing safe products. We are actively involved in a continuous search for base materials and manufacturing technologies that have the least possible impact on the environment. Our materials are produced without the use of ozone depleting substances. Most papers are based on ECF pulp and sourced from sustainably managed forests: where feasible, papers based on TCF pulp and recycled fibres are used. We strive for all products to comply with the US CONEG model toxics legislation and the European Directive 941621EC on packaging and packaging waste, Art 11, acceptable levels of heavy metals. Detailed information concerning environmental, health or safety aspects is available upon request. For information on individual products or components please contact your Avery Dennison representative. The substances listed in the European directive RoHS 2 2011/65/EU, being lead, mercury, cadmium, hexavalent chromium, polybrominated biphenyls (PBB) and polybrominated diphenyl ethers (PBDE), are not intentionally introduced in Avery Dennison products.

Disclaimer Information

Specific products must be used for the following applications – Hot Fill or Freshly Blow Molded Bottles; and products for Primary Food Contact. Outdoor use of PVCs (due to plasticiser migration) and synthetic films when exposure to direct UV light can in no way be guaranteed. Check with your local sales representative.

Quick Compare Guide - Facestocks

White Film

	Type	Printability	Stiffness	Conformability
PE White	Polyethylene	●●●	●●●	●●●●
PE Top White	Polyethylene	●●●●	●●●	●●●●
Polyexact Top White	Polyethylene	●●●●	●●	●●●●
PriMax	MDO	●●●	●●●●	●●●
Global CoEx White	MDO	●●●	●●●	●●
Global MDO White	MDO	●●●	●●	●●
Global MDO Top White	MDO	●●●●	●●	●●
PP Top White Cavitated	Polypropylene	●●●●	●●●	●
PP Top White (Stenter Technology)	Polypropylene	●●●●	●●●	●
PP Top White (Blown Technology)	Polypropylene	●●●●	●●●●	●

Quick Compare Guide - Facestocks

Clear Film

	Type	Printability	Stiffness	Conformability	Clarity
PE Clear	Polyethylene	•••	•••	••••	•
PE Top Clear	Polyethylene	••••	•••	••••	•
Polyexact Top Clear	Polyethylene	••••	••	••••	•
FasClear	MDO	•••	••••	•••	•
Global CoEx Clear	MDO	•••	•••	•••	••
Global MDO Clear	MDO	•••	••	••	••
Global MDO Top Clear	MDO	••••	••	••	••
PP Top Clear (Stenter Technology)	Polypropylene	••••	•••	•	••••
PP Top Clear (Blown Technology)	Polypropylene	••••	••••	•	••••
Wash-off Film	Polyester/ Polypropylene	•••	••••	•	••••
PET	Polyester	•••	••••	•	••••

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Metallised Film

		Embossing	Mirror effect	Print Definition	Conformability
PE85 Top Silver (Transfer Metallised)	Polyethylene		•	• •	• • • •
PE85 Top Silver (Direct Metallised)	Polyethylene		• • • •	• •	• • • •
PP Top Gloss Silver	Polypropylene		• • • •	• • •	•
PP Top Silver	Polypropylene		• • •	• • • •	•

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Quick Compare Guide - Facestocks

Matt Film

	Type	Printability	Stiffness	Conformability
PE85 Top Clear Matt	Polyethylene	••••	•••	••••
PE85 Top White Matt	Polyethylene	••••	•••	••••
PP Matt Top Clear	Polypropylene	••••	•••	•
PP Matt Top White	Polypropylene	••••	•••	•

Quick Compare Guide - Facestocks

PVC Film

	Type	Printability	Stiffness	Conformability
PVC Clear	PVC	●	● ● ●	● ● ●
PVC White	PVC	●	● ● ●	● ● ●

Quick Compare Guide - Facestocks

Direct Thermal Film

	Type	Print Definition	Durability
Thermal PP110 TOP	DT Film	●●●	●●●
Thermal PP100 TOP	DT Film	●●●	●●●
Thermal PP75 TOP	DT Film	●●●	●●●

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Quick Compare Guide - Facestocks

Direct Thermal Paper

	Type	Durability	Print Speed	Durability
Thermal 200LD FSC	DT Paper - Eco	•	200	
Thermal THIN 200LD FSC	DT Paper - Eco	•	200	
Thermal 200LL FSC	DT Paper Top/No backbarrier	•	200	•
Thermal THIN 200LL FSC	DT Paper Top/No backbarrier	•	200	•
Thermal 200GP FSC	DT Paper Top/No backbarrier	••	200	••
Thermal 200HD FSC	DT Paper Top/WITH Backbarrier	•••	200	•••
Thermal 200HD EXTRA FSC	DT Paper Top/WITH Backbarrier	•••	200	•••
Thermal 200HD Plus FSC	DT Paper Top/WITH Backbarrier	••••	200	••••

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Quick Compare Guide - Facestocks

Thermal Transfer Paper

	Type	Print Definition	Durability	Print Speed
Transfer Vellum FSC	Uncoated Thermal Transfer paper	•	•	150
Transfer MP	Uncoated Thermal Transfer paper	••	••	200
Transfer Plus	Coated Thermal Transfer paper	•••	•••	225
Transfer Superior	Coated Thermal Transfer paper	••••	••••	350

Quick Compare Guide - Facestocks

Laser/Inkjet Paper

	Type	Print Definition	Durability
LCJ Basic FSC	Laser Copier Inkjet paper	•	•
LCJ Supreme FSC	Laser Copier Inkjet paper	••	••
LCJ Flex	Laser Copier Inkjet paper	••	•
LCJ Blockout FSC	Laser Copier Inkjet paper with reverse side opaque coating	••	••
LaserCopy Gloss FSC	Laser Copier Inkjet paper	•••	••
Lasercopy Coloured Papers FSC	Laser Copier Inkjet paper	••	••

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Quick Compare Guide - Facestocks

Business Systems Paper

	Type	Print Definition	Durability
ZigZag FSC	Uncoated Printer Paper	•	•
Data70	Uncoated Printer Paper	•	•

Quick Compare Guide - Facestocks

Machine Coated Paper

	Print definition	Stiffness	Gloss	Opacity
MC Light	••	•	68	•
MC70	••	••	64	••
MC Primecoat	••	••	64	••
MCPlus	•••	••	78	••
MC90	••	•••	64	•••
Fasson Gloss	••	•••	88	••
Greaseproof	••	••	72	••

Quick Compare Guide - Facestocks

Cast coated Paper

	Print definition	Stiffness	Gloss	Opacity
HGW	●●●●	●●●	90	●●●●

Metallised Paper

	Embossing	Mirror effect	Print Definition
Metallised Paper	●●	●●	●●●●
Foil	●●●●	●●●	●●●●

Machine Coat			
MC Light			
White, machine coated, woodfree, semi-gloss, calendered lightweight paper	• For labels on small packaging, cylindrical or curved substrates, eg. cosmetic, toys or fruit labeling. • Also suitable for tamper-evident labels, due to moderate tear strength or thin labels or folded leaflets on top of food containers.	60	52
MC70			
White, machine coated, woodfree, semi-gloss paper	• A thinner and even more sustainable construction than MC Primecoat suitable for general purpose applications including, food, logistics and home&personal care applications.	70	65
MC Primecoat			
White, machine coated, woodfree, semi-gloss paper	• Suitable for a wide range of promotional and industrial label applications where attractive semi-gloss appearance in multi colour work is required • High strength paper enables high-speed converting • Typical applications include food, juice, dairy and promotional labels where sharp multi-colour print is required • Good scuff, environmental and some moisture resistance when paired with a suitable varnish or overlaminating film when offered with a suitable varnish, but is not suitable for outdoor use • High exposure to moisture may cause product to exhibit edge-wicking and high level of embossing will reduce mandrel and adhesion performance	80	69
MC Elite			
A white, semi-gloss, machine coated, wood-free printing paper, with a smooth finish, featuring OBA.	• For use where an attractive, semi-gloss appearance is required • Suitable for good quality single and / or multicolour line or process printing using any conventional label printing process • Can be hot-foil stamped • Suitable for cosmetic, food, beverage and promotional labels • Has moderate resistance to edge-wicking"	80	71
LW60			
A light weight semi-gloss, machine coated, semi-conformable wood-free printing paper featuring OBA.	• Suitable for single and/or multi-colour line or process printing using any conventional label printing process • Low memory, makes it ideal for tight mandrel applications such as labelling small cylindrical substrates • Also used for tamper-resistant security labelling due to it easy tear properties • Provides excellent functionality for labelling pharmaceuticals in vials, syringes, dropper bottles, etc."	62	55

Avery Dennison Prime Papers

Machine Coat

MCPlus

White, machine coated,woodfree, semi-gloss, supercalendered paper	• A general purprose facepaper where more than MC Primecoat thickness is needed. The smoother surface provides better print definition than standard MC papers. Good for varnishing.	85	72

MC90

White, machine coated,woodfree, semi-gloss paper	• Higher strength and opacity for tougher converting jobs like large labels on big detergent bottles.	88	78

Gloss

Glossy white, double coated, woodfree, supercalendered paper	• Typical applications include labels for use in the cosmetics, pharmaceutical and food product industries. Especially suited to curved surfaces due to its flexible nature. No over varnishing necessary for gloss finish.	80	65

Coat Recycled

White, machine coated, semi gloss, 60% recycled, PCF paper	• An "environmentally conscious", sustainable choice for general product labelling	91	68

MC Matt Recycled

White, machine coated, silky appearance, 100% recycled PCF paper	• Fully post consumer waste recycled material suitable as a general labelling material with excellent sustainabilty credentials. Suitable for thermal transfer as well as conventional printing.	70	79

Greaseproof

A white, machine coated, semi-gloss,	• Chemically treated paper for labels in food packaging and applications where contact with oils and greases are expected, like oil bottles.	80	80

Cast Coated

High Gloss White Premium

		85	72
A white, cast coated gloss finished, wood-free printing paper, featuring OBA.	• For use where brilliant multicolor print quality is required using any conventional label printing process • Can be embossed and/or hot-foil stamped • Suitable for cosmetics, pharmaceutical, food & promotional labels • As this face is on R100 removable adhesive, it has excellent low temp performance and can be used in many deep freeze applications 80 85		

Card

Coated Card 150

A bright white, semi-gloss coated card	• For use where rigid or high caliper face material is required for functional reasons • Can include printed and folded 'header cards', 'banding' and 'reinforcement' • In areas of VIP tracking the product is used on uneven surfaces where bar codes may be distorted with conventional labels or where applied label must 'flag' clearly from the substrate for reasons of poor visibility and / or accessibility of scanning equipment."	150	112

Coated Card 130

A bright white, semi-gloss coated card	• For use where rigid or high caliper face material is required for functional reasons • Can include printed and folded 'header cards', 'banding' and 'reinforcement' • In areas of VIP tracking the product is used on uneven surfaces where bar codes may be distorted with conventional labels or where applied label must 'flag' clearly from the substrate for reasons of poor visibility and / or accessibility of scanning equipment."	130	96

Metallised			
MP PLUS SILVER			
A top coated bright silver, vacuum metallised printing paper.	• Applications include labelling of quality products such as cosmetics, toiletries, luxury articles, prepacked food, wine, spirits, dairy products, stickers and promotional labelling. • It has a print receptive topcoating in order to give good wettability and ink adhesion with suitable inks, may be printed using letterpress, screen, flexo, offset and gravure processes. • Inks suitable for non absorbign surfaces should be used. Protection of the printed surface with a suitable varnish or overlaminate is recommended for optimal scratch resistance. • Metallised papers are sensitive to humidity and should not be exposed to extreme heat, cold or humidity as this may affect the printing performance and surface appearance"	84	72
MP PLUS MATT SILVER			
A top coated dull silver, vacuum metallised printing paper	• Applications include labelling of quality products such as cosmetics, toiletries, luxury articles, prepacked food, wine, spirits, dairy products, stickers and promotional labelling. • It has a print receptive topcoating in order to give good wettability and ink adhesion with suitable inks, may be printed using letterpress, screen, flexo, offset and gravure processes. • Inks suitable for non absorbign surfaces should be used. Protection of the printed surface with a suitable varnish or overlaminate is recommended for optimal scratch resistance. • Metallised papers are sensitive to humidity and should not be exposed to extreme heat, cold or humidity as this may affect the printing performance and surface appearance"	73	61
MP PLUS GOLD			
A top coated bright gold, vacuum metallised printing paper.	• The stiffer facepaper is more suitable for larger label shapes • It has a print receptive topcoating in order to give good wettability and ink adhesion with suitable inks, may be printed using letterpress, screen, flexo, offset and gravure processes. • Inks suitable for non absorbign surfaces should be used. Protection of the printed surface with a suitable varnish or overlaminate is recommended for optimal scratch resistance. • Metallised papers are sensitive to humidity and should not be exposed to extreme heat, cold or humidity as this may affect the printing performance and surface appearance"	83	64

Foil			
BRIGHT FOIL SILVER			
A top coated aluminium foil, laminated to a white woodfree printing paper, with a bright silver finish.	• High quality labels for cosmetic products, wine, spirits and premium product labelling. • Material has a print receptive topcoating in order to give good wettability and ink adhesion with suitable inks, may be printed using letterpress, screen, flexo, offset and gravure processes. • Especially suitable for embossing"	83	66
BRIGHT FOIL GOLD			
A top coated aluminium foil, laminated to a white woodfree printing paper, with a bright gold finish.	• High quality labels for cosmetic products, wine, spirits and premium product labelling. • Material has a print receptive topcoating in order to give good wettability and ink adhesion with suitable inks, may be printed using letterpress, screen, flexo, offset and gravure processes. • Especially suitable for embossing"	83	66
DULL SILVER FOIL			
A top coated aluminium foil, laminated to a white woodfree printing paper, with a dull silver finish.	• High quality labels for cosmetic products, wine, spirits and premium product labelling. • Material has a print receptive topcoating in order to give good wettability and ink adhesion with suitable inks, may be printed using letterpress, screen, flexo, offset and gravure processes. • Especially suitable for embossing"	81	66
DULL FOIL GOLD			
A top coated aluminium foil, laminated to a white woodfree printing paper, with a dull gold finish.	• High quality labels for cosmetic products, wine, spirits and premium product labelling. • Material has a print receptive topcoating in order to give good wettability and ink adhesion with suitable inks, may be printed using letterpress, screen, flexo, offset and gravure processes. • Especially suitable for embossing"	83	66

Vellum

Super Vellum

A matt white, wood-free, surface sized and calendered printing paper.	• Typically used for labels for supermarkets, food packaging, catchweight, cosmetics, toiletries and promotional labelling • Suitable for impact and thermal transfer printing"	70	66

Vellum Extra

A matte white, wood-free, surface sized and calendered printing paper.	• Typically used for labels for supermarkets, food packaging, catchweight, cosmetics, toiletries and promotional labelling • Suitable for impact printing • Excellent low temperature performance and and can be used in many deep freeze applications (due to R100 removable adhesive)"	73	71

Radiants

Radiants Range			
Wood-free, machine coated, fluorescent papers in yellow, orange, red, green or pink.	• Suitable for applications requiring fluorescent coloured labels to distinguish between products • Commonly used for inventory, warning or eye-catching promotional labels	**80**	**83**
Radiant Chartreuse			
A bright yellow, one side fluorescent coated, woodfree printing paper.	• Suitable for applications requiring fluorescent coloured labels to distinguish between products • Commonly used for inventory, warning or eye-catching promotional labels	**73**	**78**
Radiant Orange			
An bright orange, one side fluorescent coated, woodfree printing paper.	• Suitable for applications requiring fluorescent coloured labels to distinguish between products • Commonly used for inventory, warning or eye-catching promotional labels	**73**	**78**
Radiant Red			
A bright red, one side fluorescent coated, woodfree printing paper.	• Suitable for applications requiring fluorescent coloured labels to distinguish between products • Commonly used for inventory, warning or eye-catching promotional labels	**73**	**78**
Radiant Green			
A bright green, one side fluorescent coated, woodfree printing paper.	• Suitable for applications requiring fluorescent coloured labels to distinguish between products • Commonly used for inventory, warning or eye-catching promotional labels	**73**	**78**
Radiant Pink			
A pink, one side fluorescent coated, woodfree printing paper.	• Suitable for applications requiring fluorescent coloured labels to distinguish between products • Commonly used for inventory, warning or eye-catching promotional labels	**73**	**78**

Machine Direction Oriented (MDO)

Primax / Fasclear Plus

A clear or white machine direction oriented, corona treated semi-gloss polyolefin film	• Predominantly used in home and personal care products • Suitable for applications requiring high quality graphics together with consistent functional performance during automatic application and in end use • Specially engineered film combines good machine direction rigidity, good dispensability with high cross direction squeezability • Suitable for use on semi-squeezable containers where continued flexing during end use is expected e.g. shampoo bottles • This is a solid film and hence suitable for removable / reclosure applications	Clear	
		69	75
		White	
		75	75

Global CoEx Clear / White

A clear or white machine direction oriented, corona treated semi-gloss polyolefin film	• Predominantly used in home and personal care products • Suitable for applications requiring high quality graphics together with consistent functional performance during automatic application and in end use • Specially engineered film combines good machine direction rigidity, good dispensability with high cross direction squeezability • Suitable for use on semi-squeezable containers where continued flexing during end use is expected e.g. shampoo bottles • This is a solid film and hence suitable for removable / reclosure applications • Films have print skins, so they retain their dyne level for longer periods	Clear	
		58	63
		White	
		62	63

Avery Dennison Prime film

Machine Direction Oriented (MDO)

Global MDO Clear / White

Next generation thinner and flexible, clear & white, polyolefin films.
The films have machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross-directional conformability.

- Films are 20% thinner than Global CoEx - hence improved no-label look,
- Lower carbon foot-print due to lower material usage
- Reduced transportation and warehousing costs
- Higher productivity due to more labels per roll of a fixed diameter
- Benefits above are further enhanced when offered on PET23
- Predominantly used in cosmetics, toiletries and personal care
- Applications requiring high quality graphics together with consistent functional performance during automatic application and in end use
- Specially engineered films combine good MD rigidity, good dispensability with high CD squeezability
- Suitable for use on semi-squeezable containers where continued flexing during end use is expected e.g. shampoo bottles
- Films have print skins, so they retain their dyne level for longer periods

Clear	
45	50
White	
50	50

Global MDO Top Clear & White

Next generation thinner and flexible, clear & white, polyolefin films with a print-receptive topcoating. The films have machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross-directional conformability.

- Films are 20% thinner than Global CoEx - hence improved no-label look,
- Lower carbon foot-print due to lower material usage
- Reduced transportation and warehousing costs
- Higher productivity due to more labels per roll of a fixed diameter
- Benefits above are further enhanced when offered on PET23
- Predominantly used in cosmetics, toiletries and personal care
- Applications requiring high quality graphics together with consistent functional performance during automatic application and in end use
- Specially engineered films combine good MD rigidity, good dispensability with high CD squeezability
- Suitable for use on semi-squeezable containers where continued flexing during end use is expected e.g. shampoo bottles

Clear	
45	50
White	
50	50

Polyethylene			
Polyexact Top Clear / White			
A clear or white polyethylene film with a print receptive top coating	• Predominantly used in home and personal care products • Suitable for applications requiring high quality graphics together with consistent functional performance during automatic application and in end use • Specially engineered film combines good machine direction rigidity, good dispensability with high cross direction squeezability • Suitable for use on semi-squeezable containers where continued flexing during end use is expected e.g. shampoo bottles • This is a solid film and hence suitable for removable / reclosure applications	**Clear**	
		78	83
		White	
		82	82
Polyexact Clear / White			
A clear or white corona treated polyethylene film	• Predominantly used in home and personal care products • Suitable for applications requiring high quality graphics together with consistent functional performance during automatic application and in end use • Specially engineered film combines good machine direction rigidity, good dispensability with high cross direction squeezability • Suitable for use on semi-squeezable containers where continued flexing during end use is expected e.g. shampoo bottles • This is a solid film and hence suitable for removable / reclosure applications"	**Clear**	
		78	83
		White	
		82	83
PE Clear / White			
A clear or white, corona-treated polyethylene film	• Predominantly used in cosmetics, toiletries, personal care and detergents • Perfect for applications requiring high quality graphics • Flexible nature allows use on squeezable bottles and other flexible containers where continued flexing during end use is expected	**Clear**	
		77	82
		White	
		82	82
PE Top Clear / White			
Top-coated clear or white polyethylene with a print-receptive topcoat	• Predominantly used in cosmetics, toiletries, personal care and detergents • Perfect for applications requiring high quality graphics • Flexible nature allows suitability and/or use on high squeeze containers where continued flexing during end use is expected	**Clear**	
		77	82
		White	
		82	82

Polypropylene

PP Top Clear / White (Blown Technology)

A biaxially oriented, gloss clear or white polypropylene film with a print-receptive top coating, offering superior print performance.

- Applications are predominantly in market segments where rigid containers are used (e.g. Glass, PET). Due to fairly rigid nature of the film care should be taken with use on non-uniform surfaces and where a very high level of squeezability is desired
- Suitable for cosmetics, personal care and household chemical applications requiring durability and resistance to moisture and chemicals

Clear only
- Provides a superb 'no label' look in combination with a filmic liner"

Clear	
52	57

White	
56	57

PP Top Clear / White (Stenter Technology)

A biaxially oriented, gloss clear or white polypropylene film with a print-receptive top coating, offering superior print performance.

- Applications are predominantly in market segments where rigid containers are used (e.g. Glass, PET). Due to fairly rigid nature of the film care should be taken with use on non-uniform surfaces and where a very high level of squeezability is desired
- Suitable for cosmetics, personal care and household chemical applications requiring durability and resistance to moisture and chemicals

Clear only
- Provides a superb 'no label' look in combination with a filmic liner"

Clear	
53	58
46	50
36	40
27	30
18	20

White	
57	58
49	50

PP Top White Cavitated

A biaxially oriented, gloss cavitated white polypropylene film with a print-receptive top coating, offering superior print performance.

- Applications are predominantly in market segments where rigid containers are used (e.g. Glass, PET). Due to fairly rigid nature of the film care should be taken with use on non-uniform surfaces and where a very high level of squeezability is desired
- Suitable for cosmetics, personal care and household chemical applications requiring durability and resistance to moisture
- and chemicals
- Mainly used in Food and Dairy applications for it's unique look.

47	60
38	50
30	40

Avery Dennison Prime film

Metallised Film			
PP Top Gloss Silver			
A high quality metallised BOPP film with high gloss and a print receptive top coating.	• High gloss appearanc, excellent ink anchorage • Suitable for labelling beverages, beer, cosmetics, personal care & luxury articles • Ideal for situations requiring a luxury metallic look"	**46**	**50**
PP Top Silver			
A bright metallised bi-axially oriented, polypropylene film with a print-receptive topcoat.	• Applications are predominantly in market segments where rigid containers are used (e.g. Glass, PET). • Recommended for luxury products such as spirits, home and personal care, automotive lubricants, where eye catching high quality labels are required.	**46** **28**	**50** **30**
PE85 Top Silver (High Gloss)			
An exceptionally bright and glossy, metallised polyethylene film with a print-receptive top coating.	• Applications are predominantly in home and personal care, where eye catching high quality labels are required. Due to its flexibility the product is especially suitable for squeezable bottles and other flexible containers.	**81**	**86**
PE85 Top Silver			
A high gloss, metallised polyethylene film with a print-receptive top coating.	• Applications are predominantly in home and personal care, where eye catching high quality labels are required. Due to its flexibility the product is especially suitable for squeezable bottles and other flexible containers. The film is designed for optimum ink adhesion without application of additional primers.	**80**	**85**

Avery Dennison Prime film

Matt Film

PP Matt Top Clear / White (Stenter)

A biaxially oriented, matt white polypropylene film with a printreceptive top coating, offering superior print performance.

- Applications are predominantly in market segments where rigid containers are used (e.g. Glass, PET). Due to fairly rigid nature of the film care should be taken with use on non-uniform surfaces and where a very high level of squeezability is desired
- Suitable for cosmetics, personal care and household chemical applications requiring durability and resistance to moisture and chemicals
- Mainly used in personal care applications for it's unique look and in pharmaceutical applications for readability

Clear	
53	58
White	
57	58

Avery Dennison Prime film

Wash-off Film

Wash-off Film

The Wash-off facestock contains two film layers that expand at different rates in a hot washer typically found in breweries. This makes the label curl for easy removal.

Both the adhesive and the inks remain on the label, which means that water contamination in the washer is reduced.

- Designed specifically for the Beer and Beverage industry, for the returnable bottles which need to be processed in a washer
- Performs well in a tropical environment and is resistant to UV light; Preserves clarity after lengthy immersion.

127	PET19 / PP50
108,5	PET19 / PP30

Avery Dennison Prime film

PVC (Vinyl) Film			
Clear			
A clear, monomeric plasticised PVC film.	• Applications are predominantly in industrial and chemicals for in- and outdoor use offering good durability and weatherability. Promotional labels and stickers for in- and outdoor use offering good durability and weatherability. Further applications include labels on plastic bottles for household chemicals and motor oil.	80	103
White			
A white monomeric, plasticised PVC film.	• Applications are predominantly in industrial and chemicals for in- and outdoor use offering good durability and weatherability. Promotional labels and stickers for in- and outdoor use offering good durability and weatherability. Further applications include labels on plastic bottles for household chemicals and motor oil.	84	112

EDP

ZigZag FSC

A matt white, surface-sized, supercalendered woodfree printing paper. The facestock is made with FSC certified pulp (FSC Mix Credit , chain-of-custody number: CU-COC-807907).	• The product is designed for the manufacture of continuous forms products for use in high speed laser printers and impact printers. • The product is ideal for label applications using variable information such as address, instruction and inventory labels, labels for office use and many other applications. • Additionally suitable for basic Thermal Transfer printing requirements.	**68**	**66**

Data70

A matt white woodfree machine finished paper with good opacity and excellent absorption characteristics. Gives superior toner bonding.	• The product is designed for the manufacture of continuous forms products for use in high speed laser printers and impact printers. • The product is ideal for label applications using variable information such as address, instruction and inventory labels, labels for office use and many other applications. • Additionally suitable for basic Thermal Transfer printing requirements."	**68**	**78**

Direct Thermal Paper

Direct-Thermal 200LD FSC

A white, woodfree printing paper with a high sensitivity thermal coating providing good image resolution. The facestock is made with FSC certified pulp (FSC Mix Credit , chain-ofcustody number: CU-COC-807907).	• This Direct Thermal product is designed for use in dry weigh scale, process tracking, point of sale item information labelling where limited image durability is required. • Typical end applications include fruit and vegetable weigh scale, hardware, work-in-process material tracking. • Contact with moisture, oil, fats, plasticizers and exposure to strong lighting should be avoided due to potential image fade.	74	79

Direct-Thermal THIN 200LD FSC

A light weight white, woodfree printing paper with a high sensitivity thermal coating providing good image resolution.	• This Light weight Direct Thermal product is designed for use in dry weigh scale, process tracking, point of sale item information labelling where limited image durability is required. • Typical end applications include fruit and vegetable weigh scale, hardware, work-in-process material tracking. • Contact with moisture, oil, fats, plasticizers and exposure to strong lighting should be avoided due to potential image fade.	55	61

Direct-Thermal 200LL FSC

A white woodfree, top coated thermal paper, with a black imaging thermosensitive coating providing good resistance to moisture, fat, oil. The facestock is made with FSC certified pulp (FSC Mix Credit, chain-of-custody number: CU-COC-807907).	• This Direct Thermal product is designed for use in transportation and logistics applications where a short term resistance to an assortment of chemicals, handling, plasticizers and very light moisture is required. • Typical end use applications include courier, warehouse and process tracking. • Long term contact with an assortment of chemicals or heavy moisture can cause potential image fading.	71	79

Direct-Thermal THIN 200LL FSC

A light weight white, woodfree, top coated thermal paper, with a black imaging thermosensitive coating providing good resistance to moisture, fat, oil for a short period of time. The facestock is made with FSC certified pulp (FSC Mix Credit, chain-of-custody number: CU-COC-807907).	• This Light weightDirect Thermal product is designed for use in transportation and logistics applications where a short term resistance to an assortment of chemicals, handling, plasticizers and very light moisture is required. • Typical end use applications include courier, warehouse and process tracking. • Long term contact with an assortment of chemicals or heavy moisture can cause potential image fading.	60	66

Avery Dennison Variable Information Papers

Direct Thermal Paper

Direct-Thermal 200GP FSC

A white woodfree, top coated thermal paper, with a black imaging thermosensitive coating providing good resistance to moisture, fat, oil, alcohol.The facestock is made with FSC certified pulp (FSC Mix Credit, chain-of-custody number: CUCOC-807907).	• This Direct Thermal product is designed for use in retail item level applications where some resistance to oil, moisture and heat is required, and some short term wet exposure can be expected. • Typical end use applications include front of store labeling and wall-to-wall process tracking. • Longer term contact with moisture, oil, fats, plasticiers and exposure to strong lighting can cause potential image fading.	76	82

Direct-Thermal 200HD FSC

A white wood free paper, coated with a black imaging thermosensitive coating, providing very good resistance to plasticizers, oil & fat, heat, UV light. The facestock is made with FSC certified pulp (FSC Mix Credit, chain-of-custody number: CU-COC-807907).	• This Direct Thermal product is designed for use in general purpose DT product labeling where a short term resistance to wet immersion, assortment of chemicals, plasticizers and handling is required. • Typical end use application include delicatessen, back of store, item level labeling and moist goods weigh scale. • Long term contact with an assortment of chemicals or long term wet immersion can cause potential image fading.	78	80

Direct-Thermal 200HD Extra FSC

A white woodfree, thermal coated paper, with a top and backside protective coating. The black imaging thermosensitive coating providing excellent resistance to moisture. The facestock is made with FSC certified pulp (FSC Mix Credit, chain-of-custody number: CU-COC-807907).	• This Direct Thermal product is designed for use in pre-packed food wet applications where excellent resistance to water and plasticizer over an extended period is required. • Typical end use applications include wet meat-packing, food cryovac, freezethaw (meat and fish) and wet cheese. • Continuous exposure to an assortment of chemicals or continous wet immersion will eventually cause image fading.	75	83

Direct-Thermal 200HD Plus FSC

A white woodfree, thermal coated paper, with a top and backside protective coating. The black imaging thermosensitive coating providing excellent resistance to moisture, fat, oil, alcohol, etc. The facestock is made with FSC certified pulp (FSC Mix Credit , chain-of-custody number: CUCOC-807907).	• This Direct Thermal product is designed for use in pre-packed food wet applications where excellent resistance to oil, water and plasticizer over an extended period is required. • Typical end use applications include wet meat-packing, food cryovac, freeze-thaw (meat and fish) and wet cheese. • Continuous exposure to an assortment of chemicals or continous wet immersion will eventually cause image fading.	75	74

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Luggage Tag

THERMAL TOP F8/PP30 FSC

A white woodfree, thermal coated paper, with a top and backside protective coating. The black imaging thermosensitive coating provides excellent resistance to moisture, fat, oil, alcohol, etc. Increased tear resistance is provided due to a polypropylene film being laminated onto the reverse of the paper face

- This Direct Thermal product is designed for use in thermal printing systems at printing speeds above 200 mm/sec (based on printer's set up). The main application is use as a luggage ag label for the airline industry.
- Continuous exposure to an assortment of chemicals or continous wet immersion will eventually cause image fading.
- The product can be converted by all conventional roll conversion technologies including flexographic and UV letter press.

| 105 | 110 |

THERMAL THIN 200LL/PP30 FSC

A white woodfree, thermal coated paper, with a top and backside protective coating. The black imaging thermosensitive coating provides excellent resistance to moisture, fat, oil, alcohol, etc. Increased tear resistance is provided due to a polypropylene film being laminated onto the reverse of the paper face

- This Direct Thermal product is designed for use in thermal printing systems at printing speeds above 200 mm/sec (based on printer's set up). The main application is use as a luggage ag label for the airline industry.
- Continuous exposure to an assortment of chemicals or continous wet immersion will eventually cause image fading.
- The product can be converted by all conventional roll conversion technologies including flexographic and UV letter press.

| 100 | 109 |

THERMAL ECO L10/PP35

A white, woodfree, thermal eco paper, with a black imaging thermosensitive coating providing excellent resistance to moisture, fat, oil, alcohol, etc, laminated with a special polypropylene film.

- This Direct Thermal product is designed for use in thermal printing systems at printing speeds above 200 mm/sec (based on printer's set up). The main application is use as a luggage ag label for the airline industry.
- The product can be converted by all conventional roll conversion technologies including flexographic and UV letter press.

| 133 | 128 |

Thermal Transfer Paper

Transfer Vellum FSC

A white, surface-sized, supercalendered woodfree printing paper. The facestock is made with FSC certified pulp (FSC Mix Credit, chain-of-custody number: CU-COC-807907).	• This white economical multipurpose paper provides good print resolution of picket fence barcodes and numeric data with thermal transfer print speed up to 150mm/sec. • Main applications are print & apply, warehouse inventory labeling and other in-house product identification labels.	68	67

Transfer MP

A smooth, matt, white pigmented woodfree printing paper, specially designed for use in thermal transfer printers.	• Transfer MP has a specially treated multi-purpose surface, which provides: - Compatibility with a wide range of wax and wax-resin, thermal transfer ribbons. - Good print resolution of picket fence barcodes and alpha numeric data. - Thermal transfer print speeds up to 200 mm/sec. • Applications include: inventory, address and product identification labels.	80	80

Transfer Plus

A specially-coated, extra white, woodfree printing paper with an even smoother micro-absorbent surface structure.	• Transfer Plus is a specially coated extra white paper providing : - Compatibility with a wide range of wax and wax-resin, thermal transfer ribbons. - Excellent print resolution of picket fence and rotated barcodes. - Thermal transfer print speeds up to 225 mm/sec. • Application include: inventory, address, product identification and pharma labeling.	85	74

Transfer Superior

A specially-coated matt white woodfree printing paper with a smooth, micro-absorbent surface structure.	• Transfer Superior is a specially coated matt white paper providing: - Compatibility with a wide range of wax and wax-resin, thermal transfer ribbons. - Ultimate print resolution of picket fence and rotated barcodes. - Thermal transfer print speeds up to 350 mm/sec. • Applications include: address, product identification, pharma and security labeling.	70	74

Laser/Inkjet Paper

LCJ Basic FSC

		68	82
A matt, white paper with good opacity, absorption and toner bonding characteristics. The facestock is made with FSC certified pulp (FSC Mix Credit , chain-of-custody number: CU-COC-807907).	• This face material is designed for the manufacture of A4 sheets for use in laserprinters, copiers, monochrome inkjet and standard quality colour inkjet printers. • The surface structure provides good toner bonding and print resolution.	68	82

LCJ Supreme FSC

A matt, white paper with good opacity and excellent absorption and toner bonding characteristics. The facestock is made with FSC certified pulp (FSC Mix Credit , chain-of-custody number: CU-COC-807907).	• This face material is designed for the manufacture of A4 sheets for use in high quality colour laserprinters, copiers, monochrome inkjet and standard quality colour inkjet printers. • The surface structure provides excellent toner bonding and print resolution.	70	87

LCJ Flex

A matt white, flexible, woodfree machine finished paper with good opacity, excellent absorption and toner bonding characteristics.	• This face material is designed for the manufacture of A4 sheets for use in laserprinters, copiers and monochrome inkjet printer. • The micro absorbant surface structure provides excellent toner anchorage for laser and copier, and excellent ink absorption for inkjet printing. • The high flexibility of the face paper offers excellent mandrel performance.	56	60

LCJ Blockout FSC

A matt, white woodfree machine finished paper with good opacity, excellent absorption and superior toner bonding characteristics. Facestock is made with FSC pulp. (FSC Certification Code CU-COC-807907).	• The product is ideal for label applications using variable information printing such as address, instruction and inventory labels for the small office and home office market. • Due to the dark coating on the reverse of the face material the product is ideal for correction labels	100	104

LaserCopy Gloss FSC

A white, one side cast coated, gloss finished, woodfree printing paper. The facestock is made with FSC certified pulp (FSC Mix Credit , chain-of-custody number: CU-COC-807907). FSC certification ensures that products are made from responsibly managed forests.	• This product is designed for the manufacture of A4 sheets (as long as it is combined with a kraft liner) for use in laserprinters.	80	85

Laser/Inkjet Paper

Lasercopy Coloured papers FSC

A range of coloured woodfree machine finished papers. Available in Yellow, Red, Green, Blue, Radiant Yellow, Radiant Orange, Radiant Green, Radiant Pink and Radiant Red as well as an option for an opague / blockout underside coating to the face	• The product is ideal for label applications using variable information such as address, instruction and inventory labels, labels for office use and many other applications.	78	73

Direct Thermal Film			
Direct-Thermal PP110 Top			
White Polypropylene film with thermo-sensitive coating (black imaging)	• A durable synthetic material with enhanced tear resistance and high sensitivity for use in a wide range of applications, including commercial tagging, wristbands, sport/game licensing, amusement pass, and ski lift tickets where short life or low contamination is common.	86	105
Direct-Thermal PP100 Top			
White Polypropylene film with thermo-sensitive coating (black imaging)	• A durable synthetic material with enhanced tear resistance and high sensitivity for use in a wide range of applications, including commercial tagging, wristbands, sport/game licensing, amusement pass, and ski lift tickets where short life or low contamination is common.	79	100
Direct-Thermal PP75 Top			
White Polypropylene film with thermo-sensitive coating (black imaging)	• A durable synthetic material with enhanced tear resistance and high sensitivity for use in a wide range of applications, including commercial tagging, wristbands, sport/game licensing, amusement pass, and ski lift tickets where short life or low contamination is common.	69	76

Avery Dennison Liners

Glassine Liner

BG30BR

A super calendered glassinated paper, available in brown	• Designed for medium 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.	50	46

BG30BR FSC

A super calendered glassinated paper, available in brown	• Designed for medium 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. This glassine liner is FSC certified	50	46

BG40BR

A super calendered glassinated paper, available in brown	• 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.	59	53

BG40WH

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.	61	54

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. • The liner is made from FSC® certified paper (FSC Mix Credit, chain-of-custody number: CU-COC-807907, Licence Code: C004451)	61	54

BG45WH

A super calendered glassinated paper, available in white	• Specially designed for high speed conversion, sprocket punching and perforations. 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 and later converting to fan folded labels.	70	63

Avery Dennison Liners

Kraft Liner				
HF52				
A one side clay coated, bleached Kraft liner with good dimmensional stability	• "The liner is combined with face materials that are ideal for label applications using variable information such as address, instruction and inventory labels, labels for office use and many other applications."	51	54	
HF55				
A one side clay coated, bleached Kraft liner with good dimmensional stability	• "The liner is combined with face materials that are ideal for label applications using variable information such as address, instruction and inventory labels, labels for office use and many other applications."	55	58	
HF60				
A one side clay coated, bleached Kraft liner with good dimmensional stability	• Can be used in combination with thinner face materials to maintain consistent layflatness	60	64	
HF80				
A one side clay coated, bleached Kraft liner with good dimmensional stability, used in combination with EDP face materials and where outstanding layflatness is required	• Can be used in combination with EDP face materials, where outstanding layflatness is required	80	78	

Avery Dennison Liners

Filmic Liner

PET23

A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength.	• 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. The sustainable choice, still providing good stability of dispensing	35	23

PET30

A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength.	• 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. A more robust version of the 23 micron, allowing higher accuracy in dispensing.	42	30

PET36

A clear polyester liner . The polyester liner giving optimum smoothness to the adhesive layer.	• The robust film liner allows for consistant, snap free application on high speed lines. As liner is transparent, the applicator must detect the print itself or registration marks must be provided on either face or liner.	50	36

PP50

PP50, a clear polypropylene liner giving smoothness to the adhesive layer.	• The siliconized PP layer film permits very high speed conversion and dispensing.	45	50

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Product Selection Considerations

As part of our commitment to improve and innovate, these selection considerations were written to guide you through the product selection process. Choosing the right product can be a challenge, but with Avery Dennison it's easy. Simply consider your requirements then call your local Avery Dennison representative.

1. Is the label to be permanent or removable?
a. For removable labels ensure the substrate is strong enough to withstand label removal.
b. Larger labels may require a stronger facestock to prevent tear on removal.
c. A label is considered permanent if the bond to the substrate is impossible to remove without tearing the material.

2. What is the composition of the substrate?
The composition of the substrate that the label will be applied to can have an effect on the ultimate strength of the bond that the label will form. On low surface energy materials, initial tack is the most important criteria. Adhesive levels will improve with longer dwell.

3. What is the texture of the substrate's surface?
a. The texture of a substrate can have an impact on the formation adhesive.
b. Textured materials do not allow 100% contact of the adhesive. Less contact means a smaller bonding area which will result in lower adhesion.
c. Performance on heavily textured materials is improved with careful product selection.
d. A more aggressive adhesive will maximize the adhesion at contact area.

4. What is the shape of the substrate?
a. The shape of the substrate along with the size and stiffness of the label must be considered to ensure proper end-use performance. Curved surfaces (less than 25mm in diameter) will require an aggressive adhesive combined with a flexible facestock featuring little or no memory.
b. Small labels or stiff facestocks may not adhere well on curved or irregular surfaces.

Product Selection Considerations

5. Is the application surface clean or contaminated?

a. The cleanliness of the surface of the substrate when the label is applied will affect the ultimate adhesion of the label and the success of the application. Contamination from oil, grease, frost, dust, moisture and release agents are some causes of label failure.

b. If contamination cannot be avoided, careful product selection can overcome the negative impact.

6. Are there any plasticisers present in the substrate?

a. Plastics containing plasticisers (softeners) will degrade the adhesive bond strength and may render the label useless. Careful product selection can overcome the negative impact.

7. Are there any special application or exposure conditions that the label must withstand?

a. Will the label be exposed to solvent/cleaning agents, large amounts of humidity or moisture, UV light or ozone?

b. What is the application temperature of the label?

c. Service Temperature - will the label be exposed to deep freeze conditions?

8. What are the printing, imprinting and conversion requirements?

a. Most paper facestocks are suitable for all printing methods. Non-absorbent film facestocks require different considerations.

b. When high quality process printing is required, careful selection of the facestock will be required.

c. When imprinting is required, good resolution and smudge resistance is important.

d. Corona treated films - effectiveness of the corona treatment reduces in time and can also be affected by abrasion or damage. To ensure optimum wettability and ink bond, additional in-line corona treatment is recommended for optimum ink key.

e. All dies should be proofed to the construction.

f. Complex shaped labels and square corners may limit the conversion speed.

9. What are the application and dispensing requirements?

a. Stiffness of the filmic facestocks may affect the dispensing properties of the label. Hence care should be taken to select the right product for the type of dispensing method

b. Release levels depend on the combination of liner and adhesive and affect the dispensing properties. Lower release liners contribute to easier handling of the matrix, however, may have an effect at the dispensing line.

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