

# Cosmetic Web FlexPak Portfolio

More Choices. More Options. More Opportunity.

Our Cosmetic Web flexible packaging family just got a makeover – and business opportunities – for food, health and beauty and other single use flexible packaging applications preferring the high end graphics achieved with film face-stocks are more attractive than ever.

## More Options. More Opportunity.

Our newly expanded line offers improved sealing, better barrier performance and a wider seal temperature range for form, fill and seal equipment, giving converters and packaging engineers more ways to meet growing flexible packaging demand. What's driving the growth? Consumer requests for convenience and portability, brand owner demand for highend graphics that maximize shelf appeal and the manufacturer need for speed to marketplace are predicted to create an average annual growth rate of 2 percent to reach a forecast of \$34 billion in North America by 2021, according to a recent report from Knowledge Sourcing Intelligence.

## Good-Better-Best

Consisting of standard (SB) and high barrier (HB) Cosmetic Web, Cosmetic Web Ultra and Cosmetic Web Ultra Plus, our expanded portfolio gives you a range of choices for better targeted solutions. Whether for dry goods packaging, lotions, semi-liquids, oils and fragrances used in health and beauty, or applications needing superior burst strength, our expanded Cosmetic Web line makes film flexible packaging more versatile - and sellable - than ever. Plus with most of the portfolio available on EXACT™, you can order in precise roll width and length to match your varied needs – eliminating waste and offcuts.



## Product Information

### Good

**75758** White Cosmetic Web 350 SB

Ready to print with LLDPE sealant film. Good hot tack. Cost-effective. High seal strength.

**FOR:** Shampoos, conditioners, hand lotions, laundry soaps, wipes and general-purpose gels and lotions as well as dry good packaging.

**79332** White Cosmetic Web 350 HB  
**79333** Silver Cosmetic Web 350 HB  
**B1885** Sustainable WH Cosmetic Web 350 HB

Low seal initiation temperature with a broad seal range of 204F to 425F. Seal through contamination with good organoleptic properties. Requires corona treatment prior to printing.

**FOR:** Shampoos, conditioners, hand lotions, laundry soaps, wipes and general-purpose gels and lotions as well as dry good packaging moving from paper to film.

### Better

**77553** White Cosmetic Web Ultra 370 HB  
**78857** Silver Cosmetic Web Ultra 370 HB

Enhanced performance properties for better chemical resistance. Prevents internal packaging delamination while in use. LLDPE sealant.

**FOR:** Fragrances or additives such as SPF in lotions and gels.

### Best

**79334** White Cosmetic Web Ultra Plus 530 HB  
**79335** Silver Cosmetic Web Ultra Plus 530 HB

Offers excellent chemical resistance. 3 Mil Metallocene sealant film provides broad seal range and ultimate burst strength with seal through contamination properties. Premium heavy sealant provides superior seal strength. Prevents internal delamination while in use.

**FOR:** For mailer and insert applications, as well as some industrial applications.

For more challenging industrial applications, see our ChemControl portfolio. We also have a portfolio available for stickpack formats or to see our entire flexible packaging offering, visit our website at [label.averydennison.com](http://label.averydennison.com).

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