Endless possibilities in labelling

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Endless possibilities in labelling

Our latest Select Solutions™ Collection highlights the challenge of 'neuromarketing': How to influence the subconscious decisions that underpin so many consumers' choices. It's an area of particular relevance to premium segments such as wine and spirits, where small differences in colour, texture, contrast and more can lead to success – and where access to a broad toolkit of different materials is essential.

Once again, our printed catalogue is produced with sustainability in mind, using Lenzing Papier's Impact® paper, made from 100% FSC®- certified recycled paper, including release liner waste collected via Cycle4green.

Read on to find out more about some very rewarding new portfolios, across a huge range of applications. The Black Collection brings you the profound and luxurious blacks that are so difficult to create using print alone. A new heat-activated adhesive opens up new automotive segment opportunities. The tamper-evident pharma range offers a simpler route to regulatory compliance, and a new clear hotmelt adhesive provides food labelling without unattractive 'yellowing'. Sustainability is also promoted further with our MC recycled paper facestock.

Whether you need an existing high-performance material or an Engineered Solution, our technical specialists are always on hand to support you, from initial selection through to successful application.

Talk to the Avery Dennison **AD**vantage: Technical Excellence Team at any time to be sure of the best results. Innovative materials, low Minimum Order Quantities (MOQs), quick quotes and fast shipping mean that the Select Solutions Collection can continue to meet your application-specific business requirements.

If you would like to learn more about any of the technologies featured in the following pages – or if you have feedback to share with us – then please contact your sales representative or visit label.averydennison.eu.

Best regards,

Avery Dennison
Label and Packaging Materials

1

Differentiate and grow with unique label solutions

This catalogue provides you with insights into our application-specific product ranges, our services and capabilities.

Capture your consumer's attention with label solutions that have been specifically designed for a multitude of surfaces and applications. Our Select Solutions™ portfolios offer unique and custom label solutions that can improve performance or productivity, add functionality, enhance shelf appeal or help you become more sustainable. For more information, please contact your local sales representative or visit our website: label.averydennison.eu.

The Avery Dennison Select Solutions™ Collection provides a range of application-specific portfolios, the ability to custom create your own solutions using our Mix & Match™ service, and our Avery Dennison **AD**vantage: Technical Excellence Team that provides personal support on ideation through production on new solutions.

Label liner running through my paper veins

The inner pages of this printed catalogue you are reading right now is produced with Lenzing Papier's Impact® paper, made from 100% FSC® Recycled paper - including release liner waste, collected via Cycle4green.

A complete service for your paper liner recycling Avery Dennison promotes and supports a complete, pan-European paper liner recycling service in cooperation with Cycle4green Ltd. and Lenzing Papier GmbH. The program enables paper release liner to be recycled into new paper. That means a significant reduction in carbon footprint and a reduction in waste disposal costs for label converters and brand owners. You can simultaneously protect the environment and improve brand credentials.

Release liner waste is made from high quality wood fibres, and is suitable for the production of new papers, such as fine and specialty papers. The Lenzing Papier, Impact® paper, used for this catalogue is an example of a carbon neutral paper, made from 100% post-consumer waste fibre, audited and certified by Climate Partner, an independent auditor.

Our latest industry changing technology makes it even possible to create new pressure-sensitive facestock material out of the liner recycling program. More information about this circular economy material can be found on page 48.

Avery Dennison offers converters and brand owners a chance to contribute to the circular economy. To join or requests about our program with Cycle4green and Lenzing Papier please contact us directly under linerrecycling@eu.averydennison.com and select self-adhesive paper constructions that are made from our own industry waste.

We offer low Minimum Order Quantities (MOQs), rapid pricing and the delivery you expect. Avery Dennison Fasson® EXACT™ (EXT) and Ready Width™ (RW) service programs can help streamline your operations.

The EXACT program allows you to order your preferred roll width, for multiple fixed lengths, matching your required slit patterns and reducing waste. The Ready Width program allows you to purchase low-volume products at standard widths and lengths.

Ask us for sample availability to facilitate your testing. New is our liner recycling offering, please contact your Avery Dennison sales representative for more information about the services offered in your region.

Low
MOQ

Quick
Quote

Fast
Delivery

Success in four steps

1

Choose from application-specific portfolios

The Select Solutions™ portfolios offer unique and custom label solutions that can improve performance or productivity, add functionality, enhance shelf appeal or help you become more sustainable.

2

Mix & Match™ Service

Custom constructions for optimal performance 100,000+ possible combinations.

3

Engineered Solutions

'Engineered Solutions' is a service that helps you develop custom products that differentiate your business and grow your bottom line.

4

Avery Dennison **AD**vantage:

Our Avery Dennison ADvantage: Technical Excellence Team is always eager to help you find the most suitable product to meet your labelling needs in terms of performance, compliance and shelf appeal.

Mix & Match™ service

Custom constructions for optimal performance - Avery Dennison Mix & Match service allows label converters to request a specific combination of adhesive, face material and release liner. It opens up whole new opportunities to innovate and differentiate.

As with all Avery Dennison products, extensive support comes as standard, for printers, converters, packers and end-users. A technical specialist can help to determine which existing or tailor made product is the optimal solution for any given application and, if none of the 100,000+ Mix & Match combinations meet your requirements, we will work closely with you to produce the right engineered solution.

Service characteristics

▸ Custom facestock, adhesive and liner combinations on request
▸ All adhesive technologies: emulsion, hotmelt, UV-hotmelt, solvent
▸ Low Minimum Order Quantities and fast lead times

Product constructions

The range of potential constructions is vast. The Mix & Match service is designed for those projects that need label properties that may not be available off the shelf. Technical support is available to design more demanding special constructions.

Typically
1000 sqm MOQ
7 business days lead time
1m capability

Special constructions

Scan the **QR code** to watch the Mix & Match™ service video

Piggybacks
Facestock with 2 or more functional adhesives and release liners

Special Gum Patterns
Ungummed zones to match your needs

Transfer Tapes
Make unique laminates with adhesives of choice

Gum Twins
Highly sophisticated labels with a carrier in the middle, two adhesive layers, and two liners on the front and back

The Avery Dennison **AD***vantage*: Technical Excellence Team

The Technical Excellence Team is always eager to help you find the most suitable product to meet your labelling needs in terms of performance, compliance and shelf appeal.

Beate Blecker
Central Region
Beate has over 15 years of experience at Avery Dennison with technical customer services in label and packaging materials. With her chemical engineering background, she is able to provide you with a sound product solution.

Stephan Leake
Northern Region
Stephen has 30 years experience in the label industry, with the first ten spent working for a label converter across all aspects of the business. He has subsequently occupied a number of sales, marketing and management roles, spanning higher value materials and applications.

Raphaël Margirier
Southern Europe
Raphaël has over 20 years of experience at Avery Dennison, and worked in operation departments before joining the sales organisation more than 10 years ago. He has also worked as a technical sales support for customers and as a key account manager.

Giovanni Matarazzo
Italy
Giovanni started working at Avery Dennison 17 years ago, as a customized product engineer for the Italian market, and is now the technical sales manager for Italy. He has a degree in industrial chemistry and a strong technical background, and is focused on meeting customer needs.

Jiri Klima
Eastern Europe
Providing technical support since 2011, Jiri specialises in providing customers with specific technical solutions based on his previous experience in the printing industry. He holds a degree in chemical engineering with a focus on Graphic Arts and Photophysics.

Baykal Gulfirat
MENA Region
Baykal has been working with Avery Dennison as technical sales support since 2014. With a degree in chemical engineering, Baykal provides training and also researches customer technical specifications, helping them with their requirements around both current and potential products.

Scan the **QR code** to watch the AD*vantage*: Technical Excellence Team-video

Working with subconscious consumer behaviour

Label converters need no persuading that shelf appeal matters, with brand owners seeking ever more impactful packaging. The question is not if shelf appeal matters, but rather how to achieve it – and new insights into how consumers interact with packaging are emerging all the time.

The organization that offers the most advanced methods and knowledge to study and understand consumer reactions in the wine segment is MIND INSIGHTS, founded by Professor Gordy Pleyers from the University of Louvain in Louvain-la-Neuve, Belgium. Its research conclusions are especially important for converters and brand owners – who compete in an industry where 3,500 new products hit the shelf in the US alone during the year to June 2017*. That 3,500 figure represents 14% of all items in the category, and highlights how much brands depend on packaging differentiation.

Professor Pleyers says that a prominent role is played by "implicit factors" on labels and bottles such as colours, textures, shapes, typefaces or images: "Our studies show how such factors can have a powerful impact on consumers' spontaneous perceptions. Packaging can be highly effective in automatically standing out, arousing a positive emotion and conveying strategic values in consumers' minds. Using such factors properly can make packaging a powerful communication tool in the field of wine."

Based on 10 years of pure research and commercial studies by MIND INSIGHTS, Pleyers says that conclusions can be summed up as "subconscious influences on consumers reactions and behaviors", influenced by the implicit factors described above. He says that this is especially prevalent for wines, where various factors can dramatically impact consumers' subjectivity: "Tiny changes can result in significant differences regarding emotion aroused and also the beliefs and values automatically activated such as

'quality', 'prestige', 'authenticity', etc. For instance, in some studies, slightly reducing colour saturation increased the perception of 'quality' by up to nearly 20%. Depending on the brand image required, we also see important effects with enhanced contrast, improved label transparency and tactile packaging."

In such an environment, breaking away from the crowd can mean giving consumers the unexpected and going beyond changes to graphics. Ralph Olthoff, Avery Dennison marketing segment director for wine, spirits and craft beer, said that the Sensorial and Black Collections have been created to broaden converters' options and help them to move into new territory: "Our Sensorial Collection materials include surfaces with soft touch, textured or patterned papers for a premium, vintage or artisanal feel – and they extend all the way to wooden labels from hand-picked trees, with a delicate scent. We have also made it easier for converters to create iconic black labels. The Black Collection offers a whole range of smooth to highly structured materials that look good right up to the label edge, without the need for printing twice."

Implementation is key. Longstanding experience in the wine and spirits segment means that Avery Dennison has the expertise needed to support converters and to make sure they have the platform and production choices that can establish the most eye-catching brand image. Solutions for wine and spirits bottle labels span traditional, contemporary and specialty papers and films.

Select Solutions materials allow converters to create anything from textured, natural wine labels that evoke an earth-friendly approach through to sleek, metallized labels that speak to style-minded consumers - in short, whatever best expresses a unique brand story. >

Pioneering Change.

Avery Dennison pioneered this industry.
We drive change. We always have and we always will.

We do not just incrementally change it -
we invest heavily in R&D to ensure that we are
creating for the future. We continue to be pioneers.

Change
Perceptions.

Say 'luxury'
in more
ways than ever.

Compelling materials reinforcing
the idea and value of luxury
in different ways: visually, and
through other senses.
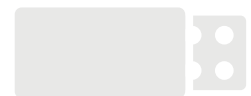
Change Your
Horizons.

New opportunities.
Complete portfolios.

New products that expand what's
possible in different specialties.
Complete portfolios that deliver the
right solutions.

Change
The Game.

Redefine experience with smart-label technology.

Integrating new technologies for greater precision and control in inventory, supply chain and safety management.
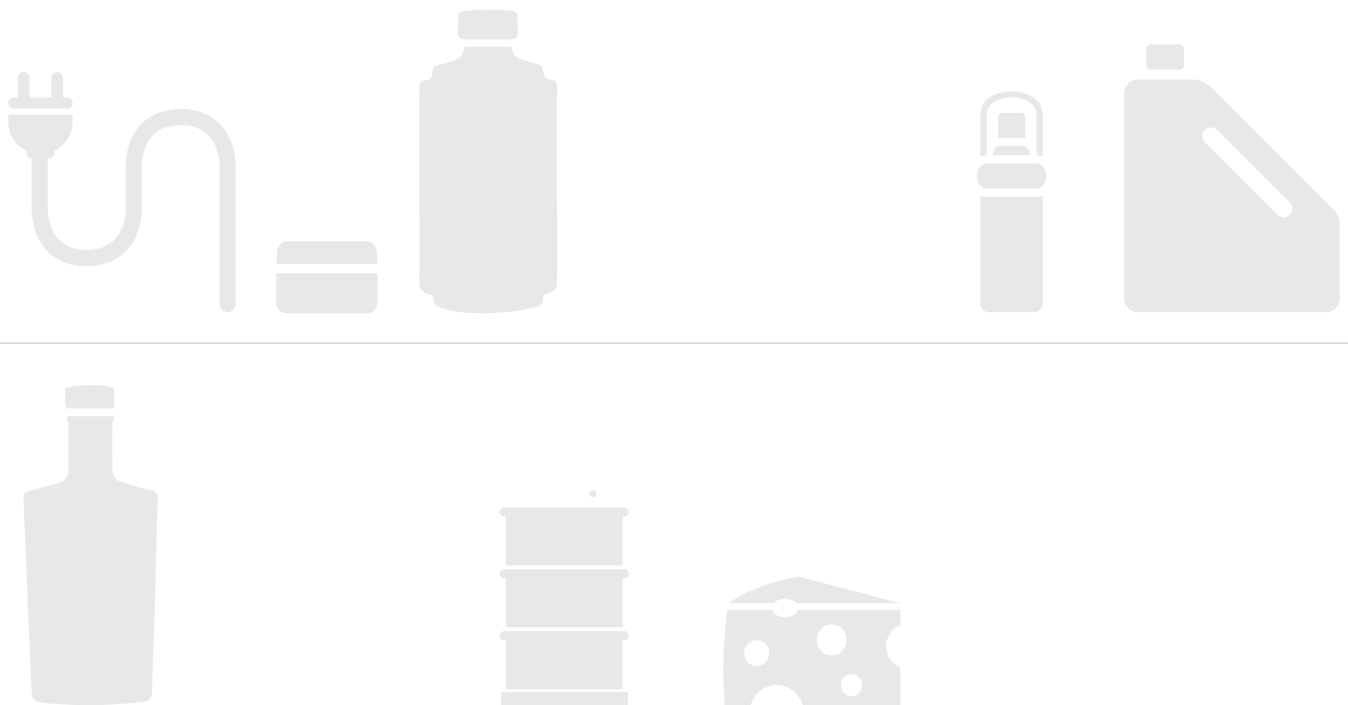
Change
The Future.

Choose sustainable options that don't cost the earth.

Innovative label solutions from a company that makes sustainability a part of everything it does. Continually developing new sustainable options that don't cost the earth.

Change Your
Experience.

Save time.
Gain an edge.

We give you the help you need when it comes to compliance. Free BS 5609 testing. Our Complete Compliance portfolio. Compliance statements available in minutes. Changing your experience.
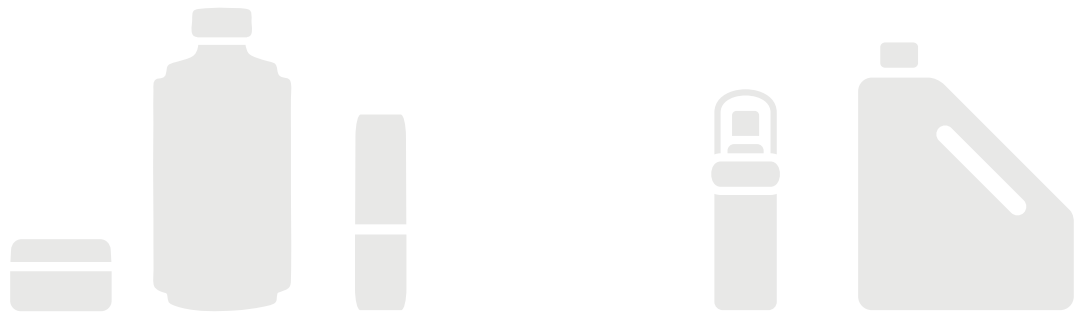
Sensorial
Collection

Label look is just one part of a consumer's impression of a bottle. Communicating brand values properly means going further – how does a label feel? What's the sound when it's touched? Is there perhaps even scent?

The Avery Dennison Sensorial Collection gives designers a broader toolset. Different label surfaces can be created using soft touch, textured or patterned papers creating a premium, vintage or artisanal feel. Hand-picked trees used to create wooden labels that recall the roots of nature with a delicate scent. Diverse label surfaces can be used to give consumers a subtle message when hearing the sound of a finger moving over the surface. And of course an outstanding visual impact is retained to engage the most dominant of all the senses.

A wine, spirits and craft beer journey may always reach its zenith in taste, but Avery Dennison Sensorial materials help you to give the consumer a detailed and rewarding experience on the way.

Low   Quick   Fast
MOQ   Quote   Delivery

Key features

▸ Materials for any premium brand image
▸ Engage all consumer senses
▸ Deliver unique sensorial experiences to the customer
▸ Excellent service and minimum order quantities
▸ Winning label design collection: Silver Pencil Award 2017 and Graphis Silver Award 2017

Application areas

▸ Wine
▸ Spirits
▸ Craft beer

Product information

RW service BH379, BH382, BH998 and
BH999: 250 mm x 250 lm, 333 mm x 250 lm

RW service other products:
250 mm x 1000 lm, 333 mm x 1000 lm

Code	Product description	MOQ (SQM)	Lead time (EX WORKS) [1]
BG348	Soft Touch White S2047N-BG45WH IMP	250	7 days (RW)
BG358	Tyvek 54 S2030-BG45WH	250	7 days (RW)
BC273	Skinny FSC S2047N-BG45WH	250	7 days (RW)
BC274	Fibers Look FSC S2047N-BG45WH	250	7 days (RW)
BC271	Cloud White FSC S2047N-BG45WH	250	7 days (RW)
BI443	Soft Touch Black FSC S2047N-BG45WH	250	7 days (RW)
BI304	Paper Watermark FSC S2030-BG45WH	250	7 days (RW)
BC270	Wood Skin Paper FSC S2047N-BG45WH	300	7 days
AX224	Velvet White S700 Dec-BG45WH	300	7 days
BH382	Birch Wood S700-BG50WH	62.5	7 days (RW)
BH379	Cherry Wood S700-BG50WH	62.5	7 days (RW)
BH998	Birch Wood S700-PET30	62.5	7 days (RW)
BH999	Cherry Wood S700-PET30	62.5	7 days (RW)

All these products are very unique for characteristics and features, and beside being tested with the main printing and decoration techniques, they require specific attention when converted. Our representatives are here to advise you in every detail.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu/wine or contact your local Avery Dennison sales representative.

Black
Collection

An iconic black label can transform a brand, speaking to consumers of truly premium contents. Quality of execution is everything, and the Avery Dennison Black Collection gives converters and brand owners materials that look the part – right up to the edge.

The Black Collection is a broad portfolio that delivers the exceptional and dependable quality needed for consistently high shelf appeal, even when using textured black labels.

Materials include smooth to highly structured surfaces, thick to thin facestocks and a choice of different shades. Converters no longer have to print twice to create a rich and even black. You'll benefit from saturated black labels without white edges, along with the stable hot foiling needed to release your creativity.

Take consumers on an elegant and luxurious journey into the dark - and use the Black Collection to make wines, spirits and beers really stand out on the shelf.

| Low MOQ | Quick Quote | Fast Delivery |

Key features

‣ An extensive black labelling portfolio
‣ Different textures and shades
‣ Eliminates the need to print 2x for full black
‣ Black labels without white edges
‣ Good printability
‣ Stable hot-foiling on unprinted areas

Application areas

‣ Wine
‣ Spirits
‣ Craft beer

Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS) [1]
AL409	Paper New Black FSC S2047N-BG45WH IMP	500	1 day
AR633	PP90 Top Black S692N-BG45WH	100	1 day (RW)
NEW BI441	Martele Black FSC S2047N-BG45WH	250	7 days (RW)
NEW BI477	Matt Wine Black FSC S2047N-BG45WH	250	7 days (RW)
NEW BI443	Soft Touch Black FSC S2047N-BG45WH	250	7 days (RW)
NEW BH341	Cotton Black S2047N-BG45WH	250	7 days (RW)

[1] Business days
RW = Fasson® Ready Width™ service

RW service AR633:
200 mm x 500 lm, 333 mm x 500 lm

RW service other products:
250 mm x 1000 lm, 333 mm x 1000 lm

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label. averydennison.eu or contact your local Avery Dennison sales representative.

PLUS
technology

Maintaining visual impact in wet conditions is crucial for brand owners. However, many papers do not perform well in wet conditions - the label can look grey, with unattractive, uneven colouring or wrinkles.

The "ice bucket challenge" for wine labels is made easy by Avery Dennison PLUS technology. An underlaminate is used to protect against deformation, and reduce bubbles and pleats. The technology enables better stripping, for easier complex label shapes, and it also improves embossing. PLUS technology allows you to use a wide range of paper facestock and achieve a premium and 'authentic' look, while maintaining all-important brand-image in wet conditions.

Thanks to improved service options, you can now offer PLUS technology on even the smallest projects - and make the most of a fast-track route to powerful brand stories.

Key features

▶ Fewer wrinkles and bubbles in the ice bucket
▶ Available on a wide range of uncoated and coated papers
▶ Improves stripping - a good choice for intricate label shapes
▶ Reduces matrix breaks during converting
▶ Improves embossing
▶ Excellent service and minimum order quantities

Application areas

▶ Wine
▶ Spirits
▶ Craft beer

Low
MOQ

Quick
Quote

Fast
Delivery

Product information

The table below shows a selection of products from our very extensive range of PLUS materials. For more details, please contact your local Avery Dennison sales representative.

Code	Product description	MOQ (SQM)	Lead time (EX WORKS) [1]
AO969	Alinea BL Plus FSC S2047N-BG45WH IMP	1000	7 days
AV814	Arctic Plus FSC S2047N-BG45WH IMP	1000	7 days
BG059	Cotton Extra White Plus S2047N INC-BG45WH IMP	1000	7 days
AT910	Cotton White Plus S2047N-BG45WH	1000	7 days
BG822	Epique Plus FSC S2030-PET23	1000	14 days
AQ871	Epique Plus FSC S2047N-BG45WH IMP	1000	7 days
AE653	Frozen Orion Plus Diam S2047N-BG45WH IMP	250	1 day (RW)
AM838	Frozen Quartz Plus FSC S2047N-BG45WH	250	1 day (RW)
BC436	HGWine Perle Plus FSC S2030-BG45WH	1000	14 days
BD016	HGWine Plus FSC S2030-BG45WH	1000	1 day
AN322	HGWine Plus FSC S2047N-BG45WH	1000	7 days
AT703	Maille Blanc New plus FSC S2047N-BG45WH	1000	1 day
AL205	Martele Blanc Plus FSC S2047N-BG45WH	200	1 day (RW)
AR946	Martele Creme Plus S2047N-BG45WH IMP	1000	7 days
BC758	Martele Extr Wh Plus FSC S2047N-BG45WH	1000	7 days
AH993	Matt Wine Plus FSC S2047N-BG45WH	1000	7 days
AE090	Matt Wine Plus FSC S2047N-BG45WH IMP	1000	1 day
AL758	Rustique Blanc Plus FSC S2047N-BG45WH	300	1 day (EXT, RW)
AI829	Rustique Creme Plus FSC S2047N-BG45WH	1000	1 day
BF773	Sable Blanc Plus FSC S2030-PET30	1000	1 day
BE969	Sable Blanc Plus FSC S2047N-BG45WH	300	1 day (EXT)
BG995	Sable Creme Plus FSC S2047N-BG45WH IMP	1000	1 day
AU777	Super White OPQ Plus FSC S2047N-BG45WH	500	1 day
BG374	Verge Blanc Plus FSC S2030-PET23	1000	14 days
AI845	Verge Blanc Plus FSC S2047N-BG45WH	1000	7 days
AR002	Verge Blanc Rev Plus FSC S2047N-BG45WH	1000	7 days
AM471	Verge Creme Plus FSC S2047N-BG45WH IMP	1000	7 days

[1] Business days
EXT = Fasson® EXACT™ service
RW = Fasson® Ready Width™ service

RW service AL758:
333 mm x 1000 lm

RW service AL205:
200 mm x 1000 lm, 250 mm x 1000 lm, 333 mm x 1000 lm

RW service other products:
250 mm x 1000 lm, 333 mm x 1000 lm

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label. averydennison.eu or contact your local Avery Dennison sales representative.

PET liners
for wine, spirits and craft beer

PET liners enable leaner, stronger and faster* labelling dispensing at the brand owner – and the enhanced visual appeal that matters so much with wines, spirits and craft beers.

Switching from conventional glassine liners to PET liners gives converters and brand owners a whole range of important benefits. High-speed conversion is possible for complex label shapes, with rapid die-cutting and stripping and fewer web breaks for optimum productivity. Design creativity is also enhanced, with superior embossing results and the option of striking 'no label' look performance with clear filmic materials.

Lower transport costs and fewer roll changes* are also a benefit, because the thinner PET liners allow more labels on a roll.

A wide range of label constructions are available both on emulsion and hotmelt adhesives.

Low
MOQ

Quick
Quote

Fast
Delivery

Key features

‣ Widest range of materials available
‣ Excellent service and minimum order quantities
‣ Superior embossing
‣ Fast die-cutting, with fewer liner breaks
‣ Higher application speeds at the brand owner - also in wet conditions
‣ Longer rolls for fewer roll changes
‣ PET liner recycling options available

Application areas

‣ Wine
‣ Spirits
‣ Craft beer

* Compared to Avery Dennison BG liner products

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Product information

The table below shows a selection of products from our very extensive range of materials with PET liners. For more details, please contact your local Avery Dennison sales representative.

Facestock	PET 23 Liner		PET 30 Liner			
	S2030	S2047N	S2030	S2047N	S700	WLA
Alinea Blanc FSC				BC687		
Arctic FSC	AU278			AM707		
Birch Wood					BH998	
Cherry Wood					BH999	
Canal Blanc New FSC				BF141		
Cotton Extra White				BB546		
Cotton White			AH465			
Dull Foil Gold				AU277		
Dull Foil Silver				AU383		
Epique FSC	AS873	AR394				
Frozen Orion Diamond FSC			AX335	AO734		
Frozen Quartz FSC	AU240		BE353			
HGWine Premium FSC			AD795	AD978		
HGWine Pearl FSC	AU205			AL228		
Linen FSC			AV830			
Maille Blanc New FSC	AX334			AT505		
Maille Creme New FSC		BE971				
Martele Blanc FSC	AW374		AO000	AT435		
Martele Creme FSC		BC342		AO875		
Martele Extra White FSC			BG127			
Matt Wine FSC	AL571		AH986	AH733		
Natural Bois PEFC			BD048			
Pampa White FSC				BE687		
Paper New Black FSC				BF551		
Rustique Blanc FSC	AT728		AH859	AD968		AO085
Rustique Creme FSC	AU873		AN832	AB928		AN911
Rustique Extra White FSC	BC956			BH395		
Sable Blanc FSC	BE559		BE561	BG007		BF544
Sable Creme FSC				BI822		
Skin Blanc FSC		AX905				
Super White OPQ FSC	AW354					
Tyvek 54	BH172					
Verge Blanc FSC			AD885	AG590		AS310
Verge Creme FSC				AD829		
Verge Extra Blanc FSC			AL476	AX419		

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

Clear
Hotmelt

Up to now, hotmelt adhesives haven't been the best choice for chilled food labels because of their tendency to "yellow", especially after exposure to ultraviolet light. As a result, food producers have often had to compromise between shelf-appeal and low-temperature adhesive performance.

Our patented Clear Hotmelt S2045C adhesive solves that problem. It's the first ultra-clear hotmelt adhesive that offers the tack and low-temperature performance of a conventional hotmelt adhesive, but without the yellowing. It's available with both conformable polyethylene and rigid polypropylene films, and paired with our best-in-class TC7007 topcoat, it performs well at higher conversion speeds. In all, it's a straightforward and cost-effective way to achieve a great 'no label' look for chilled foods.

Low MOQ	Quick Quote	Fast Delivery

Key features

▸ First general-purpose clear hotmelt
▸ Improved shelf appeal
▸ Greater clarity and printability
▸ Lower total applied cost (TAC)
▸ Suitable for use with PP Clear labelling
▸ Suitable for labelling of curved and contoured substrates with PE Clear and White
▸ Minimum application temperature 0°C

Application areas

▸ Chilled food applications where shelf appeal is important
▸ Applications that previously used conventional hotmelt
▸ Other applications where high tack at lower temperatures is required

Product information

Code	Product description	MOQ (SQM)	Service (EX WORKS) [1]
NEW BF625	PE85 Top Clear - S2045C - BG40WH	1.000	1M FTO
NEW BF626	PE85 Top White - S2045C - BG40WH	1.000	1M FTO
NEW BF627	PP60 Top Clear - S2045C - BG40WH	970	2000LM EXT

In order to meet specific customer requirements S2045C is also part of our Mix & Match™ service.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

Tamper-evident labelling solutions

Drug counterfeiting is a major global problem. Patient safety is compromised by product manipulation or substitution, and manufacturers can experience damage to their brand image, sales and revenue.

European Union Directive 2011/62/EU, article 54(o), is designed to prevent "falsified medicines" entering the legal supply chain and reaching patients. It applies to all prescription products (except radiopharmaceuticals) and requires outer packaging to reveal any tampering, from February 2019 onwards.

Avery Dennison offers a broad portfolio of anti-tamper and anti-counterfeiting pharmaceutical labelling solutions to reduce the risk of packaging falsification; including VOID labels, destructible labels and box damage films.

Low MOQ

Quick Quote

Fast Delivery

Key features

▸ A broad anti-tamper and anti-counterfeiting portfolio
▸ Supports compliance with EU Directive 2011/62/EU, article 54(o)
▸ Protects patient safety and brand reputations
▸ Full technical support for 'layered' custom solutions
▸ Basic features through to high-end technologies

Application areas

▸ Prescription medicines
▸ Brand protection

Product information

	Code	Product description	Box Damage		Label Damage Security		Box varnish security	
			Room Temperature Storage	Temperature stability 50°C	Destructible Film: Label Damage	VOID	Waterbased Varnish	UV Varnish
	Clear film							
	BF746	PP NG Top Clear S788P-BG45WH	++	+			++	
	AN873	PP NG Top Clear S700-PET30	++	++			++	
	AU380	Sharp Tear Clear S4700 INC-BG40WH			+		+	
NEW	BJ772	PP NG Top Clear S799P-BG45WH	+++	+++			+++	++
NEW	BK834	PP NG Top Clear S799P-PET30	+++	+++			+++	++
NEW	BK392	Acrylic Clear UD S799P-BG45WH			+++		+++	
NEW	BK487	Void PP50 Clear S799P-PET30				+++	+++	+++
	AO669	Flexsecure 36 Clear S700-BG45WH				++	++	++
	White film							
	AU381	Sharp Tear White S4700 INC-BG40WH			+		+	
	AA717	Foamtac IIS2000N-BG40WH			+++		+++	++
	AZ426	PVC Semi Gloss White UD-S2000N-BG50WH			+++		+++	++
	AF765	PVC Matt White UD S690-BG50WH			+++		+++	++
	AI881	PE HD Tamperevident WH S3100-BG45WH			+++		+++	++
	Other							
	AI307	Flexsecure Holographic				++	++	++
	AR443	Flexsecure Silver S700-BG45WH				++	++	++

+ good ++ better +++ best

Ultimately, the right label technology depends on precise application requirements. Avery Dennison offers the portfolio breadth and the in-depth technical support needed to create dependable, compliant and cost-effective solutions in the pharma segment.

Technical sales representatives can help to solve this challenge and deliver functional and convenient packaging solution.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

Small-diameter labelling

Pharmaceutical containers, are small – with typical volumes of 10-150 ml and diameters of 15-50 mm. Only a label adhesive with excellent mandrel performance can ensure successful conversion and dispensing.

There is growing demand for self-injection devices across the medical segment, thanks to many different benefits including better dosage security and sterility. The challenge to label converters is how to address such small diameters and low energy (e.g. PE/PP) substrates.

Avery Dennison offers a sophisticated portfolio of labelling solutions designed for small-diameter pharmaceutical labelling applications. It provides outstanding tight mandrel performance, a low risk of adhesive migration, edge lift, and 12-month advance change notification*.

Options include low-migration pharmaceutical adhesives S692NP and S717P. The first delivers exceptionally low migration (important as plastic use grows), while S717P minimises edge lift on low surface-energy substrates, down to 10 mm in diameter.

Low MOQ	Quick Quote	Fast Delivery

Key features

▸ Outstanding mandrel performance on small diameter containers
▸ Availability and change notification 12 months in advance*
▸ Compliance with FDA and European food regulations

Application areas

▸ Prescription medicines or drugs
▸ Over-the-counter (OTC) products
▸ Auto-injector pens for diabetics, autoimmune deficiencies and more
▸ Pre-filled syringes and vials
▸ Small diameter containers: 15-50 mm diameter
▸ Glass, PE and PP substrates (including treated, slip-coated or varnished)
▸ Low migration labels for thin-walled LDPE containers
▸ Any application requiring excellent mandrel performance

* only applies to the following adhesives:
S2000NP, S2045NP, S717P, S692NP

Meeting the pharmaceutical compliance challenge

All manufacturers of pharmaceutical packaging have to meet the challenges posed by new regulations and stronger packaging guidelines. There is growing pressure to understand rules in detail, and to make absolutely sure every package is compliant. That means rising demand from pharmaceutical companies for customised tests and individual packaging material certification.

The Avery Dennison Pharma and Complete Compliance Expert Team is always on hand to give converters and pharmaceutical companies detailed information, full transparency and technical support. These are essential resources when navigating the complexities of pharmaceutical applications and making sure the end result is both successful and compliant.

Label and plastic packaging solutions should comply with the following:
▸ European food regulation 1935/2004/EC, including 10/2011/EU guidance on plastic materials and articles intended to come into contact with food
▸ ISO 3826 - a norm that explains how to test plastics collapsible containers for human blood and blood components
▸ FDA 175.105 Food and Drug Administration (FDA) concerning indirect food additives, adhesives and components of coatings
▸ ISO 10993-5 dedicated test for vitro cytotoxicity
▸ ISO 10993-10 test for irritation and skin sensitization

		Regulation 1935/2004/EC	ISO 3826	FDA 175.105	Drug Master File DMF	ISO 10993-5	ISO 10993 - 10
Guideline on Immediate Plastic Packaging	S2000NP	✔	✔	✔			
	S692NP	✔	✔	✔	✔	✔	
	S2045NP	✔	✔	✔			
	S717P	✔	✔	✔	✔	✔	✔
Blood bag labelling	AL171		✔	✔			
	C2020P	✔	✔	✔			
	S2060NP	✔	✔	✔			
Cryogenic applications	S2196	✔	✔	✔			
	C0196						

| Code	Product Name	Luminescent (Laetus Scale)	Low Migration Risk	Dispensing	Chemical Resistance	Low Temperature Performance	Basis weight [gsm/m²]	Caliper [µm]	Paper	Film	Semi Gloss	Gloss	on Glass	on PE / PP	ø 7 mm [0,5 ml]	ø 10 mm [1,25 ml]	ø 20 mm	ø 10 mm [2 ml]	ø 16 mm [10 ml]	ø 22 mm	Autoclave	Etox	Gamma
AE082	LW FSC S2000NP-BG40WH	9		+	+		62	55	+		+		++	++	+	+	+	+	+	+	+	+	+
AM207	LW FSC S2045NP-BG45WH	9		+		+	62	55	+		+		+++	+++	+	+	+	+	+				+
AH431	LW FSC S692NP-BG40WH	9	+	+	+	+	62	55	+		+		+	+		+	+	+	+	+	+	+	+
AO865	LW FSC S692NP-PET36	9	+	++	+	+	60	52	+		+		+	+		+	+	+	+	+	+	+	+
BC932	MC Pharma FSC S717P-BG45WH		+	+	+	+	60	52	+		+		++	++	+	+	+	+	+	+	+	+	+
BC933	MC Pharma FSC S717P-PET36		+	++	+	+	60	52	+		+		++	++	+	+	+	+	+	+	+	+	+
AT440	MC Pharma FSC S2000NP-BG40WH			+	+		60	52	+		+		++	++	+	+	+	+	+	+	+	+	+
AS495	MC Pharma FSC S692NP-BG40WH		+	+	+	+	60	52	+		+		+	+		+	+	+	+	+	+	+	+
AS083	MC Pharma FSC S692NP-PET23		+	++	+	+	60	52	+		+		+	+		+	+	+	+	+	+	+	+
BC932	MC Pharma FSC S717P-BG45WH		+	+	+	+	60	52	+		+		++	++		+	+	+	+	+	+	+	+
BB544	MC Primecoat FSC S2000NP-BG40BR			+	+		80	69	+		+		++	++			+			+	+	+	+
AT021	MC Primecoat FSC S2000NP-PET23			++	+		80	69	+		+		++	++			+			+	+	+	+
AE947	PE85 Top White S692NP-BG40WH		+	+	+	+	81	82		+		+	+	+	+	+	+	+	+	+	+		+
BD151	PET36 Top Clear S717P-PET36		+	++	+	+	50	36		+		+	+	++	+	+	+	+	+	+	+	+	+
AX206	PET36 Top Clear S4000N LUM-PET36	5		++	+		50	36			+	+	+	+	+	+	+	+	+	+	+	+	+
BD151	PET36 Top Clear S717P-PET36		+	++	+	+	50	36		+		+	++	++	+	+	+	+	+	+	+	+	+
AN499	PP Light Top Clear S692NP-PET30		+	++	+	+	44	49		+		+	+	+	+	+	+	+	+	+	+	+	
BF237	PP Light Top Clear S717P-BG45WH		+	+	+	+	44	49		+		+	++	++	+	+	+	+	+	+	+	+	
BD522	PP Light Top White S717P-BG45WH		+	+	+	+	48	49				+	++	++	+	+	+	+	+	+	+	+	

Product information

Code	Product Name	Luminescent (Laetus Scale)	Low Migration Risk	Dispensing	Chemical Resistance	Low Temperature Performance	Basis weight [gsm/m²]	Caliper [µm]	Front Paper	Front Film	Front Semi Gloss	Front Gloss	Adhesion on Glass	Adhesion on PE / PP	Mandrel Hold Glass ø 7 mm [0,5 ml]	Mandrel Hold Glass ø 10 mm [1,25 ml]	Mandrel Hold Glass ø 20 mm	Mandrel Hold Glass HDPE/PP ø 10 mm [2 ml]	Mandrel Hold Glass HDPE/PP ø 16 mm [10 ml]	Mandrel Hold Glass HDPE/PP ø 22 mm	Sterilisation Autoclave	Sterilisation Etox	Sterilisation Gamma
AU271	PP Light Top White S692NP-BG40WH		+	+	+	+	48	49	+			+	+	+		+	+	+	+	+	+	+	
AO271	PP Light Top White S692NP-PET30		+	++	+	+	48	49	+			+	+	+		+	+	+	+	+	+	+	
AX207	PP NG Top Clear S4000N LUM-PET36	5		++	+		46	50	+			+	+	+		+	+	+	+	+	+	+	
AN869	PP NG Top Clear S692NP-BG40WH		+	+	+	+	46	50	+			+	+	+		+	+	+	+	+	+	+	
AD492	PP NG Top Clear S700 LUM-BG45WH	9		+	++		46	50	+			+	+++	+	+	+	+			+	+	+	
AN873	PP NG Top Clear S700 LUM-PET36	9		++	++		46	50	+			+	+++	+	+	+	+			+	+	+	
AA844	PP NG Top Clear S700-BG40WH			+	++		46	50	+			+	+++	+	+	+	+			+	+	+	
AE091	PP NG Top Clear S700-PET36			++	++		46	50	+			+	+++	+	+	+	+			+	+	+	
AX204	PP Top Clear S4000N LUM-PET30	5		++	+		52	57	+			+	+	+		+	+		+	+	+	+	
BD883	PP Top White S717P-PET23		+	++	+	+	59	57	+			+	++	++		+	+		+	+	+	+	
AE948	PP Top White S692NP-BG40WH		+	+	+	+	59	57	+			+	+	+		+	+		+	+	+	+	
AX203	PP30 Clear S4000N LUM-PET30	5		++	+		30	27	+			+	+	+	+	+	+	+	+	+	+	+	
BC934	PP30 Top Clear S717P-PET36		+	+	+	+	27	31	+			+	++	++	+	+	+	+	+	+	+	+	
NEW BH134	PP30 Top White S717P-BG40WH		+	+	+	+	27	29	+			+	++	++	+	+	+	+	+	+	+	+	
NEW BJ918	PP30 Top White-S692NP-BG40WH		+	+	+	+	24	32	+			+	+	+	+	+	+	+	+	+	+	+	
NEW BL291	Primax II S692NP-BG40WH		+	+	+	+	65	63	+	+			+	+	+	+	+	+	+	+		+	+
AJ053	Primax II S692NP-PET30		+	++	+	+	65	63	+	+			+	+	+	+	+	+	+	+		+	+

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label. averydennison.eu or contact your local Avery Dennison sales representative.

+ good ++ better +++ best

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Low temperature labelling
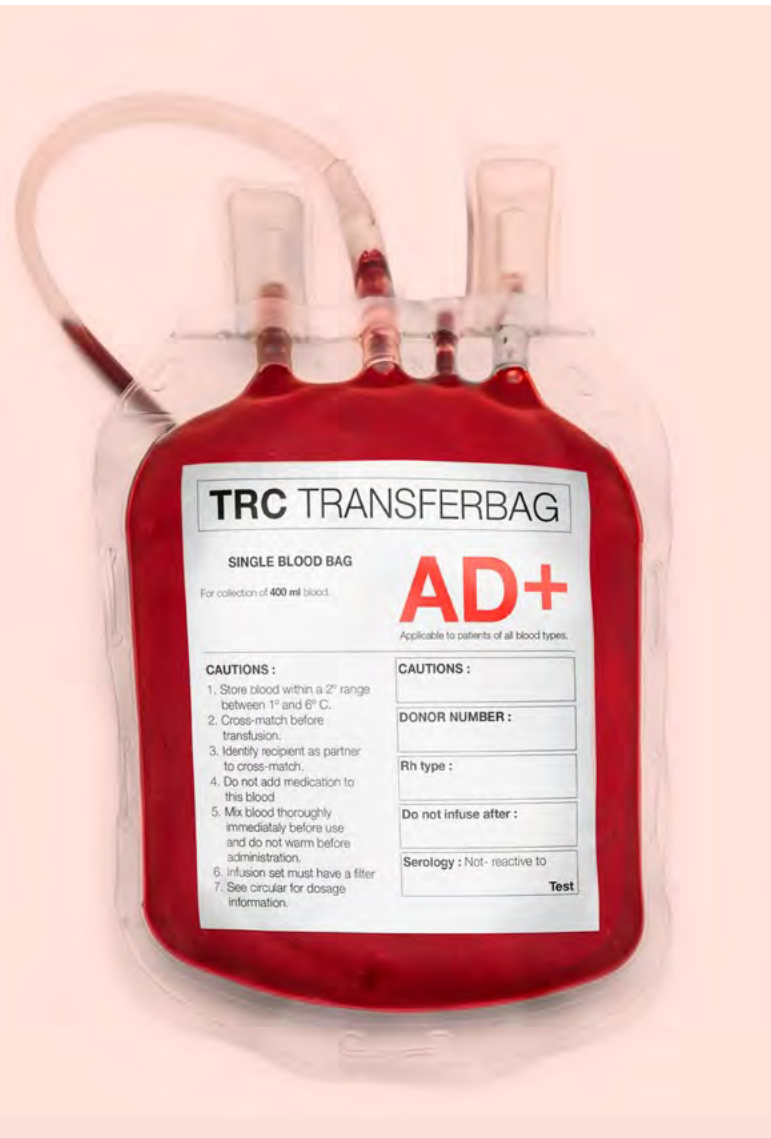
Blood and plasma bags in refrigerators and freezers pose unique labelling challenges, including reliable low-temperature performance and chemical exposure.

More than one million human tissue samples are collected, stored and transported each year – at temperatures as low as -196°C. Our comprehensive low temperature portfolio is designed for bottles, test-tubes, vials and other containers used in hospitals, clinics and research labs. It enables many printing technologies, across applications ranging from blood bags through to cryogenic and laboratory packaging.

Labels comply with FDA and European food regulations, and have been approved by ISEGA testing institute according to DIN ISO 3826 for "Plastic Collapsible Containers for Human Blood and Blood Components".

Key features

▶ Extreme low cryogenic temperatures: -196°C
▶ Steam autoclave sterilisation (up to +121°C)
▶ Good chemical resistance
▶ UV flexo, thermal transfer, direct thermal and UV inkjet
▶ White, opaque and clear versions

Application areas

▶ Blood bag and plasma bag labelling
▶ Human and animal health: blood fractioning, stem cells, serum
▶ Hospital, clinic and laboratory labelling
▶ Deep freeze applications
▶ Re-labelling with opaque labels

Low
MOQ

Quick
Quote

Fast
Delivery

Product information

Code	Product description	Service temperature range	Minimum application temperature	Chemical resistance	Opaque treatment	Small diameter applications <15mm	Face material		Printability			
							Paper	Film	Autoclave sterilization	Thermal transfer printability	Direct thermal printability	UV inkjet printability
Cryogenic applications												
AZ452	PP Top White S2196-BG40WH	-196 °C to +120 °C	+10 °C	yes		yes		✔	✔	✔		✔
BB624	PP Light Top Clear S2196-BG40WH	-196 °C to +120 °C	+10 °C	yes		yes		✔	✔	✔		✔
NEW BG470	PP95 Matt White S2196-BG40WH	-196 °C to +120 °C	+10 °C	yes		no		✔	✔	✔		
BH419	PET50 PT White S2196-BG40WH	-196 °C to +120 °C	+10 °C	yes		no		✔	✔	✔		
AH403	2.3M PP Top White C0196-40BG	-196 °C to +120 °C	-28 °C	yes		yes		✔	✔	✔		
Laboratory and hospital applications												
AX308	PET50 PT Clear S692NP-BG40WH	-20 °C to +80 °C	+5 °C			no		✔	✔	✔		
BF237	PP Light Top Clear S717P-BG45WH	-50 °C to +121 °C	+10 °C			yes		✔	✔	✔		✔
BD522	PP Light Top White S717P-BG45WH	-50 °C to +121 °C	+10 °C			yes		✔	✔	✔		✔
AY924	PP Top White Rev Met S692NP-BG40WH	-20 °C to +80 °C	+5 °C		yes	yes		✔	✔	✔		
AY612	Thermal 60 Top K8 S2000NP-BG40BR	-20 °C to +80 °C	0 °C			yes	✔				✔	
NEW AX583	Thermal Top S8 FSC C2020P-BG40WH	-50 °C to +80 °C	-20 °C			no	✔				✔	
NEW BF174	Thermal Top S8 OPQ S2060NP-BG40WH	-40 °C to +70 °C	0 °C		yes	yes	✔				✔	
AO525	Transfer PEHD C2020P-BG40WH	-50 °C to +80 °C	-20 °C			no		✔		✔		
NEW BK658	Transfer Superior S2000NP-BG40BR	-20 °C to +80 °C	0 °C			yes	✔			✔	✔	
NEW BJ265	Transfer Vellum FSC S2000NP INC-BG40BR	-20 °C to +80 °C	0 °C			no	✔			✔	✔	
NEW AT754	Transfer Vellum FSC S2060NP-BG40WH	-40 °C to +70 °C	0 °C			no	✔			✔		
Primary blood bag applications												
AA134	PE105 Matt White AL171-BG40WH	-80 °C to +140 °C	+10 °C	yes		no		✔	✔	✔		
AA437	MC Wett Strength-AL171-BG40WH	-80 °C to +140 °C	+10 °C	yes		yes	✔		✔	✔		
AD980	Transfer PP AL171-BG40WH	-80 °C to +140 °C	+10 °C	yes		no		✔	✔	✔		
Secondary blood bag applications												
AA437	MC Wett Strength AL171-BG40WH	-80 °C to +140 °C	+10 °C	yes		yes	✔		✔	✔		
AQ596	PP NG Top White S2060NP-BG45WH	-40 °C to +70 °C	0 °C			yes		✔		✔		
AN038	Transfer PEHD S2060NP-BG40BR	-40 °C to +70 °C	0 °C			no		✔		✔		
AQ665	PB PP NG Top White 2XS2060NP-BG40BR/BG40WH	-40 °C to +70 °C	0 °C			no		✔		✔		
AX238	PB PP NG Top White 2XC2020P-BG40BR/BG40WH	-50 °C to +80 °C	-20 °C			no		✔		✔		
AX583	Thermal Top S8 FSC C2020P-BG40WH	-50 °C to +80 °C	-20 °C			yes	✔				✔	
AO525	Transfer PE HD C2020P-BG40WH	-50 °C to +80 °C	-20 °C			no		✔		✔		

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

Heat-activated adhesive

Warning and identification labels for technical textiles must perform reliably in safety-critical segments such as automotive. The labels must adhere permanently to the substrate, which is usually both rough and flexible. UV resistance and flame retardancy are also often mandatory.

Conventional solutions include direct printing of the parts or the application of ink by heat transfer and now our patent-pending adhesive S8072 offers an alternative. Providing label converters an opportunity to grow business in new segments, our heat-activated adhesive can now offer textile users high-performance labels, with a permanent bond that keeps important information in place.

Key features

▸ Innovative, patent-pending adhesive technology
▸ After heat and pressure are applied, the pressure-sensitive adhesive crosslinks to form a structural, permanent bond
▸ Chemical and UV resistant, flame retardant
▸ Approved for several automotive specifications
▸ Variable data can be added prior to heat application using standard thermal transfer ribbons

Application areas

▸ Suitable for applications on woven and non-woven textiles used in automotive and industrial applications

Low MOQ

Quick Quote

Fast Delivery

Product information

FTO = Finish To Order

Adhesive technology

S8072 is a low-tack acrylic adhesive, coated onto a cast PVC film and protected with a glassine liner. The label construction has the look and feel of a standard label material, with a removable adhesive. It can be printed and die-cut like any other label material. After heat and pressure are applied for 4-6 seconds to the finished product, the adhesive cross-links and forms a permanent structural bond.

Code	Product description	MOQ (SQM)	Service (EX WORKS)
NEW BF049	PVC Cast White S8072-BG42WH	300	FTO

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label. averydennison.eu or contact your local Avery Dennison sales representative.

Heavy Industrial Labelling™ range

Applying tracking information onto raw materials such as metals, timber, stones and other building materials can be done in many ways - including the use of hanging tags and adhesive labels. Some materials can be hot at the point when they need to be labelled, while others can be rough, dusty or oily. Conventional solutions include handwriting, riveting or welding plates onto parts.

The Avery Dennison Heavy Industrial Labelling range allows label converters to offer a highly effective alternative labelling solution. It ensures traceability throughout the manufacturing process. Materials for conversion into both hanging tags and adhesive labels are available, covering different temperature ranges.

Labels and hanging tags applied at ambient temperatures can use cost effective solutions based on polyolefines. For peak temperatures up to +220°C, Avery Dennison offers heat stabilised polyester films. Topcoated aluminium films, featuring high abrasion and solvent resistance for thermal transfer print, can be used at temperatures up to +550°C.

Low MOQ

Quick Quote

Fast Delivery

Key features

▸ Productive labelling technology for raw material processors
▸ Performs in extreme conditions
▸ Barcodes can be applied very soon in the value chain
▸ Eliminates manual marking of parts, automating track-and-trace
▸ Tracks and traces inventory from initial manufacture to final delivery
▸ Helps reduce material reworking costs
▸ Complete portfolio covering a wide range of applications

Application areas

▸ Metal processing
▸ Building material industry
▸ Timber industry
▸ Manufacturing

Product information

Code	Product description	MOQ (SQM)	Service (EX WORKS)
BE726	Alu 60 White Top S8093-BG50WH	125	RW*
BE776	Alu Tag 175 White Top	100	RW**
BJ213	Transfer HDPE 95 Matt Wh S8094 SGP-BG45WH	1000	CTO
BJ237	HDPE Tag 190 Matt White	1000	FTO
BH655	Transf PET Wh Top HT S8093-BG50WH	500	FTO
BG479	PET Tag 125 Wh Top HT	500	FTO

Service is designed for flexibility, with Fasson® Ready Width™ service options and reduced Minimum Order Quantities.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label. averydennison.eu or contact your local Avery Dennison sales representative.

Overlaminating films
for durable goods labelling

Overlaminating films are often used to create high performance durable goods labels. These films protect a label and its printed images from chemical and mechanical influences, and from harmful UV light. The label can maintain its desired function over a labelled item's lifetime, complete with all identification, tracking or branding information. Overlaminating films can also be used to increase label caliper and rigidity.

Avery Dennison overlaminates have been chosen not only for functionality but also for high-performance aesthetics, including a striking 'clear-on-clear' look, highly transparent matt overlamination and a velvet surface.

Key features

▸ Films with high clarity
▸ Adhesives AL170 and S8020 offer excellent UV and temperature resistance
▸ Low risk of yellowing
▸ Excellent chemical resistance (AL170)
▸ UV protection for sensitive inks with Overlam PET 23 UV (e.g. digital print applications)
▸ UL and c-UL recognised overlamination films
▸ Small minimum order quantities

Application areas

▸ Automotive under-the-hood
▸ Household appliances
▸ Electronic devices
▸ Industrial applications
▸ Do-it-yourself equipment

Low MOQ

Quick Quote

Fast Delivery

Product information

Service is designed for flexibility, with Fasson® EXACT™, Fasson® Ready Width™ service options and reduced Minimum Order Quantities. For many products within our durable goods range the Minimum Order Quantity is as low as 100 sqm.

FTO = Finish To Order

Code	Product description	MOQ (SQM)	Service (EX WORKS)	Appearance	UL recognition Indoor use	UL recognition Outdoor use	c-UL recognition Indoor use	c-UL recognition Outdoor use
AE407	Overlaminating PET25 S8020-BG42WH	125	RW	glossy	✔		✔	
AA647	Overlaminating PET25 AL170-HF80	100	EXT	glossy	✔			
AI573	Overlam PET 25 Matt S8020-BG42WH	300	FTO	matt	✔			
AC747	Overlam PET 25 Matt AL170-HF80	300	FTO	matt	✔	✔		
AB702	Overlam Polycarb 50 MT S8020-PET36	300	FTO	velvet	✔			
AS675	Overlam PET23 UV S8020-PET23	100	EXT	glossy	✔	✔	✔	✔
AS674	Overlam PET23 UV AL170-PET23	300	FTO	glossy	✔	✔	✔	✔

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label. averydennison.eu or contact your local Avery Dennison sales representative.

Cable labelling

Effective and dependable labelling of cables in cabinets, workstations and offices is essential when installing, repairing or troubleshooting. Labels both aid product identification and establish branding – so good printability is important, usually for thermal transfer printers and ribbons.

The Avery Dennison cable portfolio minimizes 'butterflying', combining a flexible film with a high cohesion, high shear adhesive. This is especially important for small diameter cables, which need more flexible films and higher performance adhesives.

Portfolio options include UL-recognised materials suitable for applications in the US, and materials with flame retardant properties and good resistance to UV light. White, highly flexible materials are available for flag labels (with space for printed text or barcodes), as well as transparent materials for wrap-around labels where space is limited.

Low MOQ	Quick Quote	Fast Delivery

Key features

‣ Supports a wide range of label types
‣ Good printability
‣ High performance adhesive and flexible facestock
‣ Good resistance to 'butterfly effect'
‣ Options include UL-recognised, flame retardant and UV-resistant materials

Product information

Service is designed for flexibility, with Fasson® EXACT™, Fasson® Ready Width™ service options and reduced Minimum Order Quantities. For many products within our durable goods range the Minimum Order Quantity is as low as 100 sqm.

FTO = Finish To Order

Code	Product description	MOQ (SQM)	Service (EX WORKS)
AI995	Transfer PVC 50 Cast Clear S8065-BG50WH	300	FTO
AS880	PVC Outdoor Clear AL170-BG42WH	300	FTO
AZ793	PVC Outdoor Clear AL170-HF80	1000	CTO
AW627	PVC Outdoor Matt Clear AL170-BG42WH	300	FTO
AC747	Overlam PET 25 Matt AL170-HF80	300	FTO
AE357	Transfer PVC 50 Cast White S8065-BG50WH	300	FTO
AA648	PVC Outdoor White AL170-BG42WH	100	EXT
AA948	PVC Outdoor Matt White AL170-BG42WH	125	RW
BF481	Transfer PO White S8020-BG42WH	1000	CTO
AJ095	Transfer PP TR 75 Matt White S8001-BG42WH	300	FTO

UL recognitions

UL 969 ('Marking and Labelling Systems') is the most commonly used UL standard for labels, but it applies only to labels on smooth and flat surfaces. Avery Dennison offers materials that comply in addition with the following standards:
- UL 817 – cord sets and power supply cords
- UL 2238 – cable assemblies and fittings for industrial control and signal distribution

Flammability specifications

Federal Motor Vehicle Safety Standards (FMVSS) are US federal regulations. Standard FMVSS 302 relates to the burning behaviour of materials used inside road vehicles such as passenger cars, trucks, buses and agriculture machinery. Most automotive OEMs specify flammability testing based on FMVSS 302.

Products meeting these specifications are available, please contact your local Avery Dennison sales representative for details.

The standard UL 94 is used to indicate the flammability of plastic materials used in devices and appliances. Avery Dennison offers materials complying with UL 94 VTM-0, the most stringent classification, when tested as a flag label.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

Avery Dennison
RFID solutions

Why choose Avery Dennison RFID?

As the world's largest UHF RFID partner, we provide solutions for multiple industries, from retail apparel and food to healthcare and aviation. Our integrated global RFID approach is proven to increase inventory accuracy, improve supply chain agility and enhance visibility across all channels.

Sustainability is at the core of everything we do, from innovation and product design to development and production. Our inlays now feature our patented SmartFace™ Technology, which is one of the most sustainable solutions on the market, reducing your brand's environmental impact.

Dedicated customer support and service

Avery Dennison RFID solutions bring you all of the benefits that come with our best-in-class customer support, technical advice and service levels.

Our top performing RFID products are available with a fast service of just one business day lead time.

Other products in our portfolio offer a delivery service, typically of 14 business days for customer forecasted products, and a PTO service of up to 5 weeks for orders where no forecast is provided.

Key features

▸ Field-proven inlay products
▸ Advanced research and testing capabilities
▸ Excellent technical support
▸ Partnership with a deep understanding on what makes your application successful

Application areas

▸ Healthcare: Medical and pharmaceutical
▸ Transportation: Automotive and aviation
▸ Industrial logistics and manufacturing
▸ Brand protection and product authentication
▸ Supply chain, inventory and logistics
▸ Contactless cards and tickets
▸ Library, media, documents and files
▸ Item-level retail: Apparel, accessories, cosmetics, jewelry, food and general retail

Low
MOQ

Quick
Quote

Fast
Delivery

Product information

Antenna	Product Name	Size	Chip / Memory	Product Code	Service*
UHF / Product Category 1					
	AD806U7 Dry Clear	Antenna 16 x 16 mm	NXP UCODE 7	AW137	PTO***
	AD806U7 Wet Clear	Die-cut 19.18 x 19.18 mm	128 bit w/ TID**	AW136	PTO***
	AD160U7 Dry Clear	Antenna 60 x 4 mm	NXP UCODE 7	AZ613	PTO***
	AD160U7 LBL White	Die-cut 64 x 6 mm	128 bit w/ TID**	AZ640	1 day MOQ [2]
	AD171M5 Dry Clear	Antenna 22 x 12.5 mm		AY902	PTO***
	AD171M5 Wet Clear	Die-cut 24 x 15.5 mm	NXP UCODE 7 128 bit w/ TID**	AW135	PTO***
	AD171M5 SMF FCC			BF079	PTO***
	AD172U7 Dry Clear	Antenna 27 x 14 mm		AS223	PTO***
	AD172U7 Wet Clear	Die-cut 30.5 x 17.8 mm	Impinj® Monza® 5 128 bit w/ TID**	AS222	PTO***
	AD172U7 SMF			BF078	PTO***
	AD180U7 SMF	Antenna 26 mm Die-cut 29.25 mm (DM)	NXP UCODE 7 128 bit w/ TID**	AZ641	PTO***
	AD226IM Dry Clear	Antenna 95 x 8.15 mm	NXP UCODE G2iM "256 bit w/ TID**	AZ615	PTO***
	AD226IM Wet Clear	Die-cut 98.68 x 11.18 mm	512 bit User Memory"	AW220	PTO***
	AD227M5 Dry Clear WW	Antenna 95.03 x 8.15 mm	Impinj® Monza® 5	AS226	PTO***
	AD227M5 Wet Clear	Die-cut 98.7 x 11.2 mm	128 bit w/ TID**	AS225	1 day [1]
	AD229R6 Dry White	Antenna 95 x 8.15 mm	Impinj® Monza® R6	BF080	PTO***
	AD229R6 Wet White	Die-cut 98.7 x 11.2 mm	96 bit w/TID**	BF081	1 day [1]
	AD229R6P Dry White	Antenna 95 x 8.15 mm	Monza R6P	BJ824	PTO***
	AD229R6P Wet White	Die-cut 98.7 x 11.2 mm	128 bit w/ TID**	BJ825	PTO***
	AD236U7 Dry Clear	Antenna 70 x 14.5 mm		AZ617	PTO***
	AD236U7 Wet Clear	Die-cut 73.18 x 17.68 mm	NXP UCODE 7 128 bit w/ TID**	AZ647	PTO***
	AD236U7 SMF	Die-cut 76.2 x 20.3 mm		BF101	PTO***
	AD237R6 Dry White	Antenna 70 x 14.5 mm		BF117	PTO***
	AD237R6 Wet White	Die-cut 73.18 x 17.68 mm	Impinj® Monza® R6 128 bit w/ TID**	BF118	1 day MOQ [2]
	AD237R6 SMF	Die-cut 76.2 x 20.3 mm		BJ555	1 day [1]
	AD237R6P Dry White	Antenna 70 x 14.5 mm		BJ826	PTO***
	AD237R6P Wet White	Die-cut 73.18 x 17.68 mm	Impinj® Monza® R6 128 bit w/ TID**	BK795	PTO***
	AD237R6P SMF	Die-cut 76.2 x 20.3 mm		BK322	PTO***
	AD 238U8 SMF	Antenna 70 x 14.5 mm		BL025	PTO******
	AD238U8 Wet White	Die-cut 73.18 x 17.68 mm	NXP U8 128 bit w/ 96bit TID**	BL024	PTO***
	AD238U8 Dry White	Die-cut 76.2 x 20.3 mm		BL023	PTO***
	AD320U7 SMF FCC	Antenna 41.4 x 16 mm	NXP UCODE 7 128 bit w/ TID**	AZ642	PTO***
	AD321R6 Dry White	Antenna 41.4 x 16 mm		BF121	PTO***
	AD321R6 Wet White	Die-cut 44.6 x 19.17 mm	Impinj® Monza® R6 96 bit w/ TID**	BF125	1 day MOQ [2]
	AD321R6 SMF	Die-cut 44.5 x 19.0 mm		BJ748	1 day [1]
	AD321R6P Dry White	Antenna 41.4 x 16 mm		BK800	PTO***
	AD321R6P Wet White	Die-cut 44.6 x 19.17 mm	Impinj® Monza® R6 128 bit w/ TID**	BJ563	PTO***

NEW

Antenna	Product Name	Size	Chip / Memory	Product Code	Service*
HF / Product Category 2					
	AD370U7 Dry Clear	Antenna 19 x 53 mm	NXP UCODE 7 128 bit w/ TID**	AW144	PTO***
	AD370U7 Wet Clear	Die-cut 22.18 x 56.18 mm		AW143	PTO***
	AD370U7 PFL	Die-cut 23 x 80.01 mm		BK748	PTO***
	AD380Im Dry Clear	Antenna 50 x 30 mm	NXP UCODE G2iM "256 bit w/ TID** 512 bit User Memory"	BF136	PTO***
	AD380Im Wet Clear	Die-cut 54 x 34 mm		BF126	PTO***
	AD383U7 Dry Clear Nel	Antenna 30 x 50 mm	NXP UCODE 7 128 bit w/ TID**	AZ620	PTO***
	AD383U7 Wet Clear Nel	Die-cut 34.01 x 54 mm		AZ645	PTO***
	AD383U7 PFL Nel	Die-cut 40.64 x 76.2 mm		BK770	PTO***
	AD384R6 Wet White Wel	Antenna 50 x 30 mm	Monza r6 / -P 96 bit w/TID**	BK660	PTO***
	AD384R6-P Wet White Wel	Die-cut 54 x 34.01 mm	Monza r6 / -P 128 bit w/ TID**	BK668	PTO***
	AD550M5 Dry Clear	Antenna 38 x 76 mm	Impinj® Monza® 5 128 bit w/ TID**	AS351	1 day MOQ [2]
	AD550M5 Wet Clear	Die-cut 41 x 79 mm		AS352	1 day [1]
	AD661R6 Dry White	Antenna 90 x 19 mm	Impinj® Monza® R6 96 bit w/TID**	BB854	1 day MOQ [2]
	AD661R6 Wet White	Die-cut 93.1 x 22.1 mm		BB856	1 day MOQ [2]
	AD661R6P Dry White	Antenna 90 x 19 mm	Impinj® Monza® R6-P "96/128 bit w/TID 64/32 bit User Memory"	BF129	PTO***
	AD661R6P Wet White	Die-cut 93.1 x 22.1 mm		BF130	PTO***
NEW	AD662UDNA Dry White	Antenna 90 x 19 mm	UCODE DNA "224 bit EPD 3072 bit User Memory"	BK312	PTO***
	AD662UDNA Wet White	Die-cut 93.1 x 22.1 mm		BF315	1 day MOQ [2]
NEW	AD663U7XM Dry White	Antenna 90 x 19 mm	UCODE 7XM "448 bit UPC w/ TID 48 bit User Memory"	BK318	PTO***
	AD663U7XM Wet White	Die-cut 93.1 x 22.1 mm		BJ269	1 day MOQ [2]
	AD680R6 Dry White	Antenna 50 x 50 mm	Impinj® Monza® R6 96 bit w/TID**	BF127	PTO***
	AD680R6 Wet White			BF128	PTO***
	AD680R6P Dry White	Antenna 50 x 50 mm	Impinj® Monza® R6-P "96/128 bit w/TID 64/32 bit User Memory"	BF132	PTO***
	AD680R6P Wet White			BF133	PTO***
NEW	AD681M4D Dry White	Antenna 50 x 50 mm	Monza 4D 128 bit w/TID**	BL691	PTO***
	AD681M4D Wet White	Die-cut 53 x 53 mm		BL692	PTO***

Antenna	Product Name	Size	Chip / Memory	Product Code	Service*
HF / Product Category 2					
	AD709X Dry Clear	Antenna 47 x 47 mm	NXP ICODE SLIX "896 bit EEPROM Read/Write"	BJ401	PTO***
	AD709X Wet Clear	Die-cut 50 x 50 mm		AM566	PTO***
	AD714X Dry Clear	Antenna 45 x 76 mm	NXP ICODE SLIX "896 bit EEPROM Read/Write"	AM563	PTO***
	AD714X Wet Clear	Die-cut 49 x 81 mm		AM561	PTO***
	AD730X Dry Clear	Antenna 31 x 14 mm	NXP ICODE SLIX "896 bit EEPROM Read/Write"	AM966	PTO***
	AD730X Wet Clear	Die-cut 36 x 18 mm		AM965	PTO***
NFC / Product Category 3					
	AD721 Dry Clear	Antenna 21 mm diameter	NXP NTAG213 "144 bytes Read/Write"	BF134	PTO***
	AD721 Wet Clear	Die-cut 25 mm diameter		BF138	PTO***
	AD740 Dry Clear	Antenna 38 x 22.5 mm	NXP Ultralight EV1 "384 bit Read/Write"	BF139	PTO***
	AD740 Wet Clear	Die-cut 42 x 26.5 mm		BF140	PTO***
NEW	AD750 Dry Clear	Antenna 18 x 8 mm	NXP NTAG213 144 bytes	BL026	PTO***
	AD750 Wet Clear	Die-cut 24 x 12 mm		BL027	PTO***

*   Business days

**   TID Memory: 48-bit unique serialized TID Number.

*** PTO = Purchase-To-Order: Service of up to 5 weeks for orders where no forecast is provided.

[1]   One business day (EX-WORKS)

[2]   One business day (EX-WORKS), MOQ only

Drawings not to scale. The chart contained herein is only intended as a suggestive guide for preliminary inlay selection.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

TT Sensor Plus™ 2 technology

Producers and purchasers of temperature-sensitive products, like pharmaceuticals, food and floral, have a vested interest to ensure the quality of their products, as well as to identify supply chain issues that may lead to compromised products.To address these needs, Avery Dennison offers the TT Sensor Plus™ 2 - a cost-effective, smart packaging solution that not only logs time and temperature, but offers a complete solution with multiple services such as cloud environment, application programming interface and individual calibration capabilities.

How it functions

TT Sensor Plus 2 records the temperatures an item is exposed to throughout its supply chain journey. Based on the temperatures the product is exposed to, TT Sensor Plus 2 can indicate if the item is suitable for its intended use. The data is stored in a near field communication (NFC) chip and can be uploaded to a smartphone or computer at anytime, anywhere throughout the supply chain.

The technology incorporates sensor functionality and temperature data logging capabilities in a cost effective packaging solution. When affixed to a product or container, the small, thin solution can be programmed by the user to record the temperature history of goods at defined intervals during shipment.

Once a shipment reaches its destination, the temperature data can be uploaded to a smartphone or computer, reviewed and/or sent to the cloud with the easy-to-use TT Sensor Plus 2 mobile app. Each TT Sensor Plus 2 also contains a unique identifier (UID). With its built-in battery and NFC chip, it has a very desirable form factor. About one-third the size of a credit card, the TT Sensor Plus 2 can be placed on (or in) cartons of various sizes. This is especially attractive to the food, pharmaceutical, beverage and films industries.

Low
MOQ

Quick
Quote

Fast
Delivery

More sustainable

TT Sensor Plus 2 can provide useful time-temperature information from the supply chain journey, allowing customer to reduce product loss and waste.

Features and benefits

▸ Low cost and accurate time-temperature data logger
▸ Small, one-third the size of a credit card with easy set up
▸ Programmable logging and wireless data transfer
▸ Provides data to help improve shipment quality, inventory and logistics
▸ Can help reduce product loss

Applications

▸ Pharmaceutical and medical
▸ Food and beverage
▸ Chemicals and polymers
▸ Other temperature-sensitive goods

Key features

Key features of the TT Sensor Plus 2 smart labelling system include:

▸ Up to 150,000 data points
▸ Battery life more than three years after product activation
▸ LED for visual temperature alarm
▸ Button to check status (operating yes/no, alarm)
▸ Operating temperature range of -20°C to +70°C
▸ Temperature accuracy of ±0.3°C from 0°C to +40°C
  ±0.5°C for the rest of the temperature range
▸ Temperature resolution = .1°C
▸ UTC real-time clock for data logging
▸ Embedded NFC and temperature sensor microchip
▸ Corresponding PC software and mobile app (SDK available) to read and manage temperature and shipping data
▸ Cloud service and cloud service integration available (API)

Prior to purchase the TT Sensor Plus card, a reseller has to sign a distribution agreement with Avery Dennison. The sampling of the intelligent label will only take place once agreement is signed.

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Digital labelling solutions

Digital labelling solutions offer exceptional speed, flexibility and customisation – allowing businesses to create bespoke labels for printing on demand.

Adoption of digital printing is growing. Digital solutions offer low minimum order quantities and reduced inventory levels. They are a proven way to deliver multi-versioning, and to adapt quickly to changing branding requirements. Digital printing also cuts revision costs, and improves sustainability by reducing levels of overstock and waste.

Inkjet has the highest projected growth rate of all printing technologies over the next five years*. UV Inkjet and Water-based Inkjet offer a number of performance and cost benefits compared with flexo, and in some cases with electrophotography.

Our digital materials portfolio supports all major digital printing presses and technology groups - including HP Indigo, Xeikon, UV Inkjet, and Water-based Inkjet. The portfolio includes newly developed UV inkjet wine facestocks that give maximum colour vibrancy, uniformity and text clarity, and Silver PET for Water-based Inkjet labels that stand out on the shelf.

* Source: FINAT Digital Label Market Study 2017

Key features

▶ Supports all major digital presses and technologies
▶ High print quality
▶ Performance and cost benefits
▶ Variety of adhesives for customised applications
▶ Low MOQs

Low MOQ   Quick Quote   Fast Delivery

Application areas

▶ Mass customisation
▶ Printing on demand
▶ HP Indigo, Xeikon, UV Inkjet, Water-based Inkjet

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Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
UV Inkjet			
NEW BG084	UVIJ HGWine S2030-BG45WH	333	1 day (RW)
NEW BG071	UVIJ Rustique Crème S2030-BG45WH	333	1 day (RW)
NEW BG686	UVIJ Rustique Blanc S2030-BG45WH	333	1 day (RW)
NEW BG083	UVIJ Sable Blanc S2030-BG45WH	333	1 day (RW)
BE897	MC FSC Recycled S2045N-BG40BR	970	1 day
BK856	MC70 FSC Recycled S2045N-BG30 FSC	970	1 day
AL539	PP 60 Top Clear S692N-BG40WH FSC	970	1 day
AF187	PE 85 Top Clear S692N-BG40WH	970	1 day
AF186	PE 85 Top White S692N-BG40WH	970	1 day
AL942	PP Light Top Silver S692N-BG40WH	970	1 day
NEW BC795	PE Top Silver S692N-BG40WH	2000	1 day
AM515	Global MDO Clear S7000-PET23	970	1 day
AM932	Global MDO White S7000-PET23	970	1 day
Water-based Inkjet			
AQ474	Demand Jet Gloss FSC S2000N-BG40WH	970	1 day (EXT)
AB764	Demand Jet Matt FSC S2000N-BG40WH	970	1 day (EXT)
AY525	Demand Jet Gloss NG S2000N-BG40WH IMP	1000	1 day
AU767	Demand Jet Gloss OPQ FSC S2000N-BG40WH	1000	14 days
NEW BK970	Demand Jet Matt TH FSC S2000N-BG40WH	1000	7 days
AX697	Demand Jet Semi Gl FSC S2000N-BG40BR	250	1 day (RW)
AW393	WBIJ PP Top Gloss White S692N-BG40WH	200	1 day (RW)
AW405	WBIJ PP Top Satin White S692N-BG40WH	200	1 day
AY812	WBIJ PP Matt White S692N-BG40WH IMP	200	1 day (RW)
AW404	WBIJ PP Top Clear S692N-BG40WH	200	1 day
AY382	WBIJ PET50 Top White S692N-BG40WH	1000	Up to 60 days
AY826	WBIJ PP Top Gloss White S4700-BG40WH	250	7 days
NEW BH337	WBIJ PP90 White BS5609 S477-BG40WH	250	1 day
NEW BH338	WBIJ PP127 White BS5609 S477-BG40WH	250	1 day
AW928	DIG WBIJ PET23 Top CL S4000-BG40WH	1000	Up to 60 days
NEW BH351	WBIJ PET50 Top Silver S692N-BG40WH	200	1 day

[1] Business days

RW = Fasson® Ready Width™ service

RW service AX697, AY826, BH337, BH338:
250 mm x 1000 lm

RW service BG084, BG071, BG686, BG083:
333 mm x 1000 lm

RW service AW393, AY812, BH351:
200 mm x 1000 lm

RW service other products:
250 mm x 1000 lm, 333 mm x 1000 lm

Please visit our website label.averydennison.eu/digital to see the full digital labelling portfolio, including the Xeikon and HP Indigo range.

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MC FSC® recycled paper facestock

Labelling materials consisting of recycled content are now an excellent choice for sustainability-minded label converters and brand owners, thanks to careful selection from post-consumer waste streams and better paper manufacturing processes.

Part of our ClearIntent™ portfolio of sustainability-oriented products and also shortlisted for last year's sustainability award at Labelexpo 2017 label industry global awards - our MC FSC recycled paper facestock is made from 100% post-consumer waste. It offers converters an important differentiator by allowing them to help their customers meet sustainability targets without compromising on exceptional print results. Our recycled paper facestocks offers similar whiteness, brightness and opacity as conventional facestock, converts fast and is manufactured without chlorine bleaching. Using recycled paper also reduces the consumption of energy, water, and trees, and cuts greenhouse gas emissions and waste. We offer our entire range of recycled paper facestock at price parity to like products.

| Low MOQ | Quick Quote | Fast Delivery |

Key features

▸ 100% post consumer waste recycled facestocks
▸ Similar whiteness, brightness and opacity to conventional paper facestock
▸ Produces exceptional print quality with digital, conventional and thermal transfer printing
▸ Savings in natural resources, water, energy, greenhouse gasses and waste (ask to see the details in our Avery Dennison GreenPrint™ assessment)
▸ Achieves shelf appeal with excellent environmental credentials

Application areas

▸ Suitable for all kinds of label shapes and designs

Product information

Code	Product description	% Recycled content	MOQ (SQM)	Service (EX WORKS)
Prime Paper				
BE896	MC FSC Recycled S2000N-BG40BR IMP	100	970	EXACT 2000LM
BE897	MC FSC Recycled S2045N-BG40BR IMP	100	970	EXACT 2000LM
BG772	MC FSC Recycled R5000N-BG40BR	100	2000	FTO 2M
BK854	MC70 FSC Recycled S2550-BG30BR FSC	100	2000	EXT, FTO 2M
BK855	MC70 FSC Recycled S2060N-BG30BR FSC	100	2000	FTO 2M
BK856	MC70 FSC Recycled S2045N-BG30BR FSC	100	2000	EXT, FTO 2M
Variable Information (VI)				
AE932	LCJ FSC Recld S2012HTC-Kraft FSC Recl	100	1000	FTO 2M
BG724	TR Superior Recld FSC S2045N-BG40BR FSC	100	1000	FTO 2M

* BE897, BG772, BK854, BK855, BK856 Trial rolls available

Prepare for the future

Using 1,000,000 square meters of our recycled paper facestock in place of conventional facestock enables users to achieve the following resource savings at no extra cost:

▸ Reduce the consumption of bio-based materials up to 59%- the equivalent of saving 1.867 trees
▸ Reduce energy usage by 18%- the equivalent of saving the annual electricity usage of 27 households
▸ Reduce waste generated by 16%- the equivalent of eliminating the annual waste generated by 21 households

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

MarbleBase

MarbleBase offers a radically different approach to sustainable material sourcing.

This new material is made from calcium carbonate derived from marble mining waste (80%), together with up to 20% recycled high density polyethylene (HDPE)*. Label converters can now access an entirely new type of material to help meet demands for sustainability.

The use of marble waste is part of a growing trend to use bio-based and waste resources, and to conserve finite resources such as oil. MarbleBase enables very positive brand messaging around sustainability, and gives converters a paper-like material that is tear resistant and waterproof. The material can be recycled in the conventional recycling stream.

Low MOQ

Quick Quote

Fast Delivery

* Mainly from recycled plastic bottles

** Figures provided by Environmental Defense Fund

Key features

▸ Matt, soft touch, tear-resistant facestock
▸ Waterproof, with a paper look and feel
▸ Cradle to Cradle (C2C) Silver certificate for facestock
▸ Tree free and no water or bleach used during production**
▸ Food approval for moist, non-acidic foodstuffs and fatty foodstuffs
▸ Can be recycled in the category 2 plastics (Polyethylene/PE) recycle stream

Application areas:

▸ Organic food
▸ HPC
▸ Beverage

Product information

	Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
NEW	BJ667	MarbleBase S692N - BG40WH	1000	7 days

Production process
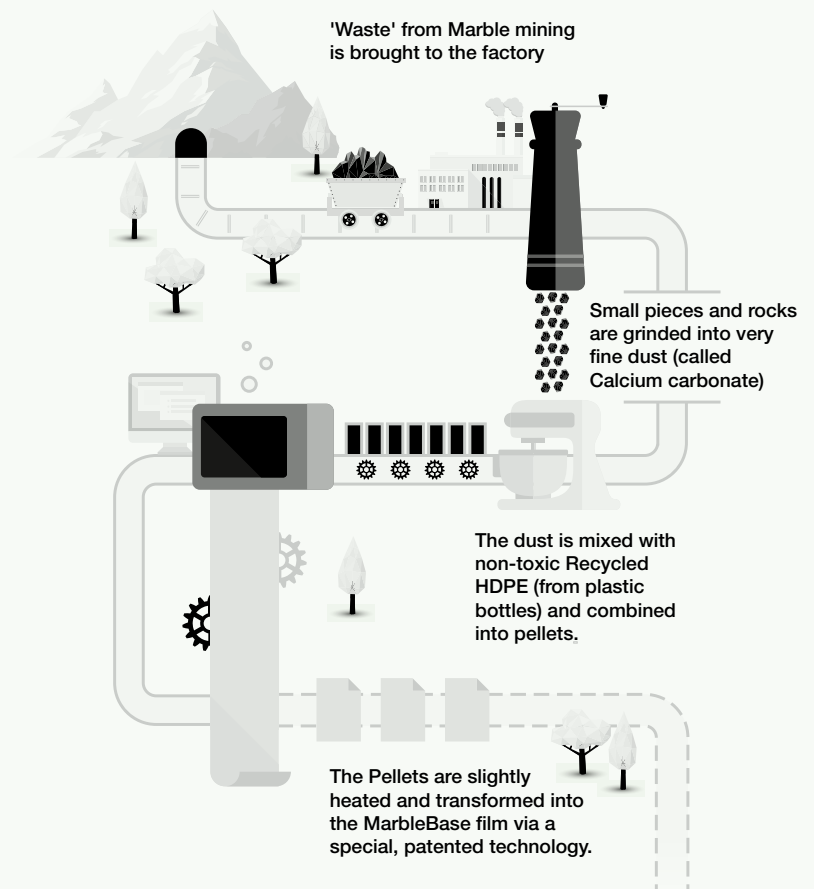
'Waste' from Marble mining is brought to the factory

Small pieces and rocks are grinded into very fine dust (called Calcium carbonate)

The dust is mixed with non-toxic Recycled HDPE (from plastic bottles) and combined into pellets.

The Pellets are slightly heated and transformed into the MarbleBase film via a special, patented technology.

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Compostable label construction and adhesive

Facestock and adhesive combinations that can be re-introduced into nature. Demand for compostable packaging is increasing across all business segments, due to upcoming legislations on the ban of the usage of plastic bags. Switching to compostable alternatives drive the need for compostable labels.

The S9500 compostable range from Avery Dennison is extensive. It helps brand owners, retailers and converters meet growing consumer demand for sustainable solutions. It also addresses anticipated legislative requirements on landfill and sustainable packaging.

Key features

▸ The compostable adhesive S9500 carries the "OK Compost" certificate
▸ Direct food contact approval for dry, non-fatty foods
▸ Biodegradable and compostable
▸ Compliant with legislation on the ban of plastic bags
▸ Straightforward conversion using conventional printing techniques

Application areas

▸ Packaging solutions required to be compostable
▸ Various types of food for indirect application, and dry food for direct labelling
▸ Beverages, especially on biodegradable bottles (e.g. PLA)
▸ Healthcare and bio-cosmetics (e.g. on biodegradable packaging

Low MOQ

Quick Quote

Fast Delivery

Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
AM395	Cane Fiber Paper White S9500-BG45WH	1000	14 days
AO474	Thermal Eco L10 FSC S9500-BG40WH	1000	14 days
NEW BL455	Thermal Eco BPA Free FSC S9500-BG40WH	1000	14 days
AM234	MC Primecoat FSC S9500-BG40WH	1000	14 days
AM424	Transfer Vellum FSC S9500-BG40WH	1000	14 days
AM581	Natureflex White S9500-BG40WH	1000	14 days
AO293	Natureflex Clear S9500-BG40WH	1000	14 days
AV816	PLA Clear S9500-BG40WH	1000	14 days

[1] Business days

A wide range of options

Consumers are focusing more and more on healthy lifestyles and environmental protection - that's why Avery Dennison compostable products are already in widespread use in Benelux, France and Italy.

The Avery Dennison biodegradable portfolio uses biodegradable and compostable adhesive S9500 in combination with a whole range of paper and biodegradable film facestocks and Thermal Eco L10 FSC label construction.

Avery Dennison S9500 adhesive has been awarded the "OK Compost" certificate under the tracking code S259. This certificate implies that it is recognized as both biodegradable and compostable, and complies with EN13432, European Compostability Packaging Standards for industrial composting.

Facestocks in the biodegradable portfolio include uncoated and coated papers; wine-range papers and biodegradable films made from renewable sources (PLA and NatureFlex).

The paper facestocks in the biodegradable portfolio are from responsible sources: they are made with FSC® certified pulp (FSC Mix Credit, chain-of-custody number: CU-COC-807907).

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label. averydennison.eu or contact your local Avery Dennison sales representative.

Removable labelling solutions

Avery Dennison offers the most comprehensive portfolio of peelable solutions in the market. It includes general, special, ultra-repositionable and water-removable adhesives for a broad range of substrates. Full technical support is available when choosing the right peelable labelling material – and especially the best adhesive. Avery Dennison will help you consider many key factors around label performance and ultimate removability.

Key features

▸ A broad range of specialist removable adhesives and constructions
▸ Suits a wide variety of substrates from rough to smooth
▸ Easy-peel for quick removability without residues
▸ Full technical support

Application areas

▸ Promotional and retail applications (newspapers, price tags, magazines, books)
▸ Removable food labels applied at low temperatures
▸ Window stickers and identification labels
▸ Textiles labelling
▸ Shipping and tracking

Low MOQ   Quick Quote   Fast Delivery

Benefits and applications

LR2N/LR3

Small office & home office applications. The adhesives are specially designed for VI printer products, e.g. for laser printers and copiers.

R100

General applications, with good initial tack and adhesion. Excellent removability and low temperature performance.

R5100

General applications, ship & track, smooth cardboard surface.

R5000N

General applications, food labelling, barcoding, price marking.

R3200N

Wet reclosure. Suitable for low surface energy substrates. Good chemical resistance.

UVR145

Wet reclosure. Excellent chemical resistance, clarity and UV resistance.

R1490M

Wet reclosure. The adhesive shows good moisture and solvent resistance, clean removability and a smooth and quiet peel from PET and PP substrates.

C3

A highly transparent, removable adhesive, also suitable for dry and food reclosure. High ageing stability e.g. for cosmetics and industrial applications on flat, dry surfaces.

UR400

Ultra removable featuring clean removal of labels from most substrates, including sensitive surfaces such as book covers, premium household goods and large window labels.

UR500

Ultra removable adhesive. Book-it labelling, newspaper, magazine inserts, price labels for books.

UR515

An ultra removable adhesive designed for use with filmic face materials. Good UV resistance and long term removability.

WR3000N

Returnable packaging incl. beer kegs, plastic crates. Ship & track applications. Apply to dry substrate.

WLA

For returnable bottles. Residue free removal of bottle labels when washed in alkali solutions. Suitable for ice-buckets.

WR682N

Water removable. Main usage is labelling on glass bottles.

R5050

Semi-permanent adhesive suitable for reclosures for food applications. Very good repositionalbility and cold temperature resistance.

S5200N

Textile removable. Removing without fibre damage or staining. Independently certified by BTTG.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

Adhesive		Facestock combination	Initial tack	Ultimate adhesion	Min. appl temp	Service temp. Min	Service temp. Max	Chemical resistance	Removability term	UV Exposure	Special Gum Pattern (SGP) possible
UR400	ultra removable	P	Very Low	Very Low	+5 °C	-20 °C	+80 °C		Ultra	•	y
UR500		P	Very Low	Very Low	-20 °C	-40 °C	+80 °C		Ultra	•	y
UR515		F[4]	Very Low	Very Low	-15 °C	-30 °C	+80 °C		Ultra	••	y
LR2N	removable	P	Low	Low	-15 °C	-30 °C	+80 °C		Long term	••	n
LR3		P	Medium	Medium	-15 °C	-30 °C	+80 °C		Long term	••	n
R100		P	Low	Low	-20 °C	-40 °C	+80 °C		Superior	•	y
R5100		P	Low/Medium	Low/Medium	-20 °C	-40 °C	+70 °C		Medium term	•	y
R5000N		P/F	Low	Low	-15 °C	-30 °C	+80 °C		Long term	••	n[2]
C3		F	Medium	Medium	> 0 °C	-40 °C	+100 °C		Long term	•••	y
R3200N	removable/ reclosure	F	Medium	Medium	+5 °C	-20 °C	+80 °C	✔	Long term	•••	y
UVR145		F	Medium	Medium	+5 °C	-20 °C	+80 °C	✔	Long term	•••	y
R1490M		F	Medium	Medium	+5 °C	-20 °C	+80 °C	✔	Long term	•••	y
WR3000N	wash-off	P	Medium	Medium	+5 °C	-20 °C	+50 °C		Water		y[3]
WLA		P	Medium	Medium	+5 °C	-30 °C	+100 °C		Alkaline		y
WR682N		P	Medium	Medium	+5 °C	-20 °C	+80 °C		Water		y
R5050	semi permanent	P/F	Medium	Medium	-15 °C	-30 °C	+80 °C		Substrate specific		y
S5200N	application specific semi permanent	P/F	Medium	Medium	+10 °C	-20 °C	+100 °C				y

Factors to consider when selecting a removable label:

Facestock
Internal strength or weakness of a facestock is a significant factor for ultimate removability. Higher strength ensures a greater degree of removability.

Substrate
Shape, roughness and cleanliness of the surface must be known when selecting the correct adhesive. Is it flat or curved, textured or corrugated, damp or dry?

Exposure conditions
Are there any unusual environmental conditions during or after application? What is the minimum application temperature of the adhesive?

Label size
The greater the area of adhesive contact, the greater the force required to remove the label. With large labels, a reduced adhesive weight or an ultra-removable adhesive should be considered.

Substrates

Adhesive	PET	PP	LDPE	HDPE	PMMA	PC[1]	PS[1]	Nylon (PA6)	ABS (CO-POLYMER)[1]	A4 printing paper	Newspaper	Greeting cards	Cardboard	100% Cotton	100% Polyester	100% Acrylic	Cotton/acrylic blends	Fiberboard	Unvarnished wood	Terracotta	Aluminium	Glass	Stainless steel
	Polymeric									Paper				Textile				Other materials					
UR400										✔		✔										✔	
UR500										✔	✔	✔						✔				✔	
UR515		✔	✔			✔				✔		✔						✔				✔	✔
LR2N	✔	✔	✔	✔	✔	✔	✔	✔	✔												✔		✔
LR3	✔	✔	✔	✔	✔	✔	✔	✔	✔				✔	✔	✔			✔	✔	✔	✔		✔
R100	✔	✔	✔	✔	✔	✔	✔	✔	✔			✔	✔						✔		✔	✔	✔
R5100		✔	✔	✔		✔		✔													✔	✔	✔
R5000N	✔	✔	✔	✔	✔	✔	✔	✔	✔			✔	✔					✔	✔		✔	✔	✔
C3	✔	✔	✔	✔	✔	✔	✔	✔	✔				✔					✔	✔		✔	✔	✔
R3200N	✔	✔	✔	✔	✔	✔	✔	✔	✔				✔						✔		✔		✔
UVR145	✔	✔	✔	✔	✔	✔	✔	✔	✔									✔			✔	✔	✔
R1490M	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔								✔			✔	✔	✔
WR3000N		✔																				✔	
WLA																							
WR682N		✔																				✔	
R5050										✔			✔					✔			✔		✔
S5200N														✔	✔	✔	✔						

- We recommend that all selected adhesives should be tested thoroughly under end-use conditions to ensure label performance expectations are satisfied in the specific application.
- References to tack levels are relative; these are all removable adhesives.
- Generally, removable labels are not recommended for use in small diameters or on rough, uneven surfaces.

P = Paper F = Film

1) On substrates like PVC, PS, PC, ABS the adhesion of UVR145 and R1490M tends to become higher in the course of time and this may adversely affect functional removability. Preliminary testing is strongly recommended.

2) SGP only possible with PP NG TOP WHITE

3) SGP with WR3000N only possible at 1 metre coating width

4) UR515 only available with backside topcoated filmic face materials

- A4 samples available on request to facilitate pre-testing in your specific application
- Minimum Order Quantity 1000 sqm
- Wide range of the materials available on 2 metre width
- Technical Sales Support for conversion, printing and application questions

Retail removable labels

A recent US consumer survey by Avery Dennison looked at consumers' experiences when removing labels from their purchases. It revealed significant room for improvement when choosing removable labelling materials. A good customer experience depends on labels that stay in place all the way through the supply chain, and then remove cleanly, without damage to either the final product or the manufacturer's brand reputation.

Large brand owners and global retailers are already aware of the issue, and are developing new specifications to enhance customer experience.

Avery Dennison offers solutions to a wide range of retail removable application needs, ensuring all-important clean and damage-free removal. The products in this overview are fully sustainably sourced paper labels, safeguarding wider branding objectives. For many more options, contact your local sales representative.

Key features

‣ Products that remove cleanly from a wide variety of substrates
‣ Paper labels for prime printing and for thermal printing

Key benefits

‣ Only sustainably sourced and recycled paper materials
‣ Proven range capabilities

Application areas

‣ Removable labels for kitchen items, giftware, books and decorations

Low
MOQ

Quick
Quote

Fast
Delivery

Product information

The table below shows some of our core products, from our very extensive range of removable labels. The full range covers a wide spectrum of on-product removable applications. For more details, or removable labels with filmic facestocks, please contact your local Avery Dennison sales representative.

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
Uncoated papers for thermal transfer printing			
AA018	Vellum Extra FSC UR400-BG40BR IMP	1000	1 day
AA016	Vellum Extra FSC R100-BG40BR IMP	970	1 day (EXT)
AA036	Transfer Vellum FSC R5000N-BG40BR	970	1 day (EXT)
Coated papers for promotional, multi-colour labels			
AA043	HGW Premium FSC UR400-BG40BR IMP*	2000	1 day
AA042	HGW Premium FSC R100-BG40BR IMP	1000	1 day
AA034	Gloss FSC R100-BG40BR IMP	1000	1 day
AA021	MC90 FSC UR400-BG40BR IMP*	2000	1 day
AA020	MC90 FSC R100-BG40BR IMP	1000	1 day
AA031	MC Primecoat FSC R100-BG40BR IMP	1000	1 day
AA003	MC Primecoat FSC R5000N-BG40BR	970	1 day (EXT)

* = will be switched to FSC in 2018
EXT = Fasson® EXACT™ service
[1] Business days

New to the range: Recycled Facestock BG772 MC FSC Recycled R5000N-BG40BR. Ask your Avery Dennison sales representative.

Clean removal depends on selecting the right adhesive

	UR400 Ultra-removable Solvent-rubber	R100 Removable Solvent-rubber	R5000N Removable Emulsion-acrylic
Materials:			
Glass	++	+++	++
Glazed ceramics	++	+++	++
Polymeric**		++	++
Unvarnished Wood		++	++
Stainless steel		++	+
Cardboard		++	+
Greeting cards	+++	++	+

** (PET/PP/HDPE)
+ good ++ better +++ best

Please note: all adhesives should be tested thoroughly under end-user conditions to ensure label performance expectations are satisfied in the specific application.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

Reclosure solutions for wet applications

Consumers who buy wet-wipes are focused on easy-open/easy-close convenience. For manufacturers and brand owners, the priority is finding cost-effective alternatives to rigid plastic lids and other reclosure solutions.

Growth in wet wipes continues – and they are now used in many different home and personal care applications. Household wipes are growing most rapidly, and Avery Dennison offers a proven range of adhesives designed to ensure performance in baby, cosmetic, toilet and domestic applications. Those adhesives can even handle contact with challenging solvents, oils and chemicals.

High solvent resistance range

Dedicated adhesives for applications where high solvent resistance is needed. These adhesives have been developed specifically for household wipe applications, offering high to medium initial tack and a smooth peel. Suitable for both gloss and matt flexible packaging substrates. Contact Avery Dennison Technical Sales Support or your local Avery Dennison representative to find the right solution for your application.

Low MOQ   Quick Quote   Fast Delivery

Key features

▸ White and clear polypropylene facestocks
▸ Adhesives with good solvent and moisture resistance
▸ Up to 60 openings and closures
▸ Clean removability and variable peel depending on substrate
▸ Special gum pattern
▸ New high solvent-resistance range

Application areas

▸ Household wipes
▸ Baby wipes
▸ Cosmetic wipes
▸ Toilet wipes

Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
R1490M high performance and cost efficiency			
AO633	PP Light Top Clear R1490M-BG40WH	970	1 day (EXT)
AQ959	PP Light Top White R1490M-BG40WH	970	1 day (EXT)
AQ687	PP90 Top Clear R1490M-BG40WH	1000	7 days
AQ961	PP90 Top White R1490M-BG40WH	1000	1 day
R3200N for low surface energy substrates and strong peel force			
BI335	PP90 Top Clear R3200N-BG45WH	1000	7 days
BI338	PP90 Top White R3200N-BG45WH	1000	7 days
BH088	PP NG Top Clear R3200N-BG45WH	1000	7 days
UVR145 with excellent chemical resistance and smooth peel			
AF991	PP Top Clear UVR145-BG40WH	970	1 day (EXT)
AG748	PP Top White UVR145-BG40WH	970	1 day (EXT)
UVR155 with excellent chemical resistance and adhesion on matt surfaces			
NEW BC550	PP Light Top Clear UVR155-BG40WH	1000	14 days
MR980R premium solvent resistance for household wipes			
EC157	PP50 Top Clear MR980R-BG42WH	1500	5 days
EC150	PP Top White MR980R-BG42WH	1500	5 days

[1] Business days
EXT = Fasson® EXACT™ service

Reclosures up to 60 times	Packaging substrate	R1490M	R3200N	UVR145	UVR155	MR980R
Baby wipes	PET Gloss	✔		✔		
	PP Matt	✔	✔	✔	✔	
Cosmetic wipes	PET Gloss	✔*		✔*		
	PP Matt	✔*	✔*	✔*	✔*	
Household wipes	PET Gloss					✔
	PP Matt				✔	✔
Moisture Resistance		++	+	++	++	+++
Solvent Resistance		++	++	++	+++	+++
Smooth peel		+++	+	+++	+++	+++
UV resistance		+++	+	+++	+++	+++
Initial tack		++	+	++	++	+++
Transparency		+	+++	++	++	++
Low min. application temperature		+	+	+	+	+++
Zippy peel sound		+	+++	+	+	+

Categories

* Testing will be required due to the risk of adhesive transfer. The cosmetic wipes contains alcohol & fragrances and this can have a reaction with the Matt substrate (in most cases the Matt finish is done by the printer). Best test candidates: R3200N, UVR145, UVR155.

Requirements

✔ Recommended
+ good ++ better +++ best

Clear direct thermal films

Food packaging continues to grow in importance – and consumers increasingly like to see the product inside. There is strong growth in clear packaging such as clamshells, where white labels cannot deliver the required shelf impact.

Avery Dennison Clear Direct Thermal films are topcoated, BPA-free films that maximise shelf-appeal for see-through packaging – including packaging with variable information (supporting thermal printing speeds up to 200 mm/sec). S692N adhesive supports general purpose applications, whereas S2800 and C2040 give high performance on fresh and cold surfaces.

Any label can be made direct thermal printable using a thin overlaminate film, at low Minimum Order Quantities, including selected parts of a pre-printed standard or prime label. This enables late-stage serialisation while maintaining original label characteristics.

Low MOQ	Quick Quote	Fast Delivery

Key features

‣ Transparent direct thermal printable labelling
‣ PP75 grades offering improved transparency
‣ Economical PP70 matt clear alternatives
‣ PP25 overlaminate can make any label direct thermal printable

Application areas

‣ Clamshell packaging
‣ Fresh fruit and produce packaging
‣ Food sold by weight, weighed in-store
‣ Addition of variable information section to prime labels

Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
Topcoated Clear Direct Thermal PP75 for improved transparency			
NEW BJ473	Thermal PP Top Clear S692N-BG40WH	1000	7 days
NEW BK000	Thermal PP Top Clear C2040-BG40WH	1000	7 days
AU602	Thermal PP75 Top Clear S2800-BG40WH	1000	7 days
Topcoated Thermal Matt PP70 for cost-effective solution			
AX909	Thermal PP70 Matt Clear S692N-BG40WH	200	1 day (RW)
AW839	Thermal PP70 Matt Clear S2800-BG40WH	1000	7 days
Topcoated Thermal PP25 overlaminating film			
AX159	Thermal PP25 Matt Clear S692N-BG40WH	200	1 day (RW)

[1] Business days
RW = Fasson® Ready Width™ service

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Cover-up
opaque range

High-opacity barrier coating on paper or film hide errors, and covers outdated information on packaging, labels and containers.

Typing errors, changes, omissions, updates … no matter what the mistake or need to re-label, Avery Dennison Select Solutions Cover-up portfolio can make it right without the high cost of re-packing and saving the environment.

Almost every packaged product will need to have its labelling changed or adapted at some point in its life. It is crucial to ensure that any over-labelling is truly opaque. This makes the new labels fully legible and, especially for correction labels, ensures that overprinted data is hidden. Avery Dennison opaque label stocks offer label converters and their customers an unrivalled range of options in both paper and film, and with permanent and removable adhesives. The range is a genuine one-stop shop for all correction applications, and the sheer quantity of choices available allows for highly creative solutions. Most paper or film products can be customised on demand to use a specific opaque colour - for example, an attractive coloured background on a clear bottle.

Key features

▶ Opaque prime films
▶ Opaque prime papers
▶ Opaque VI (Variable Information) front materials
▶ A selection of standard colours and multiple opaque layers
▶ Customising colours

Application areas

▶ Correction labels
▶ Translation labels
▶ Promotional labels
▶ Shipping and tracking labels

Low
MOQ

Quick
Quote

Fast
Delivery

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Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
BF999	Vellum OPQ Blue FSC S2000N-BG40BR	2000	1 day
AA571	MC Primecoat OPQ Blue FSC S2000N-BG40BR	970	1 day (EXT)
AA569	Gloss Blue OPQ FSC S2000N-BG40BR	1000	1 day
AA570	Mattcover Black FSC S2000N-BG40BR	1000	1 day
BC638	Mattcover FSC S2045N-BG40BR IMP	970	1 day (EXT)
BC635	Glosscover Premium FSC S2045N-BG40BR IMP	1000	1 day
AO053	Thermal Top S8 OPQ FSC S2045N-BG40BR	1000	1 day
AA186	LCJ Premium OPQ FSC S2012HTC-HF55	1000	1 day
BC958	Primax I OPQ Blue S692N-BG40WH	1000	14 days
AA297	PP NG Top White OPQ S2045N-BG40WH	1000	1 day
AF129	PP Top White Rev Met S692N-BG40WH	1000	1 day
AA331	PP NG Top White OPQ S697-BG45WH	1000	7 days
AV389	PE85 Top White OPQ S697 DEC-BG40WH	2000	20 days

[1] Business days
EXT = Fasson® EXACT™ service

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Holographic range

Few packaging technologies compete with holographic labels for pure shelf impact. Their dynamic, shifting patterns grab consumers' attention – a winning choice for premium product differentiation, special offers and promotional campaigns.

The premium polyester range provides optimal brightness and unbeatable shelf appeal, for high value applications such as spirits and cosmetics. Polypropylene laminated to paper offers conversion-friendly packaging promotions, festive gift or home care product labelling. A cost-effective polypropylene range, suits food promotions and decorative labels.

Selected products are now available under the Ready Width Program, and Minimum Order Quantity is 1000 sqm across the rest of the range.

Low MOQ	Quick Quote	Fast Delivery

Key features

- Ultimate shelf impact
- Conversion-friendly paper laminates
- Six patterns available for rapid delivery
- Low Minimum Order Quantities
- Wide variety of adhesives
- Full sales support in choosing new patterns

Application areas

- Cosmetic products
- Promotional or seasonal campaigns
- Wine and spirits
- Home and personal care products
- Food (e.g. mints)
- Security and pharmaceutical applications

Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
Holographic Films			
AO931	HGF PP Shimmer Top S692N-BG40BR	1000	1 day
AC738	HGF PET50 Bubble S692N-BG45WH	10000	60 days
AE980	HGF PP Point Top S692N-BG40BR	1000	7 days
Holographic Papers			
AB709	HGFP Shimmer Top FSC S2000N-BG40BR	333	1 day (RW)
AT591	HGFP Universe Top FSC S2000N-BG40WH	1000	7 days
AE740	HGFP Cristaline Top S2045N-BG40BR	1000	7 days
AF141	HGFP Kaleidoscope Top S2045N-BG40BR	1000	7 days
AI248	HGFP Point Top S2045N-BG40BR	1000	14 days
AI982	HGFP Shimmer Top FSC S692N-PET23	1000	7 days
Removable Alternatives			
AU468	HGF PP Shimmer Top R5000N-BG40BR	1000	7 days

[1] Business days
RW = Fasson® Ready Width™ service
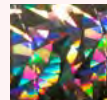available: rolls 0.333 wide x 1000 sqm

Customized and non-standard patterns are available upon request.
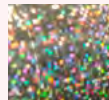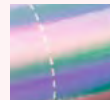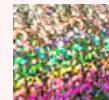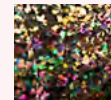

| Point | Shimmer | Kaleidoscope | Universe | Cristaline | Bubble |

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label. averydennison.eu or contact your local Avery Dennison sales representative.

Anti-counterfeit labelling technology

Anti-counterfeiting solutions are hard-to-copy features, integrated with labels, that enable authorities and/or consumers to tell between an authentic product and a counterfeit one. They can be combined with tamper-evident features to meet any required security level. The need to protect products against counterfeiting is present in numerous segments ranging from pharmaceuticals, spare parts and electronics, food, wine and spirits to high-end cosmetics. Protect any brand with standard or customised anti-counterfeit solutions from Avery Dennison.

Security Holograms

Micro-embossed metallised papers or films with 2D/3D holographic diffraction patterns. Can be registered with the Industrial Hologram Manufacturers Association (IHMA) database for further security.

Security Papers

OBA-free (Optical Brightening Agent) papers with/without fibres (visible or UV luminescent). It is possible to integrate customised fibers, watermarks and threads into the label material. Suitable for official documents that require authentication.

Security Threads

Threads made of film material can be inserted into the label, visibly or covertly. They can be customised with messages, fluorescent print coatings or holographs.

IR Taggants

These are special completely invisible additives included in label materials that can be detected with special IR readers. Different products require different types of protection.

Contact our experts to learn more about how to select the right security solution. The appropriate choice depends on:

- Understanding available security features
- Knowing what level of security is required
- Determining which security solutions can complement available resources
- Carefully assessing these factors will help manufacturers, packagers, label developers and printers incorporate multilayer security features into a secure strategy, ideal for protecting any brand at an optimal level.

Low MOQ   Quick Quote   Fast Delivery

Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
AW455	Fibertracker 65 S701-BG45WH	1500	7 days

Fiber Tracker™ label

The Fiber Tracker anti-counterfeiting solution uses Prooftag™ FiberTag™ technology. Verifying a product's authenticity is made easy for businesses and consumers alike, using nothing more than a smartphone – in a warehouse, retail outlet or home. Each label carries a unique, individual and visible fingerprint.

- ▶ Fiber chaosmetrics; a unique identifier
- ▶ Visible and non-repeating pattern
- ▶ Analogue, not digital
- ▶ Impossible to replicate
- ▶ Photographed and uploaded

- ▶ Datamatrix or QR code
- ▶ Unique alphanumeric code
- ▶ Digitally printed
- ▶ Permits reading with smart device
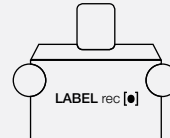- ▶ Compliant with FCTC protocol

- ▶ Unique combination of fiber pattern and QR-code
- ▶ Easy to understand and verify
- ▶ Low cost concept
- ▶ Additional features can be added

Converting & serialization		Recording	Certification	Authentication
Label converting	Printing of the serialized references	LABEL rec [●]	Application & activation	Authentication

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

Harmonizing labels worldwide with GHS

The Globally Harmonized System (GHS) for Classification and Labelling of Chemicals is an international, standardised set of criteria for labelling chemical containers, drums, IBCs and barrels. Developed by the United Nations, GHS communicates hazard information and safety precautions, minimising the risk of handling errors and the regulatory burdens on chemical producers.

All hazardous chemicals, substances and mixtures in all uses are covered by GHS, from production and storage to workplaces and consumers. It does not apply to food, pharmaceuticals or cosmetics.

A two-part classification shows the type of hazard on one label (such as flammable or corrosive to metals) and the degree of hazard on another (Category 1 is the most severe). GHS standardises six basic elements:

▸ Hazard symbols or pictograms surrounded by a red diamond (red diamonds must not be blank)
▸ Signal words such as 'danger' or 'warning'
▸ Hazard statements such as 'fatal if swallowed'
▸ Precautionary statements regarding storage, disposal or handling
▸ Product identifier defining chemical ingredients
▸ Company identifier

BS 5609
Marine Immersion
Label Testing Standard

The BS 5609 standard has four sections:

▸ Section one: An introduction to BS 5609, definitions,
  and a description of general requirements and responsibilities.
▸ Section two: Methods and requirements for testing a label's
  base material.
▸ Section three: Test methods and requirements for testing the label,
  including the print.
▸ Section four: Guidance for shippers and users on the selection and
  application of labels.

Section three covers the final printed labels, including inks and ribbons applied to the materials that were certified in Section two. These printed labels are tested for print key effectiveness, legibility, print permanence, resistance to abrasion and weathering from light, from salt spray and from sand.

Although only Section two tests apply to the unprinted adhesive/facestock combination, Avery Dennison also helps customers and end-users further, by testing the printed labels. Shippers need to ensure print quality at all times, and Avery Dennison is currently testing a variety of inks and ribbon/printer combinations. This will make products of the Avery Dennison Drum Label Portfolio compliant for BS 5609 Section three. Underwriters Laboratories (UL) has validated the Avery Dennison laboratory for testing BS 5609.

Certification Service

Typically, the regulatory burden of Section three falls on label converters, who are responsible for certifying the printing systems, inks and ribbons applied on Section two-certified base materials. To simplify the BS 5609 certification process for converters, Avery Dennison offers free of charge Section three testing and certification. Printed samples and information on the inks or ribbons are required; test results can be obtained within 4 weeks and a certificate will be issued.

If you are interested in getting your labels BS 5609-certified, ask your sales representative for the service request form.

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Chemical drum labelling

Avery Dennison drum label materials perform in extreme labelling environments, coping with heat, cold, rain, snow and salt water. They deliver consistent printability and readability during the transportation of drums through different climates and environmental challenges.

Drum labels are typically large, and the portfolio suits application by hand. Materials have high dimensional stability, and can comply with BS 5609 Marine Test standards for seawater resistance and durability. Products for Chemical Drums and Intermediate Bulk Containers (IBCs) also comply with the latest GHS regulations.

Most drum labels are thermal transfer printed, and coloured areas can be pre-printed ready for single-colour thermal printing. Laser and water-based Inkjet printers are also sometimes used, for on-location printing of the entire label.

Key features

▸ Materials with high durability
▸ Easy application of large labels (good dimensional stability)
▸ Excellent comfortability, adapting to container curvature
▸ Excellent printability with Flexo, UV Inkjet, Thermal Transfer, water-based Inkjet and/or Laser
▸ BS 5609 Section three Certification Service available

Application areas

▸ GHS Labels (Globally Harmonized System). International Standard for Labeling Hazardous Goods
▸ Internal barcode/tracking labels
▸ Brand/company labels
▸ Various types of chemical drums
▸ IBCs (Intermediate Bulk Containers)

Low
MOQ

Quick
Quote

Fast
Delivery

Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
Drum labelling			
AF170	PE100 White S277-BG45WH IMP	970	1 day
AF172	PE100 Top White S277-BG45WH IMP	970	1 day
AF207	Tuff S445N-BG40BR	1000	1 day
AN025	Transfer PEHD105 S2045N-BG40BR	970	1 day
AM664	Transfer PEHD105 S445N-BG40BR	970	1 day
BK706	Transfer PP70 Matt WH S2045N-BG40WH	2000	1 day
AB655	CO-EX100 S445N-BG45WH	1000	7 days
AA102	PE80 Data Matt White D170 INC-BG50WH	970	1 day
AF174	PVC White S277-BG45WH IMP	1000	1 day
Digital printing			
AC238	PE Laser Matt White E400-HF80	1400	1 day
BE250	Lasercopy PP100 MT WH S3100 INC-HF125	1000	7 days
AA449	Lasercopy PET Matt White S4700 INC-HF100	1000	1 day
NEW BH337	WBIJ PP90 White BS5609 S477-BG40WH	250	1 day (RW)
NEW BH338	WBIJ PP127 White BS5609 S477-BG40WH	250	1 day (RW)

RW = Fasson® Ready Width™ service
[1] Business days

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Lubricant and oil can solutions

Lubricant and oil cans pose major labelling challenges, thanks to oily, aggressive and possibly hazardous contents as well as textured container surfaces. All of these factors make adhesion difficult.

Brand owners want bottles to attract consumers - often using high quality gold/silver labels - so pleating, bubbling, and scuffing must be avoided. Containers must also survive storage outside on forecourts, so water resistance is important.

The Avery Dennison S277-based portfolio supports high-speed labelling, and labels can be applied immediately after blow molding of the containers - a point where surface energy is extremely low and adhesion is difficult. The materials also resist bubble formation from outgassing. The S477-based products have been developed to support label application on the filling line (hot-fill process). They allow containers to expand and contract during hot filling without causing pleats and wrinkles.

Key features

▸ Can be applied immediately after container production or on filling lines
▸ Adhesives perform well on low energy surfaces
▸ Avoids pleats and wrinkles from container expansion/contraction
▸ Excellent service, including EXACT service on dedicated grades

Application areas

▸ Lubricant bottles
▸ Oil cans
▸ Brake fluid containers
▸ Cooling fluid containers
▸ Other hot-fill applications, such as food

Low MOQ   Quick Quote   Fast Delivery

Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
AF170	PE100 White S277-BG45WH IMP	970	1 day
AF172	PE100 Top White S277-BG45WH IMP	970	1 day
AD385	Primax Plus S277-BG45WH IMP	970	1 day
AF174	PVC White S277-BG45WH IMP	1000	1 day
AA684	PP Top White S277-BG45WH	1000	1 day
AS844	DIG INDI PE85 Top White S277-BG45WH	2000	1 day
BB697	PE100 Top White S477-BG40WH IMP	970	1 day
AY414	PE100 White S477-BG40WH IMP	6000	7 days
AV721	PE100 Top Silver S477-BG40WH	1000	7 days
BD663	PE85 Top White S477-PET30	1000	7 days
BG226	PP Top White S477-BG40WH IMP	2000	1 day
BD904	PP50 Top White S477-BG40WH IMP	1000	7 days
AV723	PP Light Top Silver S477-BG40WH	1000	7 days
BA988	PVC Matt White S477-BG40WH	1000	7 days
BD052	DIG INDI PE85 Top White S477-BG40WH	1000	14 days
NEW BJ024	PP Light Top White S477-BG40WH	2000	1 day

[1] Business days

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Tyre labelling

Brand and energy labels for tyres are now a standard requirement, with the latter compulsory in the EU since November 2012.

Both pose unique labelling challenges, and a rough, low surface energy substrate makes specialist labelling technology essential. Missing labels mean lost profits, and a tyre often faces severe handling and storage conditions long before it reaches a wheel.

Avery Dennison offers the high performance labelling materials needed to make sure that labels look good and stay in position on the tread. Extensive segment experience means we can ensure productivity remains high all the way from the conventional print converting phase to thermal transfer printing by end-users.

Key trends in the tyre market are auto-labelling and tracking and tracing during the lifetime of the tyre. Avery Dennison supplies dedicated materials that support these needs.

Low MOQ   Quick Quote   Fast Delivery

Key features

▸ Excellent thermal transfer printability
▸ Rubber-friendly higher adhesive coat weights
▸ Production-friendly gum patterns to eliminate bleeding
▸ Application specific coat weights (winter/summer, hairy/shaven)
▸ Special products for easy automatic dispensing
▸ Back-side siliconisation option, so labels do not adhere to the liner
▸ In-depth technical sales support available

Application areas

▸ All types of tyre labelling
▸ Specific brand owner application requirements

Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
AA875	Tyre Plus TS79-BG50 WH IMP	1000	1 day
Depends on SGP	PP NG Top White TS8000 SGP-BG45WH IMP	1000	7 days
Depends on SGP	PP Tyre 55 Top White TS8000 SGP-BG45WH IMP	1000	7 days
Depends on SGP	PP Tyre 60 Top White TS8000 SGP-BG45WH	1000	7 days
Depends on SGP	PP Light Top Silver TS8000 SGP-BG50WH	1000	7 days
Direct Thermal			
AA080	Thermal Premium Top K8 F1-BG40BR	1000	7 days
AI837	Thermal Top S8 FSC TS8005-BG40WH	1000	7 days
Auto dispensing			
Depends On SGP	PP NG Top White Plus TS8000 SGP-BG45WH BSS	1000	7 days
Vulcanizing barcode			
NEW BJ649	PET125 White TC TS8018-PET50	50	1 day
Motorcycle			
NEW AL900	PP NG Top White S3100 INC-BG50WH	1000	7 days

[1] Business days

SGP = Special gum pattern depending on customer reel size. Gum patterns are added to enable adhesive free edges on the slit reels. This has very specific advantages on the converting process of the materials. Specifically the run speed and the pollution of the press are positively influenced. Avery Dennison can customize the gum patterns at 1000 sqm MOQ.

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Piggyback portfolio

For sheer flexibility, operational time savings and brand impact, piggyback labelling is a technology hard to match. The Avery Dennison range enables a whole spectrum of applications, from a simple shipping label through to highly decorative promotional features.

Piggyback labels are multi-layer constructions featuring one self-adhesive label on top of another. The top label can be released and can be reapplied elsewhere, while the bottom label is stationary, remaining affixed to the original surface. Dynamic and versatile, piggyback labels can be created in constructions that adhere to paper, plastics, cardboard or metals, and standard products are compatible with using all conventional printing techniques.

Key features

‣ Multi-layer constructions with two adhesive layers and two release liners
‣ Easy automatic dispensing
‣ Wide variety of face materials and adhesives
‣ Combinations of permanent and/or removable adhesives available

Application areas

‣ Shipping and tracking
‣ Inventory management
‣ Promotional labels (coupons)
‣ Administration
‣ Healthcare

Low MOQ

Quick Quote

Fast Delivery

Product information

Code	Product description	MOQ (SQM)	Lead time (EX WORKS)[1]
\-	Uncoated papers for thermal transfer printing		
AA286	PB MC Primecoat FSC 2XS2000N-BG40WH/BG40BR	970	1 day (EXT)
AM399	PB MC Primecoat FSC-2XS2045N-BG40WH/BG40BR	1000	1 day
AD272	PB MC Primecoat FSC R5000N/S2000N-40WH/BR	2000	1 day
AA254	PB Vellum Extra FSC 2XS2000N-BG40WH/BG40BR	970	1 day (EXT)
AF411	PB Vellum Extra FSC-2XS2045N-2XBG40BR	1000	7 days
AE422	PB Thermal Top S8 FSC-2XC2075N-BG40WH/BG40BR	1000	7 days
AA687	PB Thermal Top S8 FSC 2XS2000N-2XBG40BR	2000	1 day
AG603	PB Thermal Top S8 FSC 2XS2045N-BG40WH/BG40BR	1000	1 day
AC281	PB PE85 Top Matt White 2XR5000N-2XBG40WH	1000	7 days
AH867	PB PE85 Top White 2XS692N-2XBG40BR	1000	7 days
AE036	PB PP NG Top White 2XS2045N-BG40WH/BG40BR	1000	7 days
AH971	PB PP Top Clear 2XS692N-PET30/BG40WH	1000	7 days
AD168	PB PP Top White 2XS692N-2XBG40WH	1000	7 days
AH773	PB Primax I 2X692N-2XBG40WH	1000	7 days
AC622	PB Transfer PE HD 2XS2045N-2XBG40BR	1000	7 days
AO408	PB Transfer PE HD 2XS2060N-2XBG40BR	1000	7 days

[1] Business days
EXT = Fasson® EXACT™ service

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