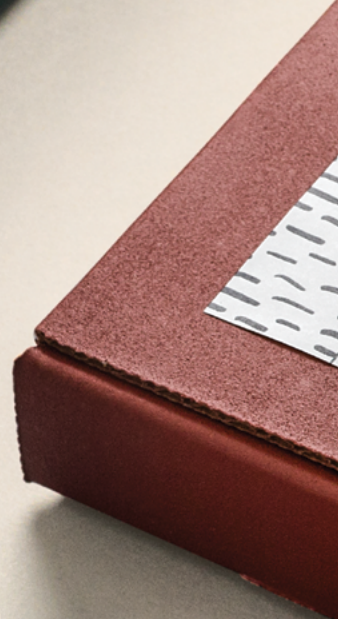


Product Component Guide

Australia & New Zealand 2026





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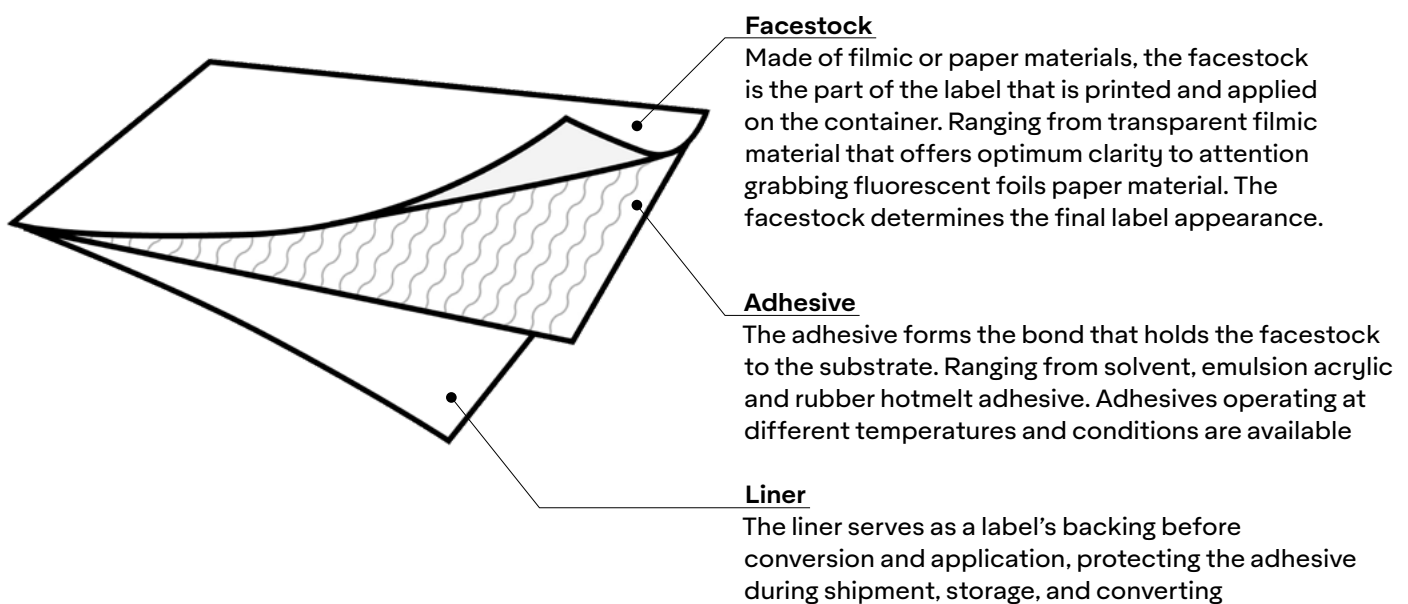


Welcome to the 2025 Product Component Guide

This guide provides an up-to-date listing of all core facestocks, adhesives, and release liners that make up Avery Dennison pressure-sensitive label materials. These product components deliver unique features and capabilities achieved through Avery Dennison's proprietary processes, technical knowledge, resources, and experience. The products included within this guide reflect our core portfolio of products. Product datasheets can be sourced online at label.averydennison.com/ap/en_sa/home/customertools/product-finder.html or available through your local customer service team member. Contact your sales representative if you have any further questions.

What makes a pressure sensitive label?

A pressure sensitive label is made up of 3 components, facestock, adhesive and liner. Each component is equally important for a label's functionality and performance.





Important Information

Avery Dennison provides a broad range of solutions from Paper to Films, with many different adhesives available for different application needs.

Critical Substrates Substances such as textiles, plasticised vinyls, apolar and rough surfaces.

Food Contact Status For direct or indirect contact to food, adhesives must be certified to comply with international standards. The two most widely recognised standards are:

FDA (Food and Drug Administration) from the United States.

- Indirect food contact (separated by a functional barrier) – FDA 21CFR175.105
- Direct contact to poultry, dry food, and processed, frozen, dried, or partially dehydrated fruits and vegetables – FDA 21CFR175.125 (a)
- Direct food contact to raw fruit and raw vegetables – FDA 21CFR175.125 (b)

BfR (Federal Institute for Risk Assessment) from Germany.

- Direct contact with dry and moist non fatty foodstuffs for Plastic Dispersions (e.g., acrylic emulsion adhesives) – Bfr XIV
- Direct contact with dry and moist non fatty foodstuffs for Natural & Synthetic rubbers (e.g., hot melt adhesives) – Bfr XXI”

A number of Avery Dennison’s adhesives are certified to these standards. Please contact your local Avery Dennison representative for an up-to-date listing of food-certified adhesives.

Quality Assurance Avery Dennison self-adhesive materials are manufactured to high quality standards and are certified to ISO 9001:2015.

Regulations and Specifications Many Avery Dennison products have been tested to, and meet the various requirements of important regulations and international specifications such as toy labelling, labels for marine use, food labelling, industrial specifications, etc. Details can be made available upon request for each individual product.

Recommended Storage Conditions

- Storage conditions as defined by FINAT (20–25°C; 40–50% RH)
- Original Packaging.
- Away from direct sunlight.
- Store reels of printed labels horizontally.
- Rotate stocks so that oldest material is used first.
- Ensure that winding tension of printed label reels is not too tight in order to prevent adhesive bleed.
- Repack partly-used reels of raw material or printed labels in their original packaging or identical packaging material.”



Important Notice

Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of any material for a specific purpose.

Warranty

Avery Dennison products are manufactured under careful quality control and are warranted to be free from defect in materials and workmanship. Any material shown to our satisfaction to be defective at the time of delivery will be compensated as per local country policy on the roll(s) returned. The manufacturer will not be responsible for claims beyond replacement of the material. No sales person, representative or agent is authorised to give any guarantee, warranty or make any representation contrary to the foregoing. All products described herein are sold subject to Avery Dennison's standard conditions of sale, a copy of which is available upon request.

Environmental Aspects

Avery Dennison is committed to protecting the environment and manufacturing safe products. We are actively involved in a continuous search for base materials and manufacturing technologies that have the least possible impact on the environment. For information on individual products or components please contact your Avery Dennison representative.

Disclaimer Information

Specific products must be used for the following applications – hot-fill or freshly blown molded bottles, blood bags, and products for primary food contact. Outdoor use of PVCs (due to plasticiser migration) and synthetic films when exposure to direct UV light can in no way be guaranteed. Check with Marketing on recommended life.

Wine labels - The selection of suitable varnishes for white wine applications needs to be made in conjunction with your ink supplier and with the knowledge that uncoated paper stocks will exhibit higher moisture ingress versus alternative substrates.

Sustainable ADvantage

Sustainable ADvantage enables our customers to reduce their environmental footprint, satisfy consumer demand, increase recyclability, and respond effectively to government regulations. The solutions in our Sustainable ADvantage portfolio meet one or more of these criteria:



Reduction in the Use of Materials

Use only what is necessary

Thinner facestock, adhesive, or liner that uses less raw materials to be manufactured



Contains Recycled or Renewable Content

Give a second life to what has already been used

Facestocks and liners that include post-industrial waste or post-consumer recycled content



Enables Recyclability, Reuse, or Compostability

What we use can be used again

Solutions that enable the reuse and recycling of packaging as well as the recycling and composting of label waste



Responsibly Sourced

Products sourced from a supply chain that shows care for people and the environment

Film made from renewable alternatives and paper certified by FSC® or other organizations



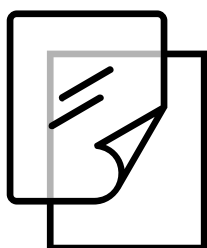
Facestock





Facestock – the face of your packaging

Facestocks are made of either paper or filmic materials. Different application and label appearance requirements will require different facestock materials. The table below offer a general consideration for selecting either paper or filmic facestocks.



Film

– **Durable, moisture and tear resistant**

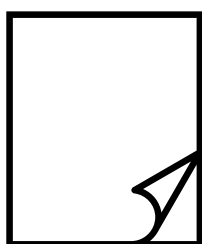
Filmic materials are resistant to moisture, and our rigid films are resistant to tears. Filmic materials also have higher durability to UV, heat, chemical, abrasion, and autoclave exposures.

– **Excellent clarity**

Filmic materials are available in clear in addition to white and gloss appearance. Giving the option for clear “no look appearance”

– **Flexible and conformable**

Filmic materials are flexible and can be squeeze, bent or curved to adhere to various container shapes.



Paper

– **More texture, embellishments and finishes**

Paper materials are unmatched in assortments of texture, embellishment and finishes. Giving designers the freedom to unleash their creativity.

– **Suitable for a wider range of printing technology**

Paper materials are suitable for toner printing and variable information printing such as direct thermal thermal transfer printing.

– **Cost-friendly**

Paper materials deliver all the advantages of pressure-sensitive labels at a cost that fits most budgets.



Paper



Paper Selection Guide

Selecting the right paper for your label depends on a mix of factors, including your application, package design, the functionality you need, and more. Here's how to choose the right material in five easy steps.

1 Know your application

What is the item you're labeling? What kind of substrate (surface) will you apply the label to? And what are the conditions under which the label must perform?

Our paper label materials are widely used in applications in the following industries (and more):



Food and beverage



Home & personal care



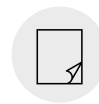
Retail and weight scale



Pharmaceutical



Industrial



Office and administrative



Wine and spirits

2 Specify your technical requirements

Paper facestocks come with a wide variety of characteristics that can ensure and enhance performance. Some of the options and variables to keep in mind:

- Weight/thickness of the base paper
- Coated or uncoated paper
- Resistance to humidity and water (splash proof)
- Resistance to oil and grease
- Tensile/wet strength and tear resistance
- Stiffness (which determines the mandrel and dispensing performance of the label)
- Opacity (the degree to which light can pass through the material, determining its "clarity" or transparency)
- Whiteness and brightness (including OBA-free solutions)
- Gloss level, roughness, and smoothness
- Amount of recycled content (if required)
- Variable information readability (for readable barcodes)
- Destructibility, tamper evident properties



3 Choose your optical properties

Your label is key to shelf appeal and to conveying brand look and feel. Its color and finish greatly influence the effect of the finished products. Options include:



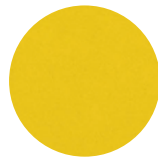
White Matte



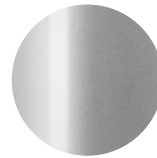
White semi-gloss



White gloss



Colored*



Metallized



Textured

*Comes in various radiant colors

4 Determine your printing process

There are many printing technologies, each with its advantages and aesthetic considerations. It's important to know which one you're using, since certain paper materials work best with certain technologies and many are purpose-engineered for a specific technology. Some popular options:

Analog printing

- UV flexo
- Water-based flexo
- UV letterpress
- Offset / Lithography

Digital printing

- Electro photography
- Liquid toner
- Dry toner
- UV inkjet
- Water-based inkjet

Variable information

- Thermal transfer
- Direct thermal
- Laser copier jet

Complementary technologies / embellishments

- Cold foil
- Hot foil
- Embossing / Debossing
- Screenprinting
- Spot varnish
- Security covert UV prints

5 Pick your label material

You now have the information you need to select the right material. See your options starting on [page 13](#). If you have questions, reach out and one of our experts will be happy to help you find the best solution for you.



Glossary

The glossary below provides dozens of definitions and helpful explanations. For selecting paper facestocks. Refer to it when you need to learn about specific terms, for your understanding.

Basis Weight

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

Thickness

The thickness of the facestock in microns.

Printability / Print Definition

Refers to the quality of the printing, the sharpness and printing accuracy

Tensile Strength

Refers to the force required to break a film

Label Dispensing

Refers to ability of the material to be dispensed from a label dispenser without bending or folding

Die Cutting

Refers to ability of the material to be die-cut cleanly from the matrix

Glossiness

The luster or mirror like finish of a facestock. Facestocks range in appearance from matte or dull to highly glossy

Environmental Resistance

- **Dry**
Readability in dry condition
- **Moisture**
Readability after exposure to moist conditions
- **Oil**
Readability after exposure to oily conditions
- **Alcohol**
Readability after exposure to alcohol
- **Abrasions**
Resistance to minor scratches and abrasive surfaces



Paper Comparison Table

Prime Paper	Sustainable Advantage	Basis Weight	Thickness	Conventional Press	VI	Printability	Print definition	Print durability	Stiffness	Conformability	OBA	Tensile strength	Water resistance	Wet opacity	Dry opacity
Cast Coated															
High Gloss White FSC . . . p15		80	84	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
HGW Premium FSC . . . p15		80	78	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
Machine Coated															
MC Primecoat FSC . . . p16		80	69	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
AD MC70 FSC p16		70	61	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
AD rMC FSC p17		80	45	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
Light Weight															
LW60 FSC p17		62	55	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
Vellum															
Vellum Elite FSC p18		70	66	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	-	●●●●●	●●●●●
Vellum Extra FSC p18		73	71	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●		●●●●●	-	●●●●●	●●●●●
Specialty Prime Paper															
Radiant Paper FSC . . . p19		78	73	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-	●●●●●	-	●●●●●	●●●●●
Tyre Plus FSC p19		81	64	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●		●●●●●	-	●●●●●	●●●●●
MC90 OPQ FSC p20		100	85	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
VI Paper															
EDP Paper															
Zig Zag FSC p21		68	66	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●		●●●●●			
Direct Thermal															
DT200HD FSC p21		78	81	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
DT200GP FSC p22		76	80	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
rDT300LD BPAF FSC . . . p23		70	75	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●		●●●●●	●●●●●	●●●●●	●●●●●
Thermal Transfer															
TT Elite FSC p24		75	74	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●



VI Paper

	Sustainable Advantage	Basis Weight	Thickness	Conventional Press	VI	Printability	Print definition	Print durability	Stiffness	Conformability	OBA	Tensile strength	Water resistance	Wet opacity	Dry opacity
Cast Coated															
LCJ Premium FSCp24		64	75	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
Laserpro FSCp25		70	80	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
Gloss IJ Paper FSCp25		88	106	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●

Wine and Premium Labelling

	Sustainable Advantage	Basis Weight	Thickness	Conventional Press	VI	Printability	Print definition	Print durability	Stiffness	Conformability	OBA	Tensile strength	Water resistance	Wet opacity	Dry opacity
Cast Coated															
Cast Gloss Elite FSC . . .p26		80	84	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
Uncoated Paper															
rFelt Blanc rPLUS FSC . p27		132	175	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
rSable FSC rPLUSp28		114	130	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
Cotton Whitep28		120	220	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
Super White Opaque FSC . . .p29		110	130	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●		●●●●●	●●●●●	●●●●●	●●●●●
Arctic rPLUS FSC V2 . . .p30		125	155	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●		●●●●●	●●●●●	●●●●●	●●●●●
Artisan FSCp31		95	135	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
Artisan rPLUS FSCp32		124	156	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	✓	●●●●●	●●●●●	●●●●●	●●●●●
Estate #4 PE FSCp33		109	139	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●		●●●●●	●●●●●	●●●●●	●●●●●
Vintage FSCp34		110	130	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●		●●●●●	●●●●●	●●●●●	●●●●●

Metalized Paper

Maxflex Bright Silver FSC . . .p35		83	66	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●		●●●●●	●●●●●	●●●●●	●●●●●
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Specialty Paper

Frozen Orion Diamond V2 Plus FSCp36		110	120	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●		●●●●●	●●●●●	●●●●●	●●●●●
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Facestock – Prime Paper

Cast Coated

High Gloss White FSC

A white, one side cast coated, gloss finished, wood-free printing paper

Applications

Cosmetics, pharmaceutical, food, beverage, wine & promotional labels

Features

- FSC Certified
- High gloss coating giving brilliant multicolour print quality and attractive gloss appearance
- Good resistance to edge wicking where some contact with water may occur
- Good scuff and environmental resistance when offered with a suitable varnish, but is not suitable for outdoor use
- High exposure to moisture may cause product to exhibit edge-wicking

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping
- Suitable for conventional die-cutting processes and conventional inks & varnishes; consult your ink specialist for details
- Can be embossed and/or hot foil stamped
- Over-laminating film helps improve scuff and moisture resistance

Basis weight 80g/m²

Thickness 84 µm

Print technology

✓ Conventional Press

Test VI

Print performance

Printability ●●●●●	Stiffness ●●●●●
Print definition ●●●●●	Conformability ●●●●●
Print durability ●●●●●	OBA ✓
Tensile strength ●●●●●	Water resistance ●●●●●
Wet opacity ●●●●●	Dry opacity ●●●●●

Sustainable ADvantage

 Responsibly Sourced

HGW Premium FSC

A white, one side cast coated, gloss finished, wood-free printing paper

Applications

Cosmetics, pharmaceutical, food, beverage, wine & promotional labels

Features

- FSC Certified
- High gloss coating giving brilliant multicolour print quality and attractive gloss appearance
- Good resistance to edge wicking where some contact with water may occur
- Good scuff and environmental resistance when offered with a suitable varnish, but is not suitable for outdoor use
- High exposure to moisture may cause product to exhibit edge-wicking

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping
- Suitable for conventional die-cutting processes and conventional inks & varnishes; consult your ink specialist for details
- Over-laminating film helps improve scuff and moisture resistance

Basis weight 80g/m²

Thickness 78 µm

Print technology

✓ Conventional Press

Test VI

Print performance

Printability ●●●●●	Stiffness ●●●●●
Print definition ●●●●●	Conformability ●●●●●
Print durability ●●●●●	OBA ✓
Tensile strength ●●●●●	Water resistance ●●●●●
Wet opacity ●●●●●	Dry opacity ●●●●●

Sustainable ADvantage

 Responsibly Sourced



Facestock – Prime Paper

Machine Coated

MC Primecoat FSC

A white, one side machine coated, wood-free printing paper, with a semigloss appearance

Applications

Cosmetics, pharmaceutical, food, beverage & promotional labels

Features

- FSC Certified
- Excellent gloss appearance and multicolour print quality
- Provides some moisture resistance when paired with a suitable varnish or overlaminating film
- Good scuff and environmental resistance when offered with a suitable varnish, but is not suitable for outdoor use
- High exposure to moisture may cause product to exhibit edge-wicking

Printing & converting

- Printable by all converting printing technologies including single and/or multicolor, line or process printing by Letterpress, Offset or Flexo
- A higher gloss finish can be achieved by additional varnishing
- Good conversion characteristics in rotary and flatbed presses

Basis weight 80g/m²

Thickness 69 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	✓
Tensile strength	Water resistance
●●●●●	●●●●●
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

Responsibly Sourced

AD MC70 FSC

A white, one side machine coated, wood-free printing paper, with a semigloss appearance

Applications

Cosmetics, pharmaceutical, food, beverage & promotional labels

Features

- FSC Certified
- Excellent gloss appearance and multicolour print quality
- Provides some moisture resistance when paired with a suitable varnish or overlaminating film
- Good scuff and environmental resistance when offered with a suitable varnish, but is not suitable for outdoor use
- High exposure to moisture may cause product to exhibit edge-wicking

Printing & converting

- Printable by all converting printing technologies including single and/or multicolor, line or process printing by Letterpress, Offset or Flexo
- A higher gloss finish can be achieved by additional varnishing
- Good conversion characteristics in rotary and flatbed presses

Basis weight 70g/m²

Thickness 61 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	✓
Tensile strength	Water resistance
●●●●●	●●●●●
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

Reduction in the Use of Materials
 Responsibly Sourced



Facestock – Prime Paper

Machine Coated (continued)

AD rMC FSC

A white, semi-gloss, calendered printing paper, consisting of 30% recycled content

Applications

Cosmetics, pharmaceutical, food, beverage & promotional labels

Features

- FSC Certified
- 30% post consumer waste (PCW) content
- Attractive semi-gloss appearance and multicolour print quality
- Provides some moisture resistance when paired with a suitable varnish or overlaminating film
- Good scuff and environmental resistance when offered with a suitable varnish, but is not suitable for outdoor use
- High exposure to moisture may cause product to exhibit edge-wicking

Printing & converting

- The facestock provides great printing quality by all the usual printing techniques.
- High internal strength of the glassine liner provides excellent support for die cutting both rotary and flat bed.
- Being produced from 30% post consumer waste (PCW) paper, there is a possible higher incidence of impurities visibility in the product compared to virgin fiber products.

Light Weight

LW60 FSC

A light weight, white, one side machine coated, wood-free printing paper, with a semigloss appearance

Applications

Small cylindrical substrates for pharmaceutical and cosmetic applications, pill bottles and syringes, or security seals

Features

- FSC Certified
- Low memory, making it ideal for tight mandrel applications such as labelling small cylindrical substrates
- Also used for tamper-resistant security labelling due to its easy-tear properties
- Provides excellent functionality for labelling pharmaceuticals in vials, syringes, dropper bottles, etc.

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping
- Suitable for conventional die-cutting processes, consult your die-consultant for details
- Suitable for conventional inks and varnishes, consult your ink specialist for details

Basis weight 80g/m²

Thickness 45 µm



Print technology

- ✓ Conventional Press
- VI

Print performance

Printability ●●●●○	Stiffness ●●○○○
Print definition ●●●●○	Conformability ●●○○○
Print durability ●●●●○	OBA ✓
Tensile strength ●●●○○	Water resistance ●●●○○
Wet opacity ●●●○○	Dry opacity ●●●○○

Sustainable ADvantage

-  Contains Recycled or Renewable content
-  Responsibly Sourced

Basis weight 62g/m²

Thickness 55 µm

Print technology

- ✓ Conventional Press
- Test VI

Print performance

Printability ●●●○○	Stiffness ●○○○○
Print definition ●●●○○	Conformability ●●●●○
Print durability ●●●○○	OBA ✓
Tensile strength ●○○○○	Water resistance ●●●○○
Wet opacity ●○○○○	Dry opacity ●●○○○

Sustainable ADvantage

-  Responsibly Sourced



Facestock – Prime Paper

Vellum

Vellum Elite FSC

A matt white, wood-free, surface sized and calendered printing paper

Applications

Retail, food packaging, weight scale, cosmetics, toiletries and promotional labelling

Features

- FSC Certified
- Provides excellent print resolution

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping, impact and thermal transfer printing
- Suitable for conventional die-cutting processes, consult your die-consultant for details
- Suitable for conventional inks and varnishes, consult your ink specialist for details

Basis weight 70g/m²

Thickness 66 µm

Print technology

- ✓ Conventional Press
- Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	✓
Tensile strength	Water resistance
●●●●●	-
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

 Responsibly Sourced

Vellum Extra FSC

A matte white, wood-free, surface sized and calendered printing paper

Applications

Retail, food packaging, weight scale, cosmetics, toiletries and promotional labelling

Features

- FSC Certified
- Provides excellent print resolution

Printing & converting

- The facestock can be printed in single and/or multi-colour line or process printing using letterpress, offset, flexo, screen or hot foil stamping
- Good conversion in rotary and flatbed
- Complex shaped labels may limit the conversion speed

Basis weight 73g/m²

Thickness 71 µm

Print technology

- ✓ Conventional Press
- Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	
Tensile strength	Water resistance
●●●●●	-
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

 Responsibly Sourced



Facestock – Prime Paper

Specialty Prime Paper

Radiant Paper FSC

Wood-free, one side coated, fluorescent papers in yellow, orange, red, green or pink

Applications

Warning, inventory, instruction, promotional, advertising labels and price marking

Features

- FSC Certified
- Excellent printability
- Available in five bold colours
- Suitable for applications requiring fluorescent coloured labels to distinguish between products

Printing & converting

– Suitable for printing by most conventional press printing such as letterpress, offset and flexo

Basis weight 78g/m²

Thickness 73 µm

Print technology

- ✓ Conventional Press
- Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-
Tensile strength	Water resistance
●●●●●	-
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

Responsibly Sourced

Tyre Plus FSC

A white semi-gloss, wood-free printing paper laminated to a flexible aluminium barrier foil

Applications

Tyre Labelling

Features

- Designed to meet the specific requirements of labels for rough and open structured substrates such as tyre treads
- Provides excellent anchorage of the label to compound curved & irregular surfaces like tyres
- The aluminium foil barrier prevents migration of components through the facestock, thus avoiding facestock staining

Printing & converting

- Convertible by both rotary and flatbed however better results are achieved through flatbed converting
- Sharp, high quality dies are required to assure smooth matrix stripping and to avoid problems in eventual automatic or semi-automatic label dispensing
- Heat, used for ink drying, may have a negative effect on conversion or dispensing and should be avoided; if necessary a temperature level of 50°C should not be exceeded
- Printing can be done on all applicable label printing technologies
- To avoid adhesive bleed, label roll should not be wound tight, nor be exposed to elevated temperatures during storage

Basis weight 81g/m²

Thickness 64 µm

Print technology

- ✓ Conventional Press
- Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-
Tensile strength	Water resistance
●●●●●	-
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

Responsibly Sourced



Facestock – Prime Paper

Specialty Prime Paper (continued)

MC90 OPQ FSC

A white wood-free super calandered paper with semi gloss appearance, specially treated in black on the reverse side to give opacity

Applications

Correction labelling, size changes, relabelling obsolete pre-printed packaging

Features

- FSC Certified
- Designed for use as an opaque coverall material, traditionally used for re-labelling or amending existing labels or packaging

Printing & converting

- Can be used on all conventional label presses, UV Flexo, UV offset, Letterpress and Digital

Basis weight 100g/m²

Thickness 85 µm

Print technology

- ✓ Conventional Press

Test VI

Print performance

Printability



Stiffness



Print definition



Conformability



Print durability



OBA

✓

Tensile strength



Water resistance



Wet opacity



Dry opacity



Sustainable ADvantage

 Responsibly Sourced



Facestock – VI Paper

EDP Paper

Zig Zag FSC

A high white, uncoated, matte wood-free paper

Applications

Ideally suited for the manufacture of continuous form labels for applications such as dispatch, stock control and instructional labels

Features

- FSC Certified
- Zig Zag is a general purpose dot matrix printable facestock
- Ideally suited for the manufacture of continuous form labels for applications such as dispatch, stock control and instructional labels

Printing & converting

- Facestock is suitable for single and/or multicolour line or process by printing flexo, offset and letterpress
- The product is designed to be converted and dispensed at high speed by all conventional roll conversion technologies

Basis weight 68g/m²

Thickness 66 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	●●●●●
Tensile strength	
●●●●●	

Sustainable ADvantage

 Responsibly Sourced

Direct Thermal

DT200HD FSC

A white, back coated wood-free paper with a barrier-coated, thermosensitive layer

Applications

Retail, deli, wet meat-packing, cryovac food, freeze-thaw (meat and fish), cheese, industrial barcoding and tracking

Features

- FSC certified
- Suitable for barcode labeling where excellent resistance to moisture, oils and fats is required in the retail and industrial sectors (e.g. pre-packed food, meat & fish, laboratory items and pharmaceutical vials)
- **Note:** This product is not recommended for applications where labels are exposed to direct sunlight or temperatures above 50°C

Printing & converting

- Can be used on all conventional label printing technologies
- UV Flexo and Letterpress are recommended
- Suitable for conventional die-cutting processes and conventional inks and varnishes, consult specialists for details
- Thermal coating may exhibit poor scuff resistance in wet environments
- Inks containing alcohol or volatile organic solvents may cause discolouration of the thermosensitive coating

Basis weight 78g/m²

Thickness 81 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	✓
Tensile strength	Water resistance
●●●●●	●●●●●
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

 Responsibly Sourced



Facestock – VI Paper

Direct Thermal (continued)

DT200GP FSC

A white, wood-free paper with a barrier-coated thermosensitive layer

Applications

Suitable for general purpose barcode labelling for retail and industrial items e.g. pre-packed food in dry environments, meat and fish, grocery weigh scale, industrial tracking and warehousing applications

Features

- FSC certified
- Suitable for general purpose barcode labeling for retail and industrial items (e.g. pre-packed food in dry environments, meat & fish, grocery weigh scale, industrial tracking and warehousing applications)
- For extremely demanding applications where the labels are in direct contact with fats and oil for extended periods of time (i.e. a couple of hours), Avery Dennison recommends DT200HD
- **Note:** This product is not recommended for applications where labels are exposed to direct sunlight or temperatures above 50°C

Printing & converting

- Can be used on all conventional label printing technologies
- UV Flexo is recommended
- Suitable for conventional die-cutting processes and conventional inks and varnishes
- Consult specialists for details
- Thermal coating may exhibit poor scuff resistance in wet environments
- Inks containing alcohol or volatile organic solvents may cause discolouration of the thermosensitive coating.

Basis weight 76g/m²

Thickness 80 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability ●●●●●	Stiffness ●●●●●
Print definition ●●●●●	Conformability ●●●●●
Print durability ●●●●●	OBA ✓
Tensile strength ●●●●●	Water resistance ●●●●●
Wet opacity ●●●●●	Dry opacity ●●●●●

Sustainable ADvantage

 Responsible Sourced



Facestock – VI Paper

Direct Thermal (continued)

rDT300LD BPAF FSC

A white, wood-free paper with a thermo-sensitive layer, consists of 15% recycled content. The facestock is made from FSC certified paper

Applications

Warehouse logistics and address labelling, barcode labels printed on in store price weight equipment and non-food items in retail stores (e.g. Magazines)

Features

- FSC certified
- Suitable for applications where the environment is dry and the label life cycle is short. i.e. warehouse logistics and address labelling, barcode labels printed on instore price weight equipment and non-food items in retail stores (e.g. magazines)
- For applications where the labels are exposed to moisture, oil, grease and plasticisers, Avery Dennison recommends DT200HD or DT200GPN.
- **Note:** This product is not recommended for applications where labels are exposed to direct sunlight or temperatures above 50°C

Printing & converting

- Can be used on all conventional label printing technologies
- UV Flexo and Letterpress are recommended
- Suitable for conventional die-cutting processes and conventional inks and varnishes
- Consult specialists for details
- Thermal coating may exhibit poor scuff resistance in wet environments
- Inks containing alcohol or volatile organic solvents may cause discolouration of the thermo-sensitive coating

Basis weight 70g/m²

Thickness 75 µm



Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	
Tensile strength	Water resistance
●●●●●	●●●●●
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

-  Contains Recycled or Renewable content
-  Responsibly Sourced



Facestock – VI Paper

Thermal Transfer

TT Elite FSC

A matte-coated paper designed for high quality thermal transfer applications

Applications

Applications include logistics, identification and tracking labels in offices hospitals, libraries and retail environments

Features

- FSC Certified
- TT Elite is designed for use in the highest quality thermal transfer applications
- TT Elite offers superior environmental resistance and image durability compared to Avery Dennison’s Direct Thermal papers

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping
- Suitable for conventional die-cutting processes, consult your die-consultant for details
- Suitable for conventional inks and varnishes for thermal transfer processes, consult your ink specialist for details
- **NOTE:** Not recommended for moist applications

Basis weight 75g/m²

Thickness 74 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability ●●●●●	Stiffness ●●●●●
Print definition ●●●●●	Conformability ●●●●●
Print durability ●●●●●	OBA ✓
Tensile strength ●●●●●	Water resistance ●●●●●
Wet opacity ●●●●●	Dry opacity ●●●●●

Sustainable ADvantage

 Responsibly Sourced

Laser/Inkjet Paper

LCJ Premium FSC

A matte white wood-free machine paper with good print absorption and toner bonding characteristics

Applications

A4 sheets for home office, office, instruction, inventory and address labels

Features

- Suitable for use in photocopiers, laser and inkjet printers for domestic and commercial applications
- Applications include office, instruction, inventory and address labels
- LaserCopyJet features excellent toner bonding with laser printers and very good smudge resistance with inkjet printers

Printing & converting

- Facestock is suitable for simple line or process printing by flexo and offset
- The material can be converted by the conventional roll-to-sheet conversion technologies

Basis weight 64g/m²

Thickness 75 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability ●●●●●	Stiffness ●●●●●
Print definition ●●●●●	Conformability ●●●●●
Print durability ●●●●●	
Tensile strength ●●●●●	

Sustainable ADvantage

 Responsibly Sourced



Facestock – VI Paper

Laser/Inkjet Paper (continued)

Laserpro FSC

A matte white wood-free machine paper with good print absorption and toner bonding characteristics

Applications

A4 sheets for home office, office, instruction, inventory and address labels

Features

- FSC Certified
- Suitable for use in photocopiers, laser and inkjet printers for domestic and commercial applications
- Applications include office, instruction, inventory and address labels

Printing & converting

- The product has tightly defined release characteristics to avoid pre-dispensing during the printing or copying process
- The well balanced laminate construction ensures optimum lay flatness during conversion and end-use under a relatively wide range of conditions
- This material can be converted by the conventional roll-to-sheet conversion technologies
- The facestock's surface structure provides excellent toner bonding and print

Basis weight 70g/m²

Thickness 80 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	
Tensile strength	Water resistance
●●●●●	
Wet opacity	Dry opacity

Sustainable ADvantage

 Responsible Sourced

Gloss IJ Paper FSC

A white, high gloss printing paper with a specific topcoating for excellent transfer and anchorage using the Inkjet process

Applications

Primary and secondary packaging labels in retail, manufacturing, healthcare, and logistics

Features

- Specially engineered for use in on-demand ink jet printers
- The high ink holdout and quick drying provide for excellent clarity and density of printed graphics, making it the perfect choice for primary and secondary packaging labels in retail, manufacturing, health care and logistics etc.
- Ideal for printing labels in on-demand colour inkjet printers, where full process colour is used to add impact and/or functionality to the label

Printing & converting

- The product is designed to be converted and by all conventional converting technologies

Basis weight 88g/m²

Thickness 106 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	
●●●●●	
Tensile strength	
●●●●●	

Sustainable ADvantage

 Responsible Sourced



Facestock – Wine and Premium Labelling

Cast Coated

Cast Gloss Elite FSC

A white, one side cast coated, gloss finished, wood-free printing paper

Applications

Pharmaceutical, wine & spirits, high end food and beverage packaging

Features

- FSC Certified
- High gloss coating giving brilliant multicolour print quality and attractive gloss appearance
- Good resistance to edge wicking where some contact with water may occur
- Good scuff and environmental resistance when offered with a suitable varnish, but is not suitable for outdoor use
- High exposure to moisture may cause product to exhibit edge-wicking

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping
- Suitable for conventional die-cutting processes and conventional ink and varnishes
- Can be embossed and/or hot foil stamped
- Consult your ink specialist for details. Over-laminating film helps improve scuff and moisture resistance

Basis weight 80g/m²

Thickness 84 µm

Print technology

✓ Conventional Press

Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	✓
Tensile strength	Water resistance
●●●●●	●●●●●
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

 Responsibly Sourced



Facestock – Wine and Premium Labelling

Uncoated Paper

rFelt Blanc rPLUS FSC

A 30% recycled post consumer waste (PCW), bright white uncoated paper with a felt finish for a handcrafted look and feel

Applications

Wine & spirits, high end food and beverage packaging

Features

- FSC Certified
- Under-laminated rPET with 25% recycled content to assist with reducing bubbles and wrinkles and maintain structure in an ice bucket
- Features wet strength properties which assist in retaining the strength of the paper fibres when exposed to moisture or wet environments
- Polymer underlamine improves moisture barrier properties and reduces the severity of paper fibre swelling induced “bubbling” on difficult substrates
- Not recommended for neck labels or tight mandrel applications due to high stiffness
- Not available with removable or repositionable adhesives

Printing & converting

- Printable using all conventional label printing technologies by Offset, Digital, UV Flexo, screen, hot foil stamping
- Suitable for conventional die-cutting processes
- Suitable for conventional inks and varnishes
- Being produced from 100% recycled fiber, there is a possible higher incidence of residual ink particles in the product compared to virgin fiber products

Basis weight 132g/m²

Thickness 175 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability ●●●●●	Stiffness ●●●●●
Print definition ●●●●●	Conformability ●●●●●
Print durability ●●●●●	OBA ✓
Tensile strength ●●●●●	Water resistance ●●●●●
Wet opacity ●●●●●	Dry opacity ●●●●●

Sustainable ADvantage

- Contains Recycled or Renewable content
- Responsibly Sourced



Facestock – Wine and Premium Labelling

Uncoated Paper (continued)

rSable FSC rPLUS

A 100% recycled pulp (50% PCW and 50% PIW), white uncoated woodfree printing paper.

Applications

Wine & spirits, high end food and beverage packaging

Features

- FSC Certified
- Under-laminated rPET with 25% recycled content to assist with reducing bubbles and wrinkles and maintain structure in an ice bucket
- Features wet strength properties which assist in retaining the strength of the paper fibres when exposed to moisture or wet environments
- Polymer underlamine improves moisture barrier properties and reduces the severity of paper fibre swelling induced “bubbling” on difficult substrates
- Not recommended for neck labels or tight mandrel applications due to high stiffness
- Not available with removable or repositionable adhesives

Printing & converting

- Printable using all conventional label printing technologies by Offset, Digital, UV Flexo, screen, hot foil stamping
- Due to the textured nature of the face material, flexography and offset printing will offer the best results
- Suitable for conventional die-cutting processes
- Suitable for conventional inks and varnishes
- Being produced from 100% recycled fiber, there is a possible higher incidence of residual ink particles in the product compared to virgin fiber products

Basis weight 114g/m²

Thickness 130 µm



Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	✓
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

-  Contains Recycled or Renewable content
-  Responsibly Sourced

Cotton White

A White, uncoated matt 100% Cotton paper with a unique ‘Velvet finish’ appearance

Applications

Wine & spirits, high end food and beverage packaging

Features

Printing & converting

- Printable by Offset, Screen, Hot Foil.

Basis weight 120g/m²

Thickness 220 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	✓
Wet opacity	Dry opacity
●●●●●	●●●●●



Facestock – Wine and Premium Labelling

Uncoated Paper (continued)

Super White Opaque FSC

A bright white uncoated paper featuring a proprietary moisture resistant coating on both sides

Applications

Wine & spirits, high end food and beverage packaging

Features

- FSC Certified
- Wet strength properties assist in retaining the strength of the paper fibres when exposed to moisture or wet environments
- Proprietary coating on both sides provides superior moisture barrier properties and thereby improves ice-bucket performance by retaining opacity for longer periods
- Not recommended for neck labels or tight mandrel applications due to high stiffness
- Not available with removable or repositionable adhesives

Printing & converting

- Printable using all conventional label printing technologies including foil stamping
- Due to the textured nature of the face material, flexography and offset printing will offer the best results
- Suitable for conventional die-cutting processes, contact your die-consultant for details
- Suitable for conventional inks and varnishes, contact your ink specialist for details
- Can be further embellished using foil stamping and embossing
- High levels of embossing could impair the moisture barrier and reduce adhesion / mandrel performance
- Labels must have a 3mm grain free zone measured from label edges
- The use of over-varnish is essential to enhance surface water repellance
- Refer to Wine Technical Brochure for more PS application considerations

Basis weight 110g/m²

Thickness 130 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

 Responsibly Sourced



Facestock – Wine and Premium Labelling

Uncoated Paper (continued)

Arctic rPLUS FSC V2

A high white, uncoated, matt, felt marked wood-free printing paper. Under-laminated rPET with 25% recycled content to assist with reducing bubbles and wrinkles and maintain structure in an ice bucket. Wet strength and fungicidal treatment. The facestock is made from FSC certified paper

Applications

Wine & spirits, high end food and beverage packaging

Features

- FSC Certified
- Under-laminated rPET with 25% recycled content to assist with reducing bubbles and wrinkles and maintain structure in an ice bucket
- Features wet strength properties which assist in retaining the strength of the paper fibres when exposed to moisture or wet environments
- Polymer underlamine improves moisture barrier properties and reduces the severity of paper fibre swelling induced “bubbling” on difficult substrates
- Not recommended for neck labels or tight mandrel applications due to high stiffness
- Not available with removable or repositionable adhesives

Printing & converting

- Printable using all conventional label printing processes, however the textured nature of the facestock means that it is better suited to offset printing
- Can be further embellished using foil stamping and embossing. High levels of embossing could reduce adhesion/mandrel performance
- Labels must have a 3mm grain free zone measured from label edges
- This product is not recommended for applications where labels are exposed to direct sunlight or temperatures above 50°C
- Not recommended for neck labels or tight mandrel applications due to high stiffness
- The use of over-varnish is essential to enhance surface water repellency
- Refer to Wine Technical Brochure for more PS application considerations

Basis weight 125g/m²

Thickness 155 µm



Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	●●●●●
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

-  Contains Recycled or Renewable content
-  Responsibly Sourced



Facestock – Wine and Premium Labelling

Uncoated Paper (continued)

Artisan FSC

A white uncoated matt wood-free printing paper, with a felt marked finish, giving the paper a tactile “hand made” appearance and feel

Applications

Wine & spirits, high end food and beverage packaging

Features

- FSC Certified
- Features wet strength properties which assist in retaining the strength of the paper fibres when exposed to moisture or wet environments
- Not recommended for neck labels or tight mandrel applications due to high stiffness
- Not available with removable or repositionable adhesives

Printing & converting

- Printable using all conventional label printing processes, however the textured nature of the facestock means that it is better suited to offset printing
- Can be further embellished using foil stamping and embossing
- High levels of embossing could impair the moisture barrier and reduce adhesion / mandrel performance
- Labels must have a 3mm grain free zone measured from label edges
- Suitable for conventional die-cutting processes, contact your die-consultant for details
- Suitable for conventional inks and varnishes, contact your ink specialist for details
- The use of over-varnish is essential to enhance surface water repellency
- Refer to Wine Technical Brochure for more PS application considerations

Basis weight 95g/m²

Thickness 135 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	✓
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

 Responsibly Sourced



Facestock – Wine and Premium Labelling

Uncoated Paper (continued)

Artisan rPLUS FSC

A white uncoated matt wood-free printing paper, with a felt marked finish, giving the paper a tactile “hand made” appearance and feel. Under-laminated rPET with 25% recycled content to assist with reducing bubbles and wrinkles and maintain structure in an ice bucket.

Applications

Wine & spirits, high end food and beverage packaging

Features

- FSC Certified
- Under-laminated rPET with 25% recycled content to assist with reducing bubbles and wrinkles and maintain structure in an ice bucket
- Features wet strength properties which assist in retaining the strength of the paper fibres when exposed to moisture or wet environments
- Polymer underlamine improves moisture barrier properties and reduces the severity of paper fibre swelling induced “bubbling” on difficult substrates
- Not recommended for neck labels or tight mandrel applications due to high stiffness
- Not available with removable or repositionable adhesives

Printing & converting

- Printable using all conventional label printing processes, however the textured nature of the facestock means that it is better suited to offset printing
- Can be further embellished using foil stamping and embossing
- High levels of embossing could impair the moisture barrier and reduce adhesion / mandrel performance
- Labels must have a 3mm grain free zone measured from label edges
- Suitable for conventional die-cutting processes, contact your die-consultant for details
- Suitable for conventional inks and varnishes, contact your ink specialist for details
- The use of over-varnish is essential to enhance surface water repellency
- Refer to Wine Technical Brochure for more PS application considerations

Basis weight 124g/m²

Thickness 156 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	✓
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

- Contains Recycled or Renewable content
- Responsibly Sourced



Facestock – Wine and Premium Labelling

Uncoated Paper (continued)

Estate #4 PE FSC

A white laid paper featuring wet strength properties and an extruded PE coated underlamine

Applications

Wine & spirits, high end food and beverage packaging

Features

- FSC Certified
- Features wet strength properties which assist in retaining the strength of the paper fibres when exposed to moisture or wet environments
- Polymer underlamine improves moisture barrier properties and reduces the severity of paper fibre swelling induced “bubbling” on difficult substrates
- Not recommended for neck labels or tight mandrel applications due to high stiffness
- Not available with removable or repositionable adhesives

Printing & converting

- Printable using all conventional label printing processes, however the textured nature of the facestock means that it is better suited to offset printing
- Can be further embellished using foil stamping and embossing
- High levels of embossing could impair the moisture barrier and reduce adhesion / mandrel performance
- Labels must have a 3mm grain free zone measured from label edges
- Suitable for conventional die-cutting processes, contact your die-consultant for details
- Suitable for conventional inks and varnishes, contact your ink specialist for details
- The use of over-varnish is essential to enhance surface water repellency
- Refer to Wine Technical Brochure for more PS application considerations

Basis weight 109g/m²

Thickness 139 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

 Responsibly Sourced



Facestock – Wine and Premium Labelling

Uncoated Paper (continued)

Vintage FSC

A creamy white uncoated, textured paper featuring a proprietary moisture resistant coating on both sides

Applications

Wine & spirits, high end food and beverage packaging

Features

- FSC Certified
- Wet strength properties assist in retaining the strength of the paper fibres when exposed to moisture or wet environments
- Polymer coating on both sides provides superior moisture barrier properties and thereby improves ice-bucket performance by retaining opacity for longer periods
- Not recommended for neck labels or tight mandrel applications due to high stiffness
- Not available with removable or repositionable adhesives

Printing & converting

- Printable using all conventional label printing technologies including foil stamping
- Due to the textured nature of the face material, flexography and offset printing will offer the best results
- Suitable for conventional die-cutting processes, contact your die-consultant for details
- Suitable for conventional inks and varnishes, contact your ink specialist for details
- Can be further embellished using foil stamping and embossing
- High levels of embossing could impair the moisture barrier and reduce adhesion / mandrel performance
- Labels must have a 3mm grain free zone measured from label edges
- The use of over-varnish is essential to enhance surface water repellance
- Refer to Wine Technical Brochure for more PS application considerations

Basis weight 110g/m²

Thickness 130 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability ●●●●●	Stiffness ●●●●●
Print definition ●●●●●	Conformability ●●●●●
Print durability ●●●●●	OBA ●●●●●
Wet opacity ●●●●●	Dry opacity ●●●●●

Sustainable ADvantage

 Responsibly Sourced



Facestock – Wine and Premium Labelling

Metallized Paper

Maxflex Bright Silver FSC

A premium finish metallised paper with an acrylic topcoat

Applications

Wine & spirits, high end food and beverage packaging

Features

- FSC Certified
- Designed for decorative labelling of wine, spirits, beverage and premium food products
- Features a top-coating engineered to provide excellent printability
- High internal bond for scratch resistance performance
- High gloss and brightness to give excellent shelf appeal
- High levels of moisture exposure may exhibit edge wicking and label damage
- Prior testing before use in these environments is highly recommended

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping
- Suitable for conventional die-cutting processes, contact your die consultant for details
- Suitable for conventional inks and varnishes, consult your ink specialist for details
- Over-laminating film helps improve scuff resistance and moisture resistance
- Complex shaped labels and square corners may limit the conversion speed
- A suitable varnish will improve the durability of the label
- High levels of embossing will reduce mandrel and adhesion performance

Basis weight 83g/m²

Thickness 66 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	
●●●●●	

Sustainable ADvantage

 Responsibly Sourced



Facestock – Wine and Premium Labelling

Specialty Paper

Frozen Orion Diamond V2 Plus FSC

A wood-free paper with a silver pearlescent textured look, with fungicidal treatments and a PET film underlamine

Applications

Wine & spirits, high end food and beverage packaging

Features

- Featuring a silky tactile feel making it ideal for luxury wines and spirits and specialist foods
- Due to the high stiffness of the facestock we do not recommend this construction for small diameter substrates (neck labels)
- Can be further embellished using foil stamping and embossing
- High levels of embossing could impair the moisture barrier and reduce adhesion/mandrel performance
- Labels must have a 3mm grain free zone measured from label edges
- Not recommended for neck labels or tight mandrel applications due to high stiffness
- Not available with removable or repositionable adhesives
- The use of over-varnish is essential to enhance surface water repellance
- Refer to Wine Technical Brochure for more PS application considerations

Printing & converting

- Printable by all conventional printing techniques
- Due to open and textured nature of the face material, best results are in general from those techniques with maximum conformability of printing plate such as flexo and offset
- Excellent results, in line with desired image, using offset or screen
- Maximum temperatures used 80°C for ink drying and 50°C for the waste stripping

Basis weight 110g/m²

Thickness 120 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	
Wet opacity	Dry opacity
●●●●●	●●●●●

Sustainable ADvantage

 Responsibly Sourced



Film





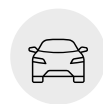
Label Selection Guidelines

Selecting the right film label depends on a mix of factors, including your application, package design, functionality needs, and more. Here's how to choose the right material in four easy steps.

1 Know your application

What is the item you're labeling? What kind of substrate (surface) will you apply the label to? And what are the conditions under which the label must perform?

Our filmic label materials are widely used in applications in the following industries (and more):



Automotive



Home and Personal Care



Food and Beverage



Pharmaceutical



Wine and spirits



Electronics and industrial

2 Decide material flexibility

Does the container need to be squeezed? Is the surface flat or curved? What conditions will the label be exposed to? This will impact the label selection. Our film portfolio is divided into the following categories:

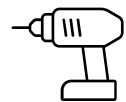
Application

Squeezable

Semi Squeezable

Rigid

Durable



Recommended Film Material

Polyethylene (PE)

Excellent conformability with slight haziness compared to rigid films.

Polyolefin (PO)

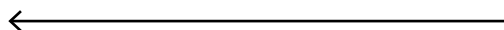
A balance of conformability and rigidity while maintaining excellent print registry and clarity.

Polypropylene (PP)

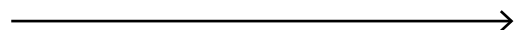
Tear-resistant, non-conformable film, suitable for flat surfaces with excellent print registry and clarity.

Polyesters (PET)

Suitable for applications where resistance to abrasions, chemicals and high temperatures is needed. Highly rigid and ultra clear.



Increased conformability and squeezability

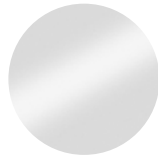


Increased rigidity, durability, clarity and print registration



3 Choose your color and finish

Your label is key to shelf appeal and to conveying brand look and feel. Its color and finish greatly influence the effect of the finished products. Options include:



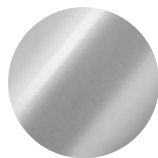
Clear Gloss



Solid White Gloss



Cavitated White Gloss



Silver Gloss



Clear Matte



Solid White Matte

4 Decide on Film Surface Treatment

To improve film printability, our film label materials are surface treated. Depending on the need, our film label materials are corona treated or layered with a print receptive topcoat:

Corona treatment

- Surface is treated with high voltage to alter surface characteristics and increase ink anchorage
- The lifetime of a corona treatment depends on the treated material and the storage conditions
- The effects of a corona treatment tend to degrade over time, hence treatment is encouraged to be done shortly before the printing, coating, or bonding process begins

Print receptive topcoat

- A chemical coating applied to the surface to improve ink anchorage
- Does not degrade over time

The required film surface treatment will be decided from the printing press capabilities and the complexity of printing job.

5 Pick your filmic label material

You now have the information you need to select the right material. See your options starting on [page 40](#). If you have questions, reach out and one of our experts will be happy to help you find the best solution for you.



Glossary

The glossary below provides dozens of definitions and helpful explanations. For selecting film facestocks. Refer to it when you need to learn about specific terms, for your understanding.

Basis Weight

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

Thickness

The thickness of the facestock in microns.

Printability / Print definition

Refers to the quality of the printing, the sharpness and printing accuracy

Tensile Strength

Refers to the force required to break a film

Label Dispensing

Refers to ability of the material to be dispensed from a label dispenser without bending or folding

Die Cutting

Refers to ability of the material to be die-cut cleanly from the matrix

Comformability

Refers to ability of the material to adhere on non-flat surfaces without edge lifting.

Clarity

Clarity is the ability of film to show a color or object in the back of the sheet. A high clarity printed film allows one to read the print images on the back side.

Opacity

Opacity is the ability of film to hide or mask a color or object in the back of the sheet. A high opacity in printed film allows one to read the front side of the page without being distracted by print images on the back side.



Film Comparison Table

Prime Film		Sustainable Advantage	Basis Weight	Thickness	Conventional Press	VI	Printability	Print definition	Print durability	Stiffness	Conformability	OBA
Conformable Films	rFlex+ White NTCp42		46	51	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	GCX Clear NTCp43		61	63	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	GCX White NTCp44		64	63	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	PE85 TC Whitep45		86	85	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	PE85 CL TCp45		81	85	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	Primax® Plusp46		75	76	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	Primax® Ip47		101	88	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
Rigid White Films	rPP TC Whitep48		42	65	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	PP60 TC Pearl WHp49		45	60	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	PP60 White NTCp50		39	56	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	Opalux 80Np51		55	75	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	Pearlux 80Np51		55	75	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
Rigid Clear Films	PP40 TC Clearp52		37	40	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	PP50 TC Clearp53		47	50	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	PP OLF-20p53		18	20	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
Metallised BOPP	PP TC Silver Elitep54		41	47	✓	-	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	PP50 TC Silverp54		46	50	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
Digital Films with ITC	PP80 WH DIGp55		62	80	Digital	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
Vinyl (PVC)	PVC Whitep55		112	84	✓	T	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
VI Film		Sustainable Advantage	Basis Weight	Thickness	Conventional Press	VI	Printability	Print definition	Print durability	Stiffness	Conformability	OBA
Direct Thermal	rDT300p56		70	85	T	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	Polythermal Plusp56		68	83	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
Thermal Transfer	Synthetic Paperp57		68	75	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	Data PE 80p57		75	95	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	2M WH PRT PETp58		75	50	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	2M Matte CH PET TCp58		75	50	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
Laser/Inkjet Film	Dataflexp59		109	178	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-
	100um IJ SYN Paperp59		69	100	✓	✓	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	-



Facestock – Prime Film

Conformable Films

rFlex+ White NTC

A corona-treated, flexible, co-extruded white polyolefin film. This film is specially designed with 30% recycled content reducing the GHG emission during the manufacturing of the film.

Applications

Cosmetics, toiletries, detergents, home and personal care, high squeeze applications, tube labelling

Features

- rFlex+ is designed for the prime label market, specifically the cosmetics, home and personal care segments, where conformability and adhesion to HDPE and PET containers are required
- It is recommended for those markets that require the recycling of polyolefin containers.

Printing & converting

- rFlex+ is extruded with a print-receptive skin. In-line corona treatment is required for good ink anchorage over a wide range of processes: rotary UV screen, UV letterpress, UV flexo, and solvent gravure
- Caution should be exercised when printing UV screen inks and UV cured varnishes over the label's die cut edge
- In-house testing is always recommended prior to final ink selection
- Use of static elimination equipment is highly recommended. rFlex+ shows excellent register stability on press
- It has a higher temperature resistance compared to PE. This product can be die cut and stripped at high speeds on standard web-fed presses using typical film tooling
- Excellent dispensability can be expected. Die cutting tools must be adjusted according to the polyester liner

Basis weight 46g/m²

Thickness 51 µm

Print technology

✓ Conventional Press

Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-

Sustainable ADvantage

 Reduction in the Use of Materials

 Contains Recycled or Renewable content



Facestock – Prime Film

Conformable Films (continued)

GCX Clear NTC

A corona-treated, flexible, co-extruded clear polyolefin film.

Applications

Cosmetics, toiletries, detergents, home and personal care, semi-squeeze applications

Features

- The film has a machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross directional conformability
- Suitable for applications requiring high quality graphics, together with consistent functional performance during automatic application and in end use
- Specially engineered films combine good MD rigidity and dispensability with high CD squeezability
- Suitable for use on semi-squeezable containers where continued flexing during end use is expected e.g. shampoo bottles
- A good alternative in applications where PVC is no longer accepted (recyclable with Polyolefin & PET containers)
- Retains dyne level for longer periods due to print skin

Printing & converting

- Global Co-Ex™ is extruded with a print-receptive skin. In-line corona treatment is required for good ink anchorage over a wide range of processes: rotary UV screen, UV letterpress, UV flexo, water flexo, and solvent gravure
- Over-varnish is required for high clarity and ultimate durability
- In-house testing is always recommended prior to final ink or hot/cold foil stamp selection
- Shows excellent register stability on press
- Higher temperature resistance compared to PE
- Caution should be exercised when printing UV screen inks and UV cured varnishes over the label's die cut edge
- Can be die cut and stripped at high speeds on standard web-fed presses using typical film tooling; excellent dispensability can be expected

Basis weight 61g/m²

Thickness 63 µm

Print technology

✓ Conventional Press

Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-



Facestock – Prime Film

Conformable Films (continued)

GCX White NTC

A corona-treated, flexible, co-extruded white polyolefin film.

Applications

Cosmetics, toiletries, detergents, home and personal care, semi-squeeze applications

Features

- The film has a machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross directional conformability
- Suitable for applications requiring high quality graphics, together with consistent functional performance during automatic application and in end use
- Applications requiring high quality graphics together with consistent functional performance during automatic application and in end use
- Specially engineered films combine good MD rigidity and dispensability with high CD squeezability
- Suitable for use on semi-squeezable containers where continued flexing during end use is expected e.g. shampoo bottles
- A good alternative in applications where PVC is no longer accepted (recyclable with Polyolefin & PET containers)
- Retains dyne level for longer periods due to print skin

Printing & converting

- Global Co-Ex™ is extruded with a print-receptive skin. In-line corona treatment is required for good ink anchorage over a wide range of processes: rotary UV screen, UV letterpress, UV flexo, water flexo, and solvent gravure
- Over-varnish is required for high clarity and ultimate durability
- In-house testing is always recommended prior to final ink or hot/cold foil stamp selection
- Shows excellent register stability on press
- Higher temperature resistance compared to PE
- Caution should be exercised when printing UV screen inks and UV cured varnishes over the label's die cut edge
- Can be die cut and stripped at high speeds on standard web-fed presses using typical film tooling; excellent dispensability can be expected

Basis weight 64g/m²

Thickness 63 µm

Print technology

✓ Conventional Press

Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-



Facestock – Prime Film

Conformable Films (continued)

PE85 TC White

A blown co-extruded, white polyethylene film with a print receptive top coating

Applications

Cosmetics, toiletries, detergents, home and personal care, semi-squeeze applications

Features

- Due to its flexibility, the product is especially suitable for semi-squeezable bottles and other semi-flexible containers
- Can also be used for tube labelling
- The clear, white finished film blends well into matte plastic containers, and can be over-varnished to enhance the label look.

Printing & converting

- The modified acrylic based topcoating allows printing by the usual printing technologies including letterpress, flexo, gravure and screen printing, giving good results with solvent, UV curing and water based inks
- Material shows excellent register stability on press and excellent flat bed conversion while rotary and magnetic dies need additional care

Basis weight 86g/m²

Thickness 85 µm

Print technology

- ✓ Conventional Press
- Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-

PE85 CL TC

A blown co-extruded, transparent polyethylene film with a print receptive top coating

Applications

Cosmetics, toiletries, detergents, home and personal care, semi-squeeze applications

Features

- Due to its flexibility, the product is especially suitable for semi-squeezable bottles and other semi-flexible containers
- Can also be used for tube labelling
- The clear, finished film blends well into matte plastic containers, .

Printing & converting

- The modified acrylic based topcoating allows printing by the usual printing technologies including letterpress, flexo, gravure and screen printing, giving good results with solvent, UV curing and water based inks
- Material shows excellent register stability on press and excellent flat bed conversion while rotary and magnetic dies need additional care

Basis weight 81g/m²

Thickness 85 µm

Print technology

- ✓ Conventional Press
- Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-



Facestock – Prime Film

Conformable Films (continued)

Primax® Plus

A white, satin finished, machine direction oriented, corona-treated polyolefin film

Applications

Cosmetics, toiletries, detergents, home and personal care, semi-squeeze applications, tube labelling

Features

- Due to its flexibility, the product is especially suitable for semi-squeezable bottles and other semi-flexible containers
- Can also be used for tube labelling
- The clear, white finished film blends well into matte plastic containers, and can be over-varnished to obtain a high gloss
- The film has a machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross directional conformability

Printing & converting

- The corona treated film utilizes a print receptive “skin” for additional ink adhesion security
- Printable using all the usual printing techniques including UV letterpress, UV silkscreen, water based, UV flexo and hot foil blocking
- In-line corona treatment is recommended
- Press stability is high, minimizing wastage of material and press time
- Can be used for applications requiring printability via thermal transfer with suitable ribbons
- Material has excellent register properties especially when a high number of different colours are used

Basis weight 75g/m²

Thickness 76 µm

Print technology

✓ Conventional Press

Test VI

Print performance

Printability ●●●●●	Stiffness ●●●●●
Print definition ●●●●●	Conformability ●●●●●
Print durability ●●●●●	OBA -



Facestock – Prime Film

Conformable Films (continued)

Primax® I

A white, satin finished, machine direction oriented, corona-treated polyolefin film

Applications

Cosmetics, toiletries, detergents, home and personal care, semi-squeeze applications, chemical and industrial applications

Features

- A very high caliper and robust film, allowing reliable dispensing of large labels and complex label shapes
- Due to its flexibility, the product is suitable for semi-squeezable bottles and other semi-flexible containers
- The white, matte finished film blends well into matte plastic containers
- Can be over-varnished to obtain a high gloss finish
- The film has a machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross directional conformability

Printing & converting

- The engineered print skin can be printed by conventional printing techniques including flexo, screen, offset, letterpress, silkscreen, gravure, and hot or cold foiling processes
- UV, water-based and solvent-based inks can be used
- On-press corona treatment is recommended for optimum ink adhesion
- The face material is suitable for Thermal Transfer printing Exact inks, foils and ribbons should be specified by your ink/foil/ribbon supplier
- The material has excellent register properties especially when a high number of different colours are used
- In circumstances where high scuff resistance is required, overvarnish of the printed labels is advised

Basis weight 101g/m²

Thickness 88 µm

Print technology

✓ Conventional Press

Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-



Facestock – Prime Film

Rigid White Films

rPP TC White

A bi-axially oriented, glossy white polypropylene film with a print-receptive top coating. Film contains 30% post-industrial waste (PIW) recycled content

Applications

Cosmetics, personal care, household chemicals, food, beverage, dairy, promotional applications

Features

- Recycled PP film contains 30% PIW making this a more sustainable label option helping brands achieve higher recycled content in packaging
- Widely adopted for dairy and juice applications
- Suitable for applications requiring durability and resistance to moisture and chemicals
- Ideal for situations where labelling is required to be identical to substrate on polypropylene containers
- Can be used in environmentally sensitive markets requiring recycling of polyolefin packs

Printing & converting

- Excellent printability and low incidence of gels & fish-eyes
- Printable using all conventional label printing technologies, including foil stamping
- Suitable for conventional die-cutting processes, contact your die consultant for details
- Suitable for conventional inks and varnishes, consult your ink specialist for details
- Corona treatment is not required
- Overlamination is typically not required but may be recommended for ultimate scuff resistance and high speed dispensing

Basis weight 42g/m²

Thickness 65 µm

Print technology

- ✓ Conventional Press
- Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-

Sustainable ADvantage

 Contains Recycled or Renewable content



Facestock – Prime Film

Rigid White Films (continued)

PP60 TC Pearl WH

A bi-axially oriented, glossy, pearlized white polypropylene film with a print-receptive top coating.

Applications

Beverage, food, HPC applications on PET bottles and containers

Features

- Applications are predominantly in market segments where rigid containers are used.
- Suitable for labelling of quality products such as cosmetics, toiletries, luxury articles, promotional labelling, automotive lubricants and household chemicals where durability and resistance to moisture or chemicals are required.
- The “pearlized white” appearance of the facestock gives a unique and premium look offering excellent shelf appeal.
- Ideal for applications requiring ‘substrate identical labelling’ on polypropylene containers and in environmentally sensitive markets requiring recycling of ‘polyolefin’ packs.
- Due to fairly rigid nature of polypropylene, care should be taken with the use on ‘nonuniform’ surfaces or where a high level of squeezability is desired.

Printing & converting

- The topcoating allows printing by the conventional printing technologies including letterpress, flexo, gravure, screen printing, giving good results with solvent, UV curing and water based inks. The facestock can also be printed with thermal transfer when matched with the correct ribbon. In case solvent screen inks are used, please consult your ink manufacture. Material shows excellent register stability on press and excellent flat bed conversion while rotary and magnetic dies need additional care. Square corners should be avoided.

Basis weight 45g/m²

Thickness 60 µm

Print technology

- ✓ Conventional Press
VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-



Facestock – Prime Film

Rigid White Films (continued)

PP60 White NTC

A corona treated, gloss white bi-axially oriented, polypropylene film

Applications

Cosmetics, personal care, household chemicals, food, beverage, dairy, promotional applications

Features

- Widely adopted for dairy and juice applications
- Suitable for applications requiring moderate durability and resistance to moisture and chemicals
- Ideal for situations where labelling is required to be identical to substrate on polypropylene containers
- Can be used in environmentally sensitive markets requiring recycling of polyolefin packs
- Overlaminating film helps improve scuff resistance

Printing & converting

- Printable using all conventional label printing technologies, conventional die-cutting processes and conventional inks and varnishes
- Cavitated films can sometimes exhibit poor scuff resistance in wet conditions, consult your ink specialist for details
- Relevant tests should be conducted on cold foil printing to determine its suitability
- Excessive press label rewind tension may cause labels to slip/misalign, or adhesive to bleed
- Anti-static devices are strongly recommended when converting film products and all dies should be proofed to the construction
- Corona treatment is recommended

Basis weight 39g/m²

Thickness 56 µm

Print technology

✓ Conventional Press

Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-



Facestock – Prime Film

Rigid White Films (continued)

Opalux 80N

A high caliper, gloss white cavitated bi-axially oriented, polypropylene film

Applications

Cosmetics, personal care, household chemicals, food, beverage, dairy, promotional applications

Features

- Higher caliper film offers excellent dispensing
- Widely adopted for dairy and juice applications
- Suitable for applications requiring moderate durability and resistance to moisture and chemicals
- Ideal for situations where labelling is required to be identical to substrate on polypropylene containers
- Can be used in environmentally sensitive markets requiring recycling of polyolefin packs

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping
- Suitable for conventional die-cutting processes, contact your die consultant for details
- Suitable for conventional inks and varnishes, consult your ink specialist for details
- Over-laminating is recommended for ultimate scuff resistance and high speed dispensing
- Corona treatment is recommended

Basis weight 55g/m²

Thickness 75 µm

Print technology

✓ Conventional Press

Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-

Pearlux 80N

A gloss white pearlised cavitated bi-axially oriented, polypropylene film

Applications

Cosmetics, personal care, household chemicals, food, beverage, dairy, promotional applications

Features

- Higher caliper film offers excellent dispensing
- Widely adopted for dairy and juice applications
- Suitable for applications requiring moderate durability and resistance to moisture and chemicals
- Ideal for situations where labelling is required to be identical to substrate on polypropylene containers
- Can be used in environmentally sensitive markets requiring recycling of polyolefin packs

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping
- Suitable for conventional die-cutting processes, contact your die consultant for details
- Suitable for conventional inks and varnishes, consult your ink specialist for details
- Over-laminating is recommended for ultimate scuff resistance and high speed dispensing
- Corona treatment is recommended

Basis weight 55g/m²

Thickness 75 µm

Print technology

✓ Conventional Press

Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-



Facestock – Prime Film

Rigid Clear Films

PP40 TC Clear

A light weight biaxially oriented, gloss clear polypropylene film with a print receptive top coating

Applications

Cosmetics, personal care, household chemicals, food, beer, wine, beverage, dairy, promotional applications

Features

- Thin construction allows more labels per roll, leading to less wastage and reducing freight & packaging costs
- Predominately used in clear label applications for beer and beverages
- Suitable for applications requiring high-quality graphics with consistent functional performance during automatic application and in end use
- Ideal for use on high-speed application lines (such as beer labeling) when combined with a suitable adhesive and PET liner
- For use where very high levels of clarity are required to achieve a “no label look”

Printing & converting

- Printable using all conventional label printing technologies
- Corona treatment effectiveness reduces over time and can be affected by abrasion/damage caused by web friction
- To ensure optimum wettability and ink bond, additional in-line corona treatment is required
- An over-laminate is recommended for print protection
- Excellent register stability on press and flat bed conversion – additional care required with rotary and magnetic dies

Basis weight 37g/m²

Thickness 40 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-

Sustainable ADvantage

 Reduction in the Use of Materials



Facestock – Prime Film

Rigid Clear Films (continued)

PP50 TC Clear

A bi-axially oriented, gloss clear polypropylene film with a print-receptive top coating

Applications

Cosmetics, personal care, household chemicals, food, beer, wine, beverage, dairy, promotional applications

Features

- Predominately used in clear label applications for beer and beverages
- Suitable for applications requiring high-quality graphics with consistent functional performance during automatic application and in end use
- Ideal for use on high-speed application lines (such as beer labeling) when combined with a suitable adhesive and PET liner
- For use where very high levels of clarity are required to achieve a “no label look”

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping
- Corona treatment effectiveness reduces over time and can be affected by abrasion/damage caused by web friction
- To ensure optimum wettability and ink bond, additional in-line corona treatment is required
- An over-laminate is recommended for print protection
- Excellent register stability on press and flat bed conversion – additional care required with rotary and magnetic dies

Basis weight 47g/m²

Thickness 50 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-

PP OLF-20

A gloss clear BOPP overlaminating film

Applications

Printed surfaces

Features

- Overlaminating film to protect printed surfaces
- For use where clarity and protection is paramount

Printing & converting

- Complex shaped labels and square corners may limit conversion speed

Basis weight 18g/m²

Thickness 20 µm

Print technology

- ✓ Conventional Press
- VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-



Facestock – Prime Film

Metallised BOPP

PP TC Silver Elite

A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating.

Applications

Cosmetics, personal care, luxury articles, household chemicals, automotive lubricants, promotional applications

Features

Printing & converting

- The modified acrylic based topcoating allows printing by the usual printing technologies including letterpress, flexo, gravure and screen printing, giving good results with solvent, UV curing and water based inks
- In case solvent screen inks are used, please consult your ink manufacture
- Material shows excellent register stability on press and excellent flat bed conversion while rotary and magnetic dies need additional care. Square corners should be avoided.

Basis weight 41g/m²

Thickness 47 µm

Print technology

- ✓ Conventional Press VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-

PP50 TC Silver

A glossy, metallised BOPP film with a print receptive top coating

Applications

Cosmetics, personal care, food, beer, wine, beverage, dairy, promotional & luxury articles

Features

- Premium silver gloss film for a ‘mirror effect’
- Ideal for situations requiring a luxury metallic look
- Due to the fairly rigid nature of the film, care should be taken with use on non-uniform surfaces and where a very high level of squeezability is desired

Printing & converting

- Printable using all conventional label printing technologies
- Suitable for conventional die-cutting processes and conventional inks and varnishes, consult your ink specialist for details
- Over-laminating film helps improve scuff resistance

Basis weight 46g/m²

Thickness 50 µm

Print technology

- ✓ Conventional Press Test VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-



Facestock – Prime Film

Digital Films with ITC

PP80 WH DIG

HP Indigo, high caliper, printable top-coated biaxially oriented, white polypropylene film

Applications

Cosmetics, personal care, household chemicals, food, beverage, dairy, promotional applications

Features

- Suitable for use with HP Indigo presses
- Applications are predominately in areas requiring high quality graphics together with consistent functional performance during automatic application and in end use

Printing & converting

- Facestock is treated with indigo printable topcoat suitable for indigo printing
- Can be die-cut and stripped at high speeds on standard web-fed presses with either flatbed or rotary dies
- For best performance it is recommended to have dies tooled specifically for this construction
- Offers excellent dispensing characteristics

Basis weight 62g/m²

Thickness 80 µm

Print technology

Digital Conventional Press
Test VI

Print performance

Printability ●●●●●	Stiffness ●●●●●
Print definition ●●●●●	Conformability ●●●●●
Print durability ●●●●●	OBA -

Vinyl (PVC)

PVC White

A white, monomerically plasticised PVC film

Applications

Industrial and chemical applications

Features

- Suitable for indoor and outdoor use requiring good durability and weatherability

Printing & converting

- Corona treated face material can be printed by conventional printing techniques including flexo, screen, offset, letterpress, silkscreen, gravure, and hot or cold foiling processes
- UV, water-based and solvent based inks can be used
- On-press corona treatment is recommended for optimum ink adhesion
- Use of a primer in the printing process is strongly recommended
- Face material is suitable for Thermal Transfer printing
- Exact inks, foils and ribbons should be specified by your ink/foil/ribbon supplier

Basis weight 112g/m²

Thickness 84 µm

Print technology

✓ Conventional Press
Test VI

Print performance

Printability ●●●●●	Stiffness ●●●●●
Print definition ●●●●●	Conformability ●●●●●
Print durability ●●●●●	OBA -



Facestock – VI Film

Direct Thermal

rDT300

A white BOPP film with a barrier-coated thermosensitive layer, consists of 30% post industrial waste (PIW).

Applications

Pre-packed food (e.g meat, fish, poultry, and fish) and industrial barcoding (e.g laboratories, hospitals, and pharmaceutical applications)

Features

- Designed for use in thermal printing at print speed up to 300mm/s and where image resistance is required (Based on printer's set-up)
- Suitable for barcode labelling where labels come into contact with moisture, fats and oils. i.e. Meat processing plants
- Features excellent environmental resistance and good label stiffness which assists in label and dispensing in print and apply applications
- Avoid prolonged temperature of 50°C or more for long periods
- Exposure to direct sunlight or strong fluorescent light may invalidate the image

Printing & converting

- Printable using all conventional label printing technologies, UV Flexo and Letterpress are recommended
- Suitable for conventional die-cutting processes, consult your die-consultant for details
- Suitable for conventional inks and varnishes, consult your ink specialist for details

Basis weight 70g/m²

Thickness 85 µm

Print technology

Test Conventional Press

✓ VI

Print performance

Printability 4

Print definition Stiffness

Print durability Conformability

Sustainable ADvantage

Contains Recycled or Renewable content

Polythermal Plus

A white BOPP film coated with a thermosensitive layer

Applications

Industrial, meat processing

Features

- Designed for use in thermal printing at print speed up to 300mm/s and where image resistance is required (Based on printer's set-up)
- Suitable for barcode labelling where labels come into contact with moisture, fats and oils. i.e. Meat processing plants
- Features excellent environmental resistance and good label stiffness which assists in label and dispensing in print and apply applications
- Avoid prolonged temperature of 50°C or more for long periods
- Exposure to direct sunlight or strong fluorescent light may invalidate the image.

Printing & converting

- Printable using all conventional label printing technologies, UV Flexo and Letterpress are recommended
- Suitable for conventional die-cutting processes, consult your die-consultant for details
- Suitable for conventional inks and varnishes, consult your ink specialist for details

Basis weight 68g/m²

Thickness 83 µm

Print technology

✓ Conventional Press

✓ VI

Print performance

Printability Stiffness

Print definition Conformability

Print durability OBA

Excellent

Very Good

Good

Fair

Low

– Not applicable

T Test



Facestock – VI Film

Thermal Transfer

Synthetic Paper

A matte white BOPP film with a smooth, absorbent, ink receptive topcoating

Applications

cosmetics, toiletries, luxury articles and promotional labeling as well as durable, outdoor, industrial applications, chemical drums labelling, automotive lubricants and household chemicals

Features

- High opacity polypropylene film which is suitable for flexographic, letterpress, screen & thermal transfer printing
- High strength and durability as well as good moisture and chemical resistance
- This product is suitable for use in a wide range of durable labelling applications whereby UL recognition is required. This product is UL recognized for indoor service

Printing & converting

- The material can be converted and printed by all conventional printing technologies Litho–offset, flexographic, letterpress and screen
- In house testing is always recommended prior to final ink selection

Basis weight 68g/m²

Thickness 75 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-

Data PE 80

A matte white, clay coated, cavitated, biaxially-oriented PE film with a smooth, absorbent, ink receptive topcoating

Applications

Durable, outdoor, industrial applications, chemical drums labelling

Features

- Ideally suited to thermal transfer applications where environmental resistance and moderate outdoor durability is required
- Good conformability
- Outdoor durability of up to 6 months can be expected in favourable conditions where the product is sheltered from rain, wind and direct sunlight

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping
- Suitable for conventional die–cutting processes, consult your die–consultant for detail
- Suitable for conventional inks and varnishes, consult your ink specialist for detail
- The clay coated surface allows for high print definition. Note: Friction cleaning (Web wipers) can cause dust
- Films can sometimes exhibit poor scuff resistance in wet environments, consult your ink specialist for detail
- Excessive press label rewind tension may cause labels to slip/misalign, or adhesive to bleed
- When converting filmic products, anti–static devices are strongly recommended and all dies should be proofed to the construction

Basis weight 75g/m²

Thickness 95 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-



Facestock – VI Film

Thermal Transfer (continued)

2M WH PRT PET

2 Mil print-treated polyester featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance

Applications

Durable, outdoor, industrial applications, product identification labels, rating plates, work in progress (WIP) labels and asset tags

Features

- Print treatment is designed to enhance printability with a variety of printing processes
- UL recognised for indoor and outdoor applications

Printing & converting

- The print treated surface is designed for printing by most solvent, UV cured, and water-based flexographic inks, UV cured letterpress, and rotary screen inks
- Specially formulated inks are normally not necessary, however, testing is recommended prior to final ink selection
- This product can be die cut and stripped at high speeds on most web-fed presses
- Sample labels in a variety of shapes have been successfully dispensed and applied with standard labeling systems

Basis weight 75g/m²

Thickness 50 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-

2M Matte CH PET TC

2 Mil print-treated polyester featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance

Applications

Durable, outdoor, industrial applications, product identification labels, rating plates, work in progress (WIP) labels and asset tags

Features

- Print treatment is designed to enhance printability with a variety of printing processes
- UL recognised for indoor and outdoor applications

Printing & converting

- The print treated surface is designed for printing by most solvent, UV cured, and water-based flexographic inks, UV cured letterpress, and rotary screen inks
- Specially formulated inks are normally not necessary, however, testing is recommended prior to final ink selection
- This product can be die cut and stripped at high speeds on most web-fed presses
- Sample labels in a variety of shapes have been successfully dispensed and applied with standard labeling systems

Basis weight 75g/m²

Thickness 50 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-



Facestock – VI Film

Laser/Inkjet Film

Dataflex

A matte white synthetic film imprintable via laser, inkjet and thermal transfer.

Applications

Durable, outdoor, industrial applications, chemical drums labelling

Features

- Designed for use in applications using black and white (not colour) laser and thermal transfer printers
- Ideally suited to applications where environmental resistance and limited outdoor durability is required i.e. drum labelling
- Outdoor durability of up to 6 months can be expected in favourable conditions where the product is sheltered from rain, wind and direct sunlight
- **Note:** Dataflex is not guaranteed through laser copiers / printers. High temperatures can cause jamming as the stock can get fused onto the drum/print head. Dataflex is NOT recommended for colour printers and should be trialled thoroughly before using for these applications

Printing & converting

- Printable using all conventional label printing technologies, including foil stamping
- Suitable for conventional die-cutting processes, consult your die-consultant for details
- Suitable for conventional inks and varnishes, consult your ink specialist for details
- The clay coated surface allows for high print definition

Basis weight 109g/m²

Thickness 178 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	OBA
●●●●●	-

100um IJ SYN Paper

A matte white, synthetic paper with a specific topcoating for excellent transfer and anchorage using the Inkjet process

Applications

Primary and secondary packaging labels in retail, manufacturing, healthcare, and logistics

Features

- Designed for use in on-demand colour inkjet printers, such as Epson TM-C 3520 and Memjet inkjet printing platforms, where full process colours used to add impact and/or functionality to the label
- The high ink holdout and quick drying provide for excellent clarity and density of printed graphics
- Ideal for primary and secondary packaging labels in retail, manufacturing, health care, and logistics etc.

Printing & converting

- The product is designed to be converted by all conventional converting technologies

Basis weight 69g/m²

Thickness 100 µm

Print technology

- ✓ Conventional Press
- ✓ VI

Print performance

Printability	Stiffness
●●●●●	●●●●●
Print definition	Conformability
●●●●●	●●●●●
Print durability	
●●●●●	



Adhesives





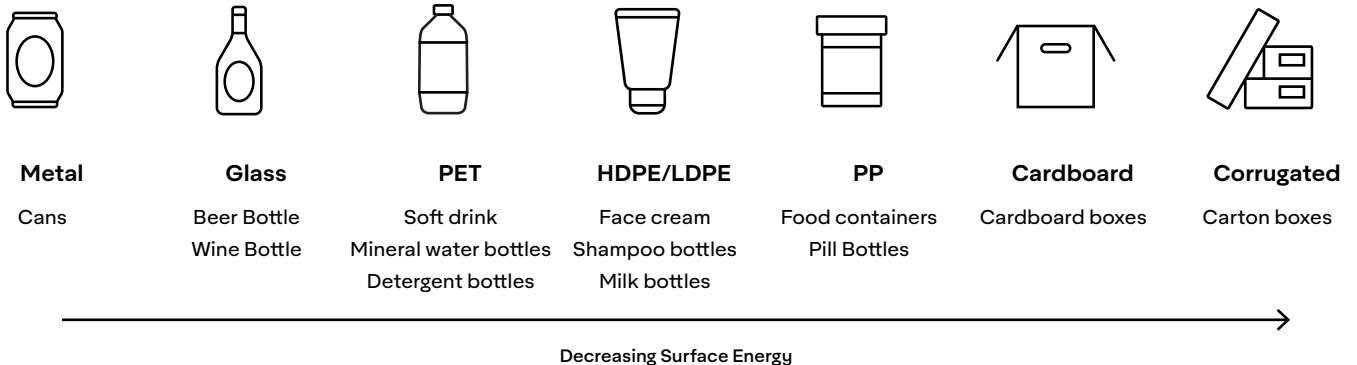
Adhesive Selection Guide

Adhesive forms the bonding between the packaging surface and the label. Selecting the right adhesive for different applications is important to get the most out of your label. The guideline below will help you choose the right adhesive.

1 Know your surface material & conditions

Not all application surfaces are the same, even if they look similar to the naked eye. Surface polarity influences the level of anchorage between the adhesive and the application surface. Polar surfaces, such as PET and glass, have a high surface energy. Apolar surfaces, such as HDPE, have low surface energy.

In addition, plastics containing plasticizers such as PVC will degrade hotmelt adhesive bond strength. Hence, it is not advised to use hotmelt adhesive on PVC substrates. Typical surfaces of label applications includes:



The presence of moisture, dirt and dust on substrate is also an important consideration as it will impact the bonding between label and substrate. Adhesive with higher initial tack should be considered under such conditions.

2 Specify your technical requirements

Application & Service Temperature

Application temperature and service temperature both need to be considered to ensure that labels adhere as they are being applied and remain in place throughout the product life cycle.

Removable or permanent

Determine if the label need to be removed after a certain period of time without tearing the label. If required, a removable adhesive should be used.

3 Understand your compliance requirements

Certain durables and specialty application requires compliance requirements

UL or CSA approval

For electronics industry

BfR or FDA

For food industry approval



4 Select your adhesive

You now have the information you need to select the right material. See your options on pages 47–48. If you have questions, reach out and one of our experts will be happy to help you find the best solution for you.

Glossary

Basis Weight

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

Initial Tack

Defines the degree to which the product adheres to the substrate on first contact.

Ultimate Adhesion

Identifies the long-term adhesive strength.

Minimum Application Temperature

The minimum temperature at the time of application of the label. The substrate must be clean at the time of application.

Service Temperature Range

The range of temperatures within which the properties of the applied label are substantially unchanged over a prolonged period of time. The actual duration and temperature extremes depend also on the type of face material used, the substrate and environment.

Special application conditions

- **Baby Oil**
Provides excellent adhesion in the presence of oil spillage commonly encountered with baby oil packagings.
- **Chilled**
Suitable for use on dry surfaces that may be exposed to condensation after application.
- **Durables**
Suitable for a wide range of durables labeling applications.
- **Freezer**
Adhesives suitable for application to substrates at temperatures down to -20°C
- **Ice Bucket**
Suitable for submersion in ice bucket for periods of up to 2 hours.
- **Inline Labeling**
Suitable for use during hot filling, preventing pleats, wrinkles, tunnels, bubbles and edge lifts.
- **Outdoor**
Suitable for use in outdoor environment where exposure to UV and heat is high
- **Reclosure**
Allows label to be easily opened and reclosed.
- **Removable**
Can be removed without damaging the label or substrates.
- **Repositionable**
Label can be reworked for up to 8 hours.
- **Tight Mandrel**
Suitable for low diameter substrates greater than 15mm on glass and PE. Prior testing is highly recommended.
- **Vulcanized Rubber**
Able to tack immediately and form strong adhesion on rough texture and low surface energy of vulcanized rubber
- **Wet Surfaces**
Suitable for use on surfaces where partially exposed to limited moisture or condensation.
- **Wooden Surfaces**
Suitable for use on rough and extremely low surface energy wooden surfaces



Adhesive - Plastic Substrate Guide

This chart is to be used as a guide. Prior testing is strongly recommended as plastics of the same family can exhibit varying label performance characteristics.

		Permanent				Removable	
		Paper		Synthetics		Paper	Synthetics
	Soft drink, fruit juice & mineral water bottles some kitchen & laundry detergent bottles	ET9 S2045 S2045N S2047 S3037 S2049	S2030 WLP WLK202 Z3338 AT20 C2075	S2012HT S2059 CD303 rET9MB rS2030MB	SPX SRP S692N SR3013 AT20	R100	
	Milk & cream bottles as well as kitchen laundry & detergent bottles supermarket & retailers bags	ET9 S2045 S2045N S2049 S2047 S3037	S2030 WLP WLK202 Z3338 AT20 S2059	CD303 D170 rET9MB rS2030MB	SPX SRP S692N S4700	R5000 R100 AT20	
	Cordial & fruit juice bottles as well as kitchen, laundry & detergent bottles				S692N	R100	
	Shrink & stretch wrap	S2045 S2045N S2047 S3037	S2049 S2030 WLK202 Z3338	AT20 S2059 CD303 D170	SPX SRP S692N S4700	R5000 R100	SR2 UVR145
	Ice-cream tubs & food containers	ET9 S2045 S2045N S2047 S3037 S2049	S2030 WLP WLK202 Z3338 AT20 S2059	CD303 D170 rET9MB rS2030MB	SPX SRP S692N S4700	R5000 R100	SR2 UVR145
	Yoghurt containers, jars, take-away "clamshells", fruit boxes	ET9 S2045 S2045N S2047 S3037 S2049	S2030 WLP WLK202 Z3338 AT20 S2059	CD303 rET9MB rS2030MB	SPX SRP S692N S7400	R5000 R100	SR2
	Seek advice for items in this category						

* Check prior to use.

* Refer to your Avery Dennison Representative or call your nearest Sales Office on 1300 369 984 within Australia or on 09 573 0995 in New Zealand.



Adhesive comparison

Name	Sustainable Advantage	Adhesive Technology	Facestock	Initial Tack	Ultimate Adhesion	Min. App. Temp.	Service Temp.	Application					Substrates							Food	
								Freezer	Chilled	Wet Surfaces	Ice Bucket	Tight Mandrel	Cardboard	PET	HDPE	LDPE	PP	Glass	PVC	Rigid PS	Indirect
General Purpose																					
S2045 p65		HM	Paper/Film	High	High	0°C	-40°C to 70°C	-	T	-	-	T	T	✓	✓	✓	✓	✓	-	✓	✓
S2049 p65		HM	Paper	Very High	Very High	0°C	-40°C to 70°C	-	✓	T	-	✓	✓	✓	✓	✓	✓	✓	-	✓	✓
rET9 p66		E	Paper	Medium	High	5°C	-20°C to 100°C	-	-	-	-	T	T	✓	✓	✓	✓	✓	✓	✓	✓
S2045N p66		HM	Paper/Film	High	Very High	0°C	-40°C to 70°C	-	T	-	-	T	✓	✓	✓	✓	✓	✓	-	✓	✓
ET9 p66		E	Paper	Medium	High	5°C	-20°C to 100°C	-	-	-	-	T	T	✓	✓	✓	✓	✓	✓	✓	✓
S2090 p67		E	Paper	Very High	Very High	5°C	-20°C to 80°C	-	✓	-	-	T	✓	✓	✓	✓	✓	✓	✓	✓	✓
S692N p67		E	Film	High	High	5°C	-20°C to 80°C	-	✓	-	-	✓	-	✓	✓	✓	✓	✓	✓	✓	✓
SR3013 / S692NER p67		E	Film	High	High	5°C	-20°C to 80°C	-	✓	-	-	✓	-	✓	✓	✓	✓	✓	✓	✓	✓
AP103 p68		E	Paper	Very High	Very High	7°C	-50°C to 90°C	-	-	-	-	T	✓	✓	✓	✓	✓	✓	✓	✓	✓
S4700 p68		E	Film	High	High	5°C	-20°C to 80°C	-	-	-	-	T	-	✓	✓	T	✓	✓	✓	✓	✓
AF101 p68		E	Film	High	High	7°C	-50°C to 90°C	-	✓	-	T	T	T	✓	✓	✓	✓	✓	✓	✓	✓
LP430 p69		E	Paper	High	High	-4°C	-40 to 93°C	-	-	-	-	T	T	✓	✓	✓	✓	✓	✓	✓	✓
Removable																					
R5000 p69		E	Paper/Film	Low	Medium	-5°C	-30°C to 80°C	-	T	-	-	-	✓	-	✓	✓	✓	✓	-	✓	✓
R100 p70		S	Paper	Medium	Medium	-20°C	-40°C to 80°C	T	✓	-	-	-	✓	✓	✓	✓	✓	✓	-	-	-
UVR145 p70		E	Film	Medium	Medium	5°C	-20°C to 80°C	-	✓	-	-	-	✓	✓	✓	✓	✓	✓	T	-	-
SR2 p71		E	Film	Medium	Medium	-5°C	-30°C to 60°C	T	✓	-	-	-	-	-	✓	✓	✓	✓	-	-	-
LR2N p71		E	Paper	Low	Low	-15°C	-30°C to 80°C	T	T	-	-	-	-	✓	✓	-	✓	✓	-	✓	-
Special Purpose																					
AT20 p72		E	Paper //Film	Medium	Medium	-20°C	-50°C to 90°C	T	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
C2075 p72		HM	Paper/Film	High	High	-20°C	-50°C to 70°C	✓	✓	T	-	-	✓	✓	✓	✓	✓	✓	✓	✓	✓
TS79 p73		HM	Paper/Film	Very High	Very High	0°C	-20°C to 70°C	-	T	-	-	T	✓	✓	✓	T	✓	✓	✓	✓	-
S2660 p73		E	Paper	High	Very High	5°C	-20°C to 80°C	-	-	-	-	T	-	✓	✓	✓	✓	✓	✓	✓	-
SPX p74		HM	Film	Very High	Very High	-5°C	-40°C to 70°C	-	✓	-	-	✓	✓	✓	✓	✓	✓	✓	-	✓	-
CD303 p74		E	Film	Very High	Very High	0°C	-30°C to 70°C	-	✓	✓	-	-	✓	✓	✓	✓	✓	✓	✓	✓	✓
S333 p74		E	Film	High	High	-4°C	-40°C to 148°C	-	✓	-	-	✓	-	✓	✓	✓	✓	✓	✓	✓	-
Wine and Premium Labelling																					
rS2030MB p75		E	Paper	Very High	Very High	5°C	-20°C to 80°C	-	✓	T	✓	✓	T	✓	✓	✓	✓	✓	-	✓	-
S2047N p75		HM	Paper	Very High	Very High	0°C	-40°C to 70°C	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S3037 p76		HM	Paper	Very High	Very High	0°C	-40°C to 70°C	-	✓	T	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
WLK202 p76		E	Paper	Very High	Very High	0°C	-30°C to 80°C	-	✓	T	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	-
Z1010 p77		E	Paper	High	Very High	5°C	-20°C to 60°C	-	✓	✓	✓	T	T	✓	✓	✓	✓	✓	-	✓	-

E Emulsion Acrylic HM Rubber Based Hotmelt S Rubber Based Solvent T Test



Adhesive – General Purpose

Permanent

S2045

Rubber Based Hotmelt • Permanent • Paper/Film

Specific Applications

Food, beverage, cosmetics, household, promotional, industrial, pharmaceutical

Features

- Global adhesive exhibiting very good tack and adhesion on a wide variety of substrates, including apolar, slightly rough and curved substrates
- Particularly good performance at lower temperatures, e.g. labeling of chilled products.

Sustainable ADvantage details

- Adhesive is manufactured with at least 30% biobased content

Initial tack	High
Ultimate adhesion	High
Min. app. temp.	0°C
Service temp.	-40°C to 70°C

Application	
- Freezer	T Chilled
- Ice Bucket	- Wet Surfaces
T Tight Mandrel	

Substrates	
T Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	- PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	✓ Direct

Sustainable ADvantage

Contains Recycled or Renewable content

S2049

Rubber Based Hotmelt • Permanent • Paper

Specific Applications

Logistics, track and trace, food, promotional, industrial

Features

- Exhibits excellent adhesive performance
- Ideal for textured HDPE recycled corrugated cardboard and difficult substrates
- Suitable for use under chilled or general purpose temperatures
- Provides moisture resistance after application on a dry surface
- Suitable for a wide variety of substrates including apolar slightly rough and curved surfaces
- Care should be taken where incidental chemical exposure could degrade adhesive performance
- Excessive exposure to sunlight may also result in degradation of the adhesive

Sustainable ADvantage details

- Adhesive is manufactured with at least 30% biobased content

Initial tack	Very High
Ultimate adhesion	Very High
Min. app. temp.	0°C
Service temp.	-40°C to 70°C

Application	
- Freezer	✓ Chilled
- Ice Bucket	T Wet Surfaces
✓ Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	- PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	✓ Direct

Sustainable ADvantage

Contains Recycled or Renewable content



Adhesive – General Purpose

Permanent (continued)

rET9

Emulsion Acrylic • Permanent • Paper

Specific Applications

Food, beverage, cosmetics, household, promotional, industrial, pharmaceutical

Features

- Excellent initial tack and adhesion on a variety of substrates
- Exhibits low bleed characteristics
- Good die-cutting and stripping properties
- Offers a wide service temperature range
- Demonstrates good UV resistance

Sustainable ADvantage details

- Adhesive is manufactured with at least 30% biobased content

Initial tack	Medium
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp.	-20°C to 100°C

Application	
- Freezer	- Chilled
- Ice Bucket	- Wet Surfaces
T Tight Mandrel	

Substrates	
T Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	- Direct

Sustainable ADvantage

Contains Recycled or Renewable content

S2045N

Rubber Based Hotmelt • Permanent • Paper/Film

Specific Applications

Food, beverage, cosmetics, household, promotional, industrial, pharmaceutical

Features

- Global adhesive exhibiting excellent tack and adhesion on a wide variety of substrates, including apolar, slightly rough and curved substrates
- Particularly good performance at lower temperatures, e.g. labeling of chilled products.

Sustainable ADvantage details

- Adhesive is manufactured with at least 30% biobased content

Initial tack	High
Ultimate adhesion	Very High
Min. app. temp.	0°C
Service temp.	-40°C to 70°C

Application	
- Freezer	T Chilled
- Ice Bucket	- Wet Surfaces
T Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	- PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	✓ Direct

Sustainable ADvantage

Contains Recycled or Renewable content

ET9

Emulsion Acrylic • Permanent • Paper

Specific Applications

Food, beverage, cosmetics, household, promotional, industrial, pharmaceutical

Features

- Excellent initial tack and adhesion on a variety of substrates
- Exhibits low bleed characteristics
- Good die-cutting and stripping properties
- Offers a wide service temperature range
- Demonstrates good UV resistance

Initial tack	Medium
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp.	-20°C to 100°C

Application	
- Freezer	- Chilled
- Ice Bucket	- Wet Surfaces
T Tight Mandrel	

Substrates	
T Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	- Direct



Adhesive – General Purpose

Permanent (continued)

S2090

Emulsion Acrylic • Permanent • Paper

Specific Applications

Logistics, track and trace, food, promotional, industrial

Features

- High initial tack with excellent adhesion properties
- Good die cutting and stripping properties
- Excellent adhesion to a wide range of substrates, e.g. HDPE, recycled corrugated cardboard and difficult substrates
- Suitable for use on rough surfaces, such as recycled board

Initial tack	Very High
Ultimate adhesion	Very High
Min. app. temp.	5°C
Service temp.	-20°C to 80°C

Application	
- Freezer	✓ Chilled
- Ice Bucket	- Wet Surfaces
T Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	- Direct

S692N

Emulsion Acrylic • Permanent • Film

Specific Applications

Cosmetics, personal care and beverages.

Features

- High degree of clarity and “wet out” for clear filmic facestocks
- Good initial tack and adhesion on a variety of substrates including apolar surfaces
- Exhibits low bleed characteristics
- Good die-cutting and stripping properties
- Offers a wide service temperature range
- Demonstrates good UV resistance
- Limited resistance to plasticisers found in PVC substrates and low molecular weight oils

Initial tack	High
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp.	-20°C to 80°C

Application	
- Freezer	✓ Chilled
- Ice Bucket	- Wet Surfaces
✓ Tight Mandrel	

Substrates	
- Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	✓ Direct

Sustainable ADvantage

Enable Recyclability, Reuse or Compostability

Sustainable ADvantage details

- Adhesive meets APR HDPE Critical Guidance recyclability criteria

SR3013 / S692NER

Emulsion Acrylic • Permanent • Film

Specific Applications

Predominantly in beverage, food and HPC market segment where PET bottles and PET containers are used.

Features

- Designed specifically for labeling and recycling of PET bottles and PET containers
- Developed to provide high initial tack and excellent adhesion
- Displays excellent die-cutting and stripping characteristics.

Initial tack	High
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp.	-20°C to 80°C

Application	
- Freezer	✓ Chilled
- Ice Bucket	- Wet Surfaces
✓ Tight Mandrel	

Substrates	
- Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	- Direct

Sustainable ADvantage

Enable Recyclability, Reuse or Compostability



Adhesive – General Purpose

Permanent (continued)

AP103

Emulsion Acrylic • Permanent • Paper

Specific Applications

Food, beverage, cosmetics, household, promotional, industrial, pharmaceutical

Features

- All temperature adhesive providing high initial tack and excellent adhesion to a wide variety of substrates
- Exhibits low bleed characteristics
- Good die cutting & guillotining properties

Initial tack	Very High
Ultimate adhesion	Very High
Min. app. temp.	7°C
Service temp.	-50°C to 90°C

Application	
- Freezer	- Chilled
- Ice Bucket	- Wet Surfaces
T Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	- Direct

S4700

Emulsion Acrylic • Permanent • Film

Specific Applications

Cosmetics, toiletries, luxury items, promotional, lubricant oil, household chemical

Features

- Predominantly used in cosmetics, toiletries and luxury items
- Also used for promotional labelling, as well as lubricant and household chemical labels where durability and resistance to moisture is required

Initial tack	High
Ultimate adhesion	High
Min. app. temp.	5°C
Service temp.	-20°C to 80°C

Application	
- Freezer	- Chilled
- Ice Bucket	- Wet Surfaces
T Tight Mandrel	

Substrates	
- Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
T LDPE	✓ Rigid PS

Compliance	
✓ Indirect	- Direct

AF101

Emulsion Acrylic • Permanent • Film

Specific Applications

Food, beverage, cosmetics, household, promotional, industrial, pharmaceutical

Features

- All temperature adhesive providing high initial tack and excellent adhesion to a wide variety of substrates
- Exhibits low bleed characteristics
- Good die cutting & guillotining properties.

Initial tack	High
Ultimate adhesion	High
Min. app. temp.	7°C
Service temp.	-50°C to 90°C

Application	
- Freezer	✓ Chilled
T Ice Bucket	- Wet Surfaces
T Tight Mandrel	

Substrates	
T Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	- Direct



Adhesive – General Purpose

Permanent (continued)

LP430

Emulsion Acrylic • Permanent • Paper

Specific Applications

Household, promotional, industrial

Features

- Exhibits low bleed characteristics
- Displays excellent die cutting and stripping characteristics
- Adhesive designed for use in laser and inkjet printers
- Adhesion to a wide variety of substrates

Initial tack	High
Ultimate adhesion	High
Min. app. temp.	-4°C
Service temp.	-40 to 93°C

Application	
- Freezer	- Chilled
- Ice Bucket	- Wet Surfaces
T Tight Mandrel	

Substrates	
T Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
- Indirect	- Direct

Adhesive – Removable

Removable

R5000

Emulsion Acrylic • Removable • Paper/Film

Specific Applications

General Purpose, retail, promotion, pharmaceutical

Features

- Features good tack and adhesion performance
- Offers relatively long term removability in combination with superior and clean removability from most substrates
- Delivers good UV resistance
- The adhesive allows label application at a wide temperature range and it retains its removable properties even at very low temperatures
- The adhesive complies with the European food directives and legislations, FDA 175.105 and the German recommendations XIV as published by BfR. BfR (Bundesinstitut für Risikobewertung) is the German Federal Institute for Risk Assessment. The adhesive can be used in direct contact with dry and moist, non fatty foodstuffs
- Please note removable adhesives are not recommended for tight mandrel applications
- Removability is subject to surface conditions, Avery Dennison recommends trialing before use

Initial tack	Low
Ultimate adhesion	Medium
Min. app. temp.	-5°C
Service temp.	-30°C to 80°C

Application	
- Freezer	T Chilled
- Ice Bucket	- Wet Surfaces
- Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
- PET	✓ Glass
✓ HDPE	- PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	✓ Direct



Adhesive – Removable

Removable (continued)

R100

Rubber Based Solvent • Removable • Paper

Specific Applications

Paper, greeting cards, aluminium, stainless steel and glass

Features

- Features good tack and adhesion performance
- Offers excellent clean long term removability
- The adhesive allows label application at a wide temperature range
- Please note removable adhesives are not recommended for tight mandrel applications
- Removability is subject to surface conditions, Avery Dennison recommends trialing before use
- removes clean from many substrates such as polymeric (PET, PP, ABS, PS), greeting cards, aluminium, stainless steel and glass (not suitable for window labelling)
- Application to porous substrates such as paper and board, or prolonged exposure to UV light may adversely affect clean removability

Initial tack	Medium
Ultimate adhesion	Medium
Min. app. temp.	-20°C
Service temp.	-40°C to 80°C

Application	
T Freezer	✓ Chilled
- Ice Bucket	- Wet Surfaces
- Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	- PVC
✓ LDPE	- Rigid PS

Compliance	
- Indirect	- Direct

UVR145

Emulsion Acrylic • Removable • Film

Specific Applications

Reclosure, Cosmetics, household, promotional, industrial, pharmaceutical

Features

- Good tack and adhesive performance
- Clean removability
- Specially designed for glass applications
- Please note: removable adhesives are not recommended for tight mandrels
- Removability is subject to surface conditions
- Clean removability from glass surfaces
- On a few substrates (a.o. PVC, Polystyrene and ABS) the adhesion tends to become higher over time
- Avery Dennison recommends trialing before use

Initial tack	Medium
Ultimate adhesion	Medium
Min. app. temp.	5°C
Service temp.	-20°C to 80°C

Application	
- Freezer	✓ Chilled
- Ice Bucket	- Wet Surfaces
- Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	T PVC
✓ LDPE	- Rigid PS

Compliance	
- Indirect	- Direct



Adhesive – Removable

Removable (continued)

SR2 Emulsion Acrylic • Removable • Film

Specific Applications

General Purpose, retail, promotion, pharmaceutical

Features

- Features good tack and adhesion performance
- Offers clean medium term removability
- Delivers good UV resistance
- The adhesive allows label application at a wide temperature range
- Please note removable adhesives are not recommended for tight mandrel applications
- Removability is subject to surface conditions, Avery Dennison recommends trialing before use
- This adhesive is not recommended for cardboard

Initial tack	Medium
Ultimate adhesion	Medium
Min. app. temp.	-5°C
Service temp.	-30°C to 60°C

Application	
T Freezer	✓ Chilled
- Ice Bucket	- Wet Surfaces
- Tight Mandrel	

Substrates	
- Cardboard	✓ PP
- PET	✓ Glass
✓ HDPE	- PVC
✓ LDPE	- Rigid PS

Compliance	
- Indirect	- Direct

LR2N Emulsion Acrylic • Removable • Paper

Specific Applications

Laser printers and copiers, sheets

Features

- Designed for VI printer products, e.g. for laserprinters and copiers
- Features good tack and adhesion performance
- Offers clean long term removability
- Delivers good UV resistance
- The adhesive allows label application at a wide temperature range
- The adhesive complies with the USA food directive and legislation FDA 175.105
- Please note: removable adhesives are not recommended for tight mandrel applications
- Removability is subject to surface conditions, Avery Dennison recommends trialing before use
- This adhesive is not recommended for cardboard

Initial tack	Low
Ultimate adhesion	Low
Min. app. temp.	-15°C
Service temp.	-30°C to 80°C

Application	
T Freezer	T Chilled
- Ice Bucket	- Wet Surfaces
- Tight Mandrel	

Substrates	
- Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	- PVC
- LDPE	✓ Rigid PS

Compliance	
- Indirect	- Direct



Adhesive – Special Purpose

Cold temperature

AT20

Emulsion Acrylic • Cold temperature • Paper //Film

Specific Applications

Freezer/Cold temperature applications

Features

- Excellent cold temperature performance
- Moderate room temperature performance
- Suitable for a wide variety of packaging materials and in particular flexible films
- Good die cutting and stripping properties
- An all temperature adhesive with moderate adhesion performance at room temperature

Initial tack	Medium
Ultimate adhesion	Medium
Min. app. temp.	-20°C
Service temp.	-50°C to 90°C

Application

- | | |
|-----------------|----------------|
| T Freezer | ✓ Chilled |
| ✓ Ice Bucket | ✓ Wet Surfaces |
| ✓ Tight Mandrel | |

Substrates

- | | |
|-------------|------------|
| ✓ Cardboard | ✓ PP |
| ✓ PET | ✓ Glass |
| ✓ HDPE | ✓ PVC |
| ✓ LDPE | ✓ Rigid PS |

Compliance

- | | |
|------------|----------|
| ✓ Indirect | - Direct |
|------------|----------|

Permanent

C2075

Rubber Based Hotmelt • Permanent • Paper/Film

Specific Applications

Freezer/Cold temperature applications, logistics, food

Features

- Excellent cold temperature performance but moderate room temperature performance
- Good adhesion performance can be achieved on slightly frosted surfaces
- Resistant to moisture during thawing
- Suitable for a wide variety of packaging materials and in particular flexible films

Initial tack	High
Ultimate adhesion	High
Min. app. temp.	-20°C
Service temp.	-50°C to 70°C

Application

- | | |
|-----------------|----------------|
| ✓ Freezer | ✓ Chilled |
| - Ice Bucket | T Wet Surfaces |
| - Tight Mandrel | |

Substrates

- | | |
|-------------|------------|
| ✓ Cardboard | ✓ PP |
| ✓ PET | ✓ Glass |
| ✓ HDPE | ✓ PVC |
| ✓ LDPE | ✓ Rigid PS |

Compliance

- | | |
|------------|----------|
| ✓ Indirect | ✓ Direct |
|------------|----------|



Adhesive – Special Purpose

Permanent (continued)

TS79

Rubber Based Hotmelt • Permanent • Paper/Film

Specific Applications

Tyre

Features

- TS79 is specially designed to meet the performance requirements of automotive tyre labelling
- The special composition provides a superb anchorage of the label to the compound curved and extremely irregular surface of tyres, neglecting the negative influences of surface contaminants such as mould release agents or components migrating from the rubber
- Temperature levels of 50 degrees celsius should not be exceeded
- Excessive exposure to sunlight may also result in degradation of the adhesive
- This label material does not have any negative effect on the properties and performance of labelled tyres
- Limited conversion speeds
- The construction will have a tendency to bleed, so therefore avoid tight rewinding
- **Note:** this product contains a very aggressive adhesive. If the product is without SGP (Special Gum Pattern), slit reels will not be delivered with bleed-free edges and edge-bleed can occur. In case bleed-free edges are required, please contact your local sales representative.

Initial tack	Very High
Ultimate adhesion	Very High
Min. app. temp.	0°C
Service temp.	-20°C to 70°C

Application	
- Freezer	T Chilled
- Ice Bucket	- Wet Surfaces
T Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
T LDPE	✓ Rigid PS

Compliance	
- Indirect	- Direct

S2660

Emulsion Acrylic • Permanent • Paper

Specific Applications

Food, beverage, cosmetics, household, promotional, industrial, pharmaceutical

Features

- Ideal for high speed conversion and production of complex shaped labels
- Combines high initial tack with excellent adhesion properties on a wide range of substrates
- Excellent UV and ageing resistance
- Recommended for curved substrates e.g. small diameter glass ampoules
- Complies with FDA 175.105 and with BgVV XIV recommendations for indirect contact with foodstuff

Initial tack	High
Ultimate adhesion	Very High
Min. app. temp.	5°C
Service temp.	-20°C to 80°C

Application	
- Freezer	- Chilled
- Ice Bucket	- Wet Surfaces
T Tight Mandrel	

Substrates	
- Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
- Indirect	- Direct



Adhesive – Special Purpose

Permanent (continued)

SPX Rubber Based Hotmelt • Permanent • Film

Specific Applications

Food, beverage, cosmetics, household, promotional, industrial

Features

- Use in chilled dairy applications for textured HDPE containers
- Designed for use with filmic facestocks
- Moisture resistant
- Commonly adopted for industrial and chilled applications
- High adhesion and tack to apolar surfaces

Initial tack	Very High
Ultimate adhesion	Very High
Min. app. temp.	-5°C
Service temp.	-40°C to 70°C

Application	
- Freezer	✓ Chilled
- Ice Bucket	- Wet Surfaces
✓ Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	- PVC
✓ LDPE	✓ Rigid PS

Compliance	
- Indirect	- Direct

CD303 Emulsion Acrylic • Permanent • Film

Specific Applications

Durable applications. product identification tags, asset tags, durable goods labeling

Features

- Aggressive tack provides an extremely strong bond for demanding applications
- This adhesive is suited for outdoor applications
- Suitable for adhering to rough surfaces including HDPE chemical drums
- The construction will have a tendency to bleed, so therefore avoid tight rewinding

Initial tack	Very High
Ultimate adhesion	Very High
Min. app. temp.	0°C
Service temp.	-30°C to 70°C

Application	
- Freezer	✓ Chilled
- Ice Bucket	✓ Wet Surfaces
- Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	- Direct

S333 Emulsion Acrylic • Permanent • Film

Specific Applications

Durable applications. product identification tags, asset tags, durable goods labeling

Features

- High degree of clarity and “wet out” for clear filmic facestocks
- Good initial tack and adhesion on a variety of substrates including apolar surfaces
- Exhibits low bleed characteristics
- Good die-cutting and stripping properties
- Offers a wide service temperature range include high temp durable performance
- Demonstrates good UV resistance
- Durable application adhesive
- Adhesive available on imported laminates only

Initial tack	High
Ultimate adhesion	High
Min. app. temp.	-4°C
Service temp.	-40°C to 148°C

Application	
- Freezer	✓ Chilled
- Ice Bucket	- Wet Surfaces
✓ Tight Mandrel	

Substrates	
- Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
- Indirect	- Direct



Adhesive – Wine and Premium Labelling

Permanent

rS2030MB Emulsion Acrylic • Permanent • Paper

Specific Applications

Wine

Features

- Provides excellent die cutting and stripping properties
- Recommended for difficult label shapes and high speed conversion
- Very good mandrel performance
- The product is designed for use in the beverage industry, when the advantages of front & back body labels and neck / shoulder labelling on the same adhesive is important
- Adhesive performance will be reduced if heavy embossing or foiling is applied
- Prior testing is strongly recommended. Labels must have a 3mm grain free zone measured from label edges
- To avoid bubbling with offset papers care needs to be taken with application. Refer to Water Spray Protocol in the Avery Dennison Wine Technical Handbook

Sustainable ADvantage details

- Adhesive is manufactured with at least 30% sustainably certified biomass

Initial tack	Very High
Ultimate adhesion	Very High
Min. app. temp.	5°C
Service temp.	-20°C to 80°C

Application	
- Freezer	✓ Chilled
✓ Ice Bucket	T Wet Surfaces
✓ Tight Mandrel	

Substrates	
T Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	- PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	- Direct

Sustainable ADvantage

 Contains Recycled or Renewable content

S2047N Rubber Based Hotmelt • Permanent • Paper

Specific Applications

Wine

Features

- Provides high tack and adhesion on difficult bottle surfaces
- Provides moisture resistance after application on a dry surface
- Suitable for low temperature application
- Excellent ice bucket resistance
- Adhesive performance will be reduced if heavy embossing or foiling is applied
- Prior testing is strongly recommended. Labels must have a 3mm grain free zone measured from label edges
- To avoid bubbling with offset papers care needs to be taken with application. Refer to Water Spray Protocol Technical Marketing Bulletin
- For details on ice bucket performance please refer to the Avery Dennison Wine Technical Handbook
- Excessive exposure to sunlight may also result in degradation of the adhesive

Initial tack	Very High
Ultimate adhesion	Very High
Min. app. temp.	0°C
Service temp.	-40°C to 70°C

Application	
- Freezer	✓ Chilled
✓ Ice Bucket	✓ Wet Surfaces
✓ Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	✓ Direct



Adhesive – Wine and Premium Labelling

Permanent (continued)

S3037

Rubber Based Hotmelt • Permanent • Paper

Specific Applications

Wine

Features

- Provides high tack and adhesion on difficult bottle surfaces
- Provides moisture resistance after application on a dry surface
- Suitable for low temperature application
- Excellent ice bucket resistance
- Adhesive performance will be reduced if heavy embossing or foiling is applied
- Prior testing is strongly recommended. Labels must have a 3mm grain free zone measured from label edges
- To avoid bubbling with offset papers care needs to be taken with application. Refer to Water Spray Protocol Technical Marketing Bulletin
- For details on ice bucket performance please refer to the Avery Dennison Wine Technical Handbook
- Excessive exposure to sunlight may also result in degradation of the adhesive

Initial tack	Very High
Ultimate adhesion	Very High
Min. app. temp.	0°C
Service temp.	-40°C to 70°C

Application	
- Freezer	✓ Chilled
✓ Ice Bucket	T Wet Surfaces
✓ Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	✓ PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	✓ Direct

WLK202

Emulsion Acrylic • Permanent • Paper

Specific Applications

Wine

Features

- Very aggressive wine adhesive exhibiting excellent adhesive performance
- For use in difficult applications where moderate levels of moisture are present eg. sparkling wine
- Offers good ice bucket performance when used with appropriate varnished facestocks
- Effective during extended storage in refrigeration
- Suitable for neck labelling applications when matched with low memory facestocks
- Adhesive performance will be reduced if heavy embossing or foiling is applied
- Prior testing is strongly recommended
- Labels must have a 3mm grain free zone measured from label edges
- Where high levels of moisture are present it is recommended in-line air blowers are used prior to application
- The construction will have a tendency to bleed, so therefore avoid tight rewinding
- For details on ice bucket performance please refer to the Technical Marketing Bulletin

Initial tack	Very High
Ultimate adhesion	Very High
Min. app. temp.	0°C
Service temp.	-30°C to 80°C

Application	
- Freezer	✓ Chilled
✓ Ice Bucket	T Wet Surfaces
✓ Tight Mandrel	

Substrates	
✓ Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	- PVC
✓ LDPE	✓ Rigid PS

Compliance	
✓ Indirect	- Direct



Adhesive – Wine and Premium Labelling

Permanent (continued)

Z1010

Emulsion Acrylic • Permanent • Paper

Specific Applications

Wine

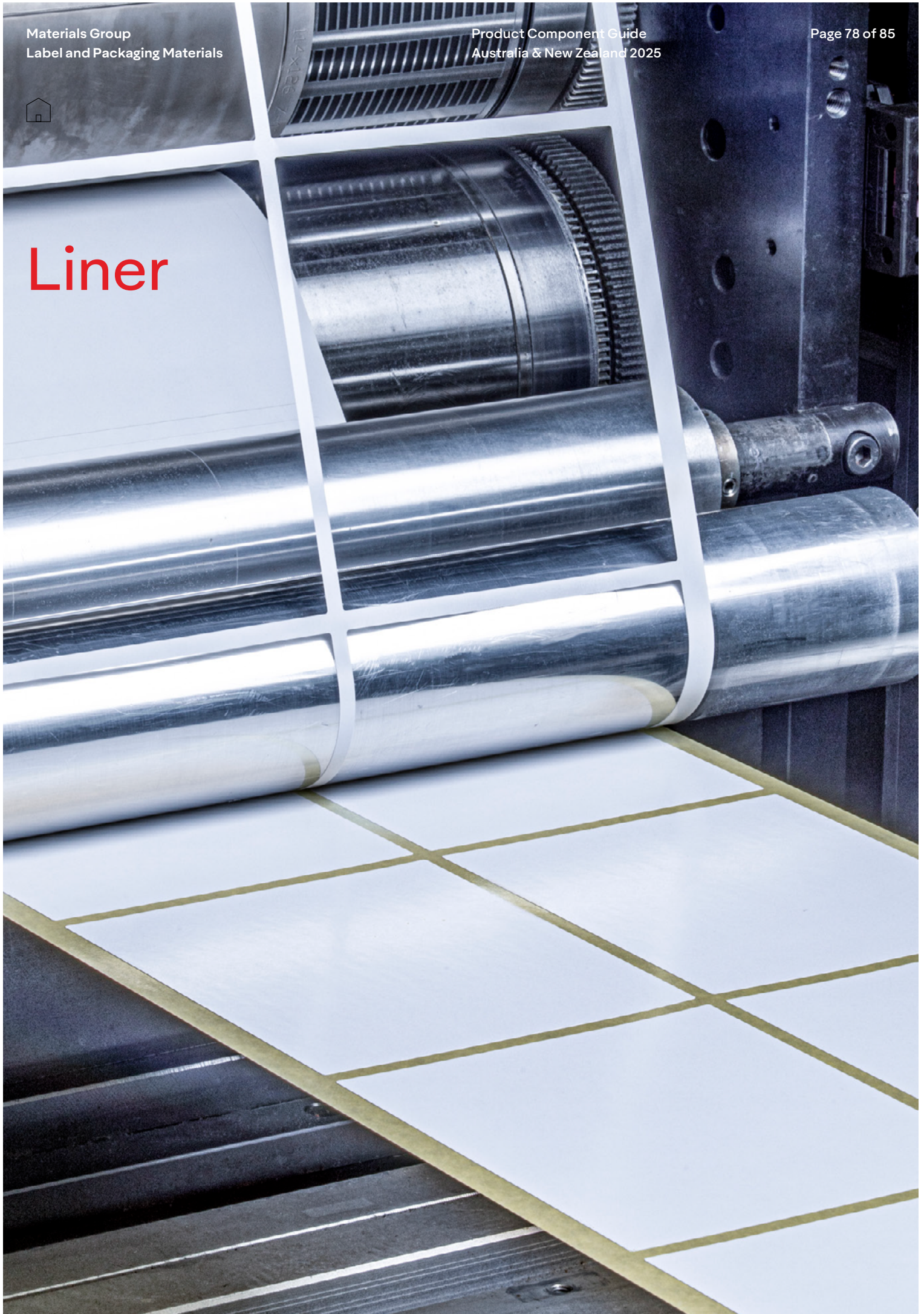
Features

- A patented adhesive engineered to help minimise the loss of opacity in wet conditions (grey effect), without sacrificing diecutting and stripping properties. It is particularly well-suited for white and blush wines, champagne, and beer applications, due to its intended exposure to ice bucket conditions. The adhesive features high initial tack, excellent adhesion and good low temperature performance on a wide variety of substrates
- Specially designed for wine labelling applications it allows easy conversion of difficult label shapes.

Initial tack	High
Ultimate adhesion	Very High
Min. app. temp.	5°C
Service temp.	-20°C to 60°C
Application	
- Freezer	✓ Chilled
✓ Ice Bucket	✓ Wet Surfaces
T Tight Mandrel	
Substrates	
T Cardboard	✓ PP
✓ PET	✓ Glass
✓ HDPE	- PVC
✓ LDPE	✓ Rigid PS
Compliance	
✓ Indirect	- Direct



Liner





Liner Selection Guide

Choosing the right liner is important to meet your converting needs. The guideline below will help you choose the right liner.

1 Know your surface material & conditions

High speed labeling (>600 bottles per minute) will need liners that can withstand the tension and stress of high speed labeling. PET liners are ideal for high speed labeling. For manual label application, glassine liners can be used.

2 Decide the label appearance

Depending on the final label appearance, different liners should be used. PET liners are ideal for clear labels where optimum clarity or “no label look” is desired.

3 Determine the converting form

Depending on whether it is roll to roll form or sheetform converting, different liners should be used. Kraft liner is suitable for roll to sheetform converting due to its excellent layflat ability. For roll to roll converting, glassine liners offers excellent support for both rotary and flat bed die cutting.

4 Select your liner

You now have the information you need to select the liner. See your options starting on page 63. If you have questions, reach out and one of our experts will be happy to help you find the best solution for you.



Liner Comparison

Glassine	Sustainable ADvantage		Basis weight (g/m ²)	Thickness (µm)
BG40 WH N p 81		A white super calendered glassinated paper	57	50
BG40 BR p 81		A brown super calendered glassine paper	62	56
BG40 WH NF p 81		A white FSC certified super calendered glassinated paper	57	50
BG45 WH p 81		A high strength white super calendered glassinated paper	72	63
BG33 WH NF p 81		A white FSC Certified super calendered glassine paper	50	45
BG33Wh Imp p 81		A white FSC Certified super calendered glassine paper [With Imprint on liner]	50	45
PET				
rPET23 p 82		A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high durability	33	23
rPET30 p 82		A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high durability	43	30
Kraft				
HF80 N p 83		A one side clay coated Kraft liner with good dimensional stability	81	86
HF55N p 83		A one side clay coated Kraft liner with good dimensional stability	58	55
CCK55/N p 83		A one side clay coated Kraft liner with good dimensional stability	58	55
B100 p 83		A clay coated Kraft liner designed for excellent layflat needed in sheet products	100	81
50 SCK p 83		A bleached super calendered kraft featuring high internal strength and toughness	88	81



Liner

Glassine Paper

BG40 WH N

A white super calendered glassinated paper

– Designed for medium to high speed conversion. Good caliper consistency allows accurate kiss die cutting. The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.

Basis weight 57 g/m²
Thickness 50 µm

BG40 BR

A brown super calendered glassine paper

– Designed for medium to high speed conversion. Good caliper consistency allows accurate kiss die cutting.

Basis weight 62 g/m²
Thickness 56 µm

BG40 WH NF

A white FSC certified super calendered glassinated paper

– Designed for medium to high speed conversion. Good caliper consistency allows accurate kiss die cutting. The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.

Basis weight 57 g/m²
Thickness 50 µm

Sustainable ADvantage
 Responsibly Sourced

BG45 WH

A high strength white super calendered glassinated paper

– Specially designed for high speed conversion, sprocket punching and perforations. Good caliper consistency allows accurate kiss die cutting. The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels and later converting to fan folded labels

Basis weight 72 g/m²
Thickness 63 µm

BG33 WH NF

A white FSC Certified super calendered glassine paper

– Designed for medium speed conversion. Good caliper consistency allows accurate kiss die cutting.

Basis weight 50 g/m²
Thickness 45 µm


Sustainable ADvantage
 Reduction in the Use of Materials
 Responsibly Sourced

BG33Wh Imp

A white FSC Certified super calendered glassine paper [With Imprint on liner]

– Designed for medium speed conversion. Good caliper consistency allows accurate kiss die cutting.

Basis weight 50 g/m²
Thickness 45 µm

Sustainable ADvantage
 Reduction in the Use of Materials
 Responsibly Sourced



Liner

PET

rPET23

A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high durability


– Designed to provide high strength and uniform quality, permitting very high speed conversion and dispensing with reliability in severe application environments. rPET23 liner is made partially from recycled PET flakes.

Basis weight 33 g/m²

Thickness 23 µm

Sustainable ADvantage

 Reduction in the Use of Materials

 Contains Recycled or Renewable content

rPET30


A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high durability

– Designed to provide high strength and uniform quality, permitting very high speed conversion and dispensing with reliability in severe application environments. rPET30 liner is made partially from recycled PET flakes.

Basis weight 43 g/m²

Thickness 30 µm

Sustainable ADvantage

 Contains Recycled or Renewable content



Liner

Kraft

HF80 N

A one side clay coated Kraft liner with good dimensional stability

– The relatively low moisture sensitivity of this liner provides stable products under varying conditions. Suitable for fanfold and roll to sheet conversion and all products requiring good layflat properties.

Basis weight 81 g/m²
Thickness 86 µm

HF55N

A one side clay coated Kraft liner with good dimensional stability

– The Hygroflat liner suitable for the home office and home ink jet printing market. Flatbed, solid and magnetic dies can all be used however all rotary tools should be proofed first for the HF55 liner

Basis weight 58 g/m²
Thickness 55 µm

CCK55/N

A one side clay coated Kraft liner with good dimensional stability

– The Hygroflat liner suitable for high speed sheet fed laser printers and copiers. Suited for roll to sheet label conversion.

Basis weight 58 g/m²
Thickness 55 µm

B100

A clay coated Kraft liner designed for excellent layflat needed in sheet products

– A high strength woodfree kraft paper with good dimensional stability and flatness during processing, combined with the resilience to support die cutting. A clay coating on the unsiliconised side makes this surface suitable for high quality process printing. B100 is ideally suited for high quality printing of descriptive or instructional material on return coupons or give-aways as well as an excellent medium for latex-based “scratch-off” competitions.

Basis weight 100 g/m²
Thickness 81 µm

50 SCK

A bleached super calendered kraft featuring high internal strength and toughness

– Used for standard roll to roll and fan fold applications requiring marginal sprocket punching and perforating. Not recommended for sheeted applications

Basis weight 88 g/m²
Thickness 81 µm



Who we are

As the pioneer in the pressure-sensitive industry, we bring one-of-a-kind capabilities to sustainable labelling. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our labels must perform and the technical challenges they have to meet. Whatever your product, wherever it's going, we can help you develop a sustainable label that performs.

What we stand for

Sustainability. Innovation. Quality. Service. In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

Work with us

You're the expert in your business; we're the expert in labelling. Contact your local Avery Dennison sales representative or connect with us to find out how we can meet and exceed your needs.



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General Enquiries:

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Find more label solutions at
label.averydennison.com



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