

# ThinkThin™ Films

## Sustainable solutions for premium FMCG labelling needs

Avery Dennison ThinkThin portfolio is a complete selection of thinner filmic labelling materials ranging from rigid to fully conformable films, available in clear, white, and silver. Not only are they sustainable, but they also add the shelf appeal you need on food, beverages, home and personal care products.

### Key features

- Thinner, lighter labels for a quick and easy way to help achieve sustainability goals
- Thinner constructions that carry more labels per roll, delivering cost efficiencies throughout the entire value chain due to less transportation, handling and packaging
- Longer roll length that reduces changeovers and machine downtime
- A wide range of thin film options suitable for the most challenging application needs



ThinkThin film facestock range



Fully Conformable

PE75

- A fully conformable and squeezable film, designed for a wide range of home and personal care applications, especially tube labelling
- Equal converting and dispensing performance to PE85
- 7% more labels per roll compared to PE85, delivering more savings, efficiency gains, and less downtime
- Available with our lighter BG33 glassine liner for greater sustainability gains

Semi-conformable

Flex+

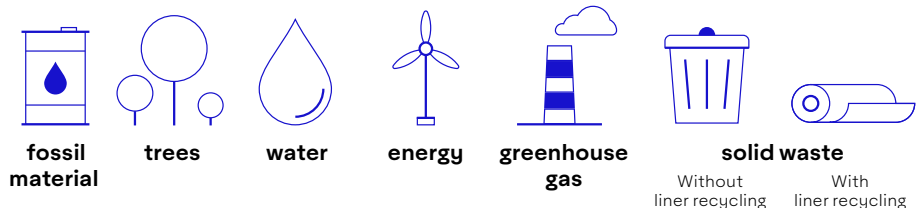
- A thin semi-squeezable construction that combines the best features of rigid and conformable films
- Higher clarity compared to PE, an excellent choice for the no-label look
- Exceptional print quality with stable print registration and die-cutting performance
- 32% more labels per roll compared to PE85, delivering more savings, efficiency gains, and less downtime
- Available with our thinner, more robust, recyclable PET23 liner for high-speed conversion, dispensing, and greater sustainability gains

Rigid

PP40

- The thinnest film label, ideal for high-speed labelling needs
- Additional conformability for difficult container shapes
- 10% more labels per roll compared to PP50, delivering more savings, efficiency gains, and less downtime

Avery Dennison Greenprint results



Compared to 1MM m<sup>2</sup> of PE85 NTC Trans/ S692N/ BG40

PE75 NTC Trans/ S692N/ BG33	-11%	-12%	-12%	-10%	-12%	-11%	-46%
Flex+ Clear NTC/ S692N/ BG33	-43%	-12%	-36%	-10%	-12%	-24%	-59%
Flex+ Clear NTC/ S692N/ PET23	-18%	eliminated	-87%	-16%	-58%	-36%	-59%

Compared to 1MM m<sup>2</sup> of PP50 Top Clear/ S692N/ BG40

PP40 Top Clear/ S692N/ BG40	-17%	-	-1%	-6%	-3%	-7%	-56%
-----------------------------	------	---	-----	-----	-----	-----	------

## Product information

Code	Description
------	-------------

### Fully Conformable Films

BW0290	PE75 NTC Trans/S692N/BG33Wh Imp
BW0291	PE75 NTC White/S692N/BG33Wh Imp

### Semi-Conformable Films

BW7016	Flex+ Clear NTC/S692N/BG33Wh Imp
BW7020	Flex+ Clear NTC/S692N/PET23
BW7022	Flex+ White NTC/S692N/BG33Wh Imp
BW7023	Flex+ White NTC/S692N/PET23

### Rigid Films

BW7017	PP40 Top Clear/S692N/BG40Wh Imp
BW7018	PP40 Top White/S692N/BG40Wh Imp
BW7019	PP40 Top Silver/S692N/BG40Wh Imp

[label.sapssa.averydennison.com](http://label.sapssa.averydennison.com)



DISCLAIMER – All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.averydennison.com>. © 2020 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its contents and product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for purposes other than marketing by Avery Dennison.