

Innovative offerings provide cutting-edge benefits to converters



As a leading partner providing UL® labeling solutions, Avery Dennison is continuously innovating to help converters meet the needs of end-users in the durables market. Innovations in the Customer-Ready™ Durables Portfolio and beyond differentiate Avery Dennison's offerings to help converters more efficiently and effectively solve their top challenges with specially engineered solutions.

Top coating

Avery Dennison's new top coating was engineered to improve ink anchorage to ensure the durability of labels through the harshest conditions. The topcoat blends innovative coating chemistries with proven application methods to achieve excellent print quality and optimal ink adhesion.

By offering outstanding resistance against chemicals, solvents, heat and moisture, Avery Dennison's topcoat is versatile enough to ensure ink adhesion under a range of tough outdoor conditions. When combined with the other UL-approved base materials, inks and printing processes in the Customer-Ready Durables Portfolio, this innovative top coating aids in the construction of high-performance labels for durable applications.

Overlamine

A protective overlamine can provide additional resistance to abrasion and weather resistance by shielding labels against exposure to harsh conditions.

Avery Dennison has re-engineered its overlamine specifically to bolster digital inks as part of its Durables Portfolio for HP Indigo. While digital presses are known for stellar quality, the inks used in digital printing are typically thinner and more transparent than other inks. Without extra protection, these inks don't have the lightfastness to endure outdoor exposure to sunlight and other abrasive elements.

By adding a UV-stabilized film that contains UV blockers, along with an adhesive that resists yellowing under oven-tested heat aging, Avery Dennison's label construction system protects inks to ensure long-lasting performance in durable applications.

TurnLock™ Laminating System

The Avery Dennison TurnLock™ Laminating System enables converters to produce protected graphics from a single roll of material, eliminating the need for a second roll of overlamine or transfer tape.

Material cost savings. The patent-pending TurnLock technology offers the same protective performance in a single roll with a built-in overlamine, using 30 percent less material at the same standard printing press stations. Fewer rolls results in lower transportation costs, as well as smaller inventories.

Operational efficiencies. The single-roll TurnLock system reduces setup times and increases run speeds by enabling faster roll changeovers and improved splicing. Overall, the system increases converters' operational efficiencies by 25 percent. The streamlined system also eliminates common overlamination errors, such as improper lamination tension and separation of the overlamine film.

Greater sustainability. Using traditional laminating methods, a 10,000-foot roll of base material mismatched with a 10,600-foot overlamine roll generates 400 feet of butt roll scrap. The single-roll system reduces waste by eliminating the mismatch and the need to strip throwaway liner. These savings increase margins as well as efficiency for converters. With the streamlined approach of a single roll, TurnLock reinvents the laminating process while ensuring the same standard of protective performance demanded of today's durable labels.

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Fasson® S8049

Fasson® S8049 is an innovative adhesive technology developed for demanding industrial environments such as automotive applications, where low surface energy plastics and oily conditions present challenges for even the strongest traditional adhesives.

Existing solutions to this challenge include tackified acrylic adhesives, which involve a large mass of soft adhesive that can flow into the peaks and valleys of uneven surfaces. The problem with a large mass of soft adhesive, however, is that it can ooze out to cause buildup on label rolls, which forces converters to stop presses mid-run to clean up a sticky mess.

To solve these problems, Avery Dennison has developed a self-adhesive label material made of Rubber Hybridized Acrylic, combining the best properties of rubber and acrylic adhesives. With a heavy coat weight ideal for rough surfaces, S8049 converts like an acrylic and bonds like rubber.

S8049 also allows a window of time for repositioning the label before ultimate adhesion is activated, which is vital for manual dispensing. After about 72 hours, S8049 reaches its full adhesive strength.

More than 6,000 tests and 1,000 lab hours, both in-house and with converters, qualified the adhesive against the most difficult automotive specifications to prove its resistance to oils, engine fluids, solvents, heat, cold, humidity and more.

Engineered specifically to meet the demands of rough, oily automotive applications, S8049 is durable enough for any industrial application that involves difficult substrates and extreme conditions. Its strong adhesion and chemical resistance meet a variety of tough applications, while lowering production costs through faster conversion and reduced buildup. >

