



Adhering to Durable Demands.

Innovations designed for specific applications



label.sapssa.averydennison.com



As the pioneer in the pressure-sensitive industry, Avery Dennison brings one-of-a-kind capabilities to labels for durables. Combining decades of innovation with deep knowledge of both regulatory and legal requirements, we know about the real-world conditions in which labels must perform, and the technical challenges they have to meet.

The right durables labeling performance begins with adhesives that offer a solution for virtually any surface, suiting applications from identification, information and tracking through to branding and functional uses. A choice of many different adhesive technologies means that both technical and market-driven challenges can be met more easily, whether you are designing cost-effective and straightforward applications or high-end specialty products.

Unique Durables Adhesives

Innovations designed for specific applications

Emulsion acrylic

S8020

Designed for overlaminating films, to exhibit excellent wetout characteristics, good yellowing resistance, and excellent clarity.

S333

Best overall performing emulsion adhesive. Features high initial tack to most high and medium surface energy substrates.

S369

An excellent general purpose industrial grade clear permanent acrylic adhesive.

S4600

Aggressive adhesive designed for drum label applications

S4700N

A general purpose permanent emulsion acrylic adhesive

R480

General purpose removable application

Solvent acrylic

S730

Good initial tack and ultimate adhesion to a wide variety of substrates, and high shear for minimal cold flow or ooze characteristics. For general purpose industrial applications.

DS128

High performance, clear permanent solvent acrylic with balanced adhesion to a wide variety of substrates, particularly low surface energy plastics or painted metals, including powder coat and enamel paints.

S8088

High ultimate adhesion and excellent resistance to PCB processing chemicals. Capable of withstanding high temperatures for extended periods of time.

R143

“Permanent removable” adhesive with clean removability

Silicone based

S8092

High adhesion to silicone surfaces

Hotmelt

TS8017

Specially designed for tire vulcanization. This special pressure sensitive adhesive would be triggered to have a chemical reaction with the tire rubber, enabling it to bond the tire surface permanently.

S8049

Rubber hybridized acrylic (RHA) with extremely high final adhesion on a wide variety of surfaces

S2060

Excellent performance on LSE, high initial tack and ultimate bond strength

TS79

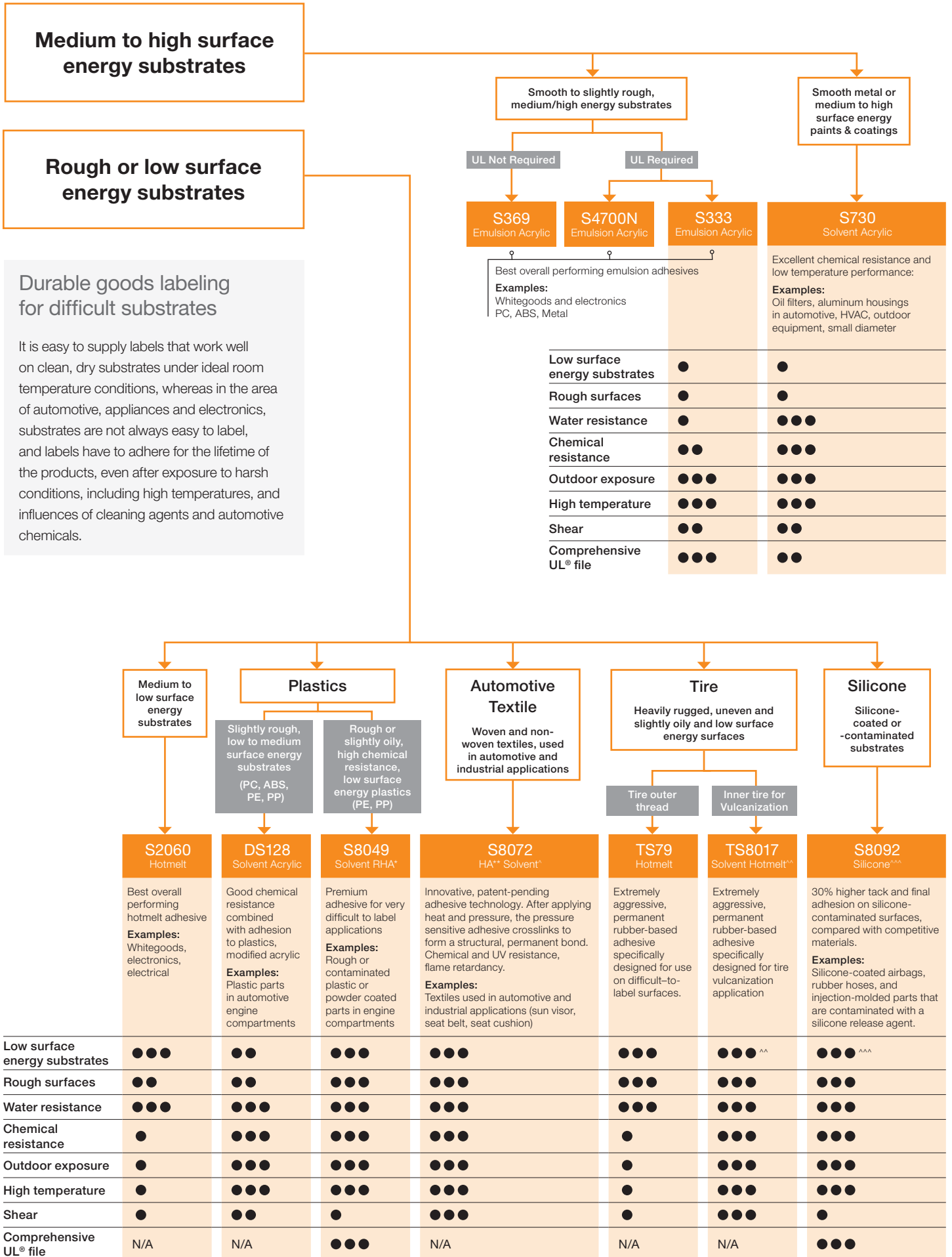
Specially designed for tire POP labeling

Heat activated acrylic

S8072

Two-stage adhesive. The removable pressure sensitive adhesive heavily crosslinks after exposure to temperature above 150°C and forms a structural bond.

Selecting the right adhesive for your durable applications



*RHA Rubber Hybridized Acrylic - Different coat weights are offered by Avery Dennison for different surface textures. S8049 suits the roughest and most challenging surfaces, while S8029 can be used for a wide range of applications where a high tack, long lifetime adhesive is required.

**HA Heat Activated

^ Performance data achieved on fabric/textile surface

^^ Performance data achieved after vulcanization process

^^^ Performance data achieved based on silicone substrate

About Avery Dennison

Avery Dennison (NYSE: AVY) is a global materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company's products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical and retail applications; tags, labels and embellishments for apparel; and radio frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, the company employs approximately 30,000 employees in more than 50 countries. Reported sales in 2017 were \$6.6 billion. Learn more at www.averydennison.com.

To find your ideal durables adhesive solution,
go to durables-r2s.com or contact
durableshelp@averydennison.com today.

North Asia

5th Floor, Hongye Park
1801 Hongmei Road,
Xuhui District 200233,
Shanghai, China
+86 21 33951888

South Asia Pacific and Sub-Saharan Africa

460 Alexandra Road
#28-02/03
Singapore 119963
+65 6430 7000

Europe

Willem Einthovenstraat 11
2342 BH Oegstgeest
The Netherlands
+31 85 000 2000

Latin America

Rodovia Vinhedo-
Viracopos, KM 77
CEP 13280-000
Vinhedo - SP, Brazil
+55 19 3876-7600

North America

8080 Norton Pkwy
Mentor, OH 44060
800.944.8511

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>.

© 2018 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 of purposes other than marketing by Avery Dennison.



Inspired Brands.
Intelligent World.™

label.sapssa.averydennison.com