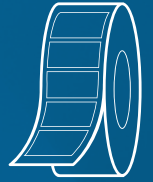


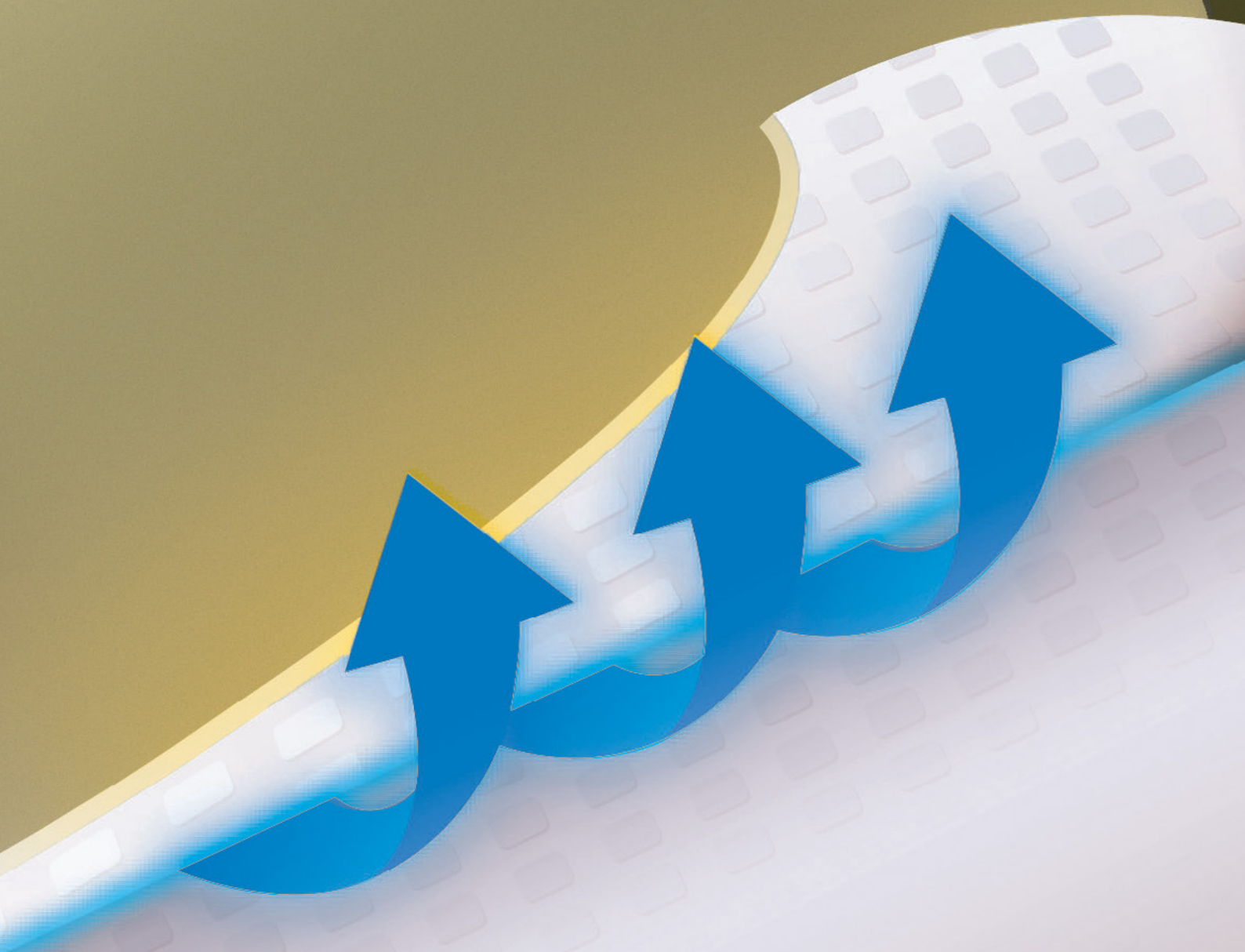


Inspired Brands.
Intelligent World.™

Reduce risks of bubbles for durable goods labelling



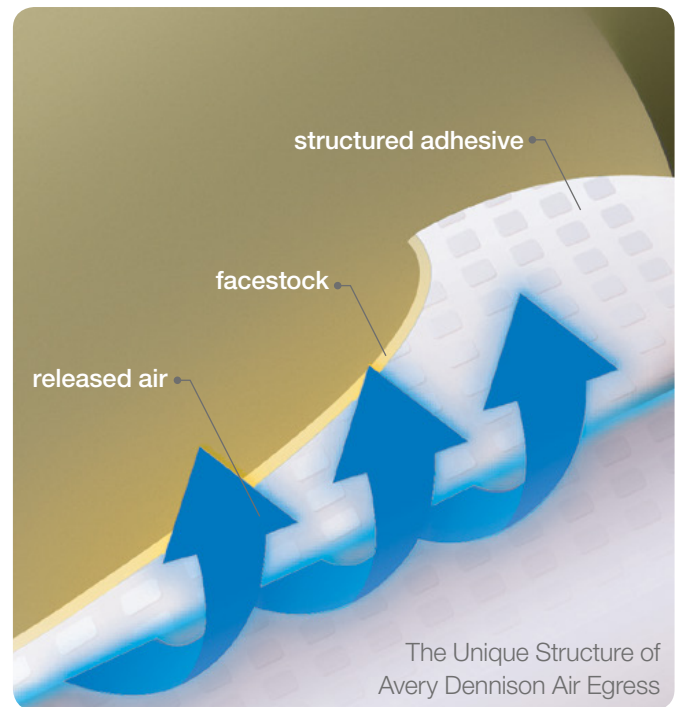
Avery Dennison® Air Egress



The power of texture

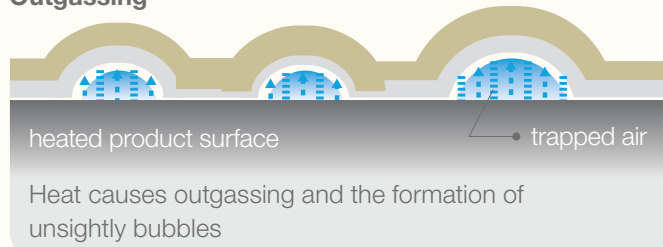
Avery Dennison Air Egress technology uses a micro-embossed texture to create a nearly flawless, even finish. This texture in the adhesive creates a complex grid and allows any trapped air to escape when the label is being applied.

The result is labels that go on smoothly and stay that way, without the unsightly wrinkles and bubbles that can cause application scrap and wasteful reworking.

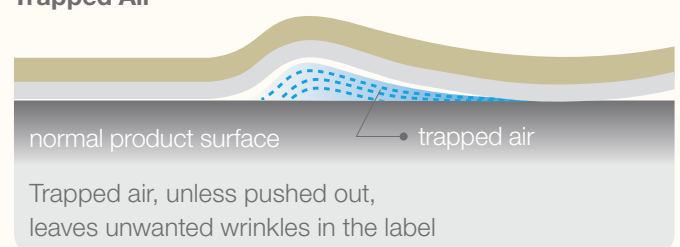


Common Problems

Outgassing



Trapped Air



The Air Egress solution

Avery Dennison Air Egress gives visibly smoother, immediate results. Air from outgassing or entrapment can flow freely between the product surface and the label and escape very rapidly. Stray bubbles no longer compromise the smooth application your label requires. The risk of subsequent bubbling when a label substrate is exposed to temperatures over 40°C is also significantly reduced.

Smooth Application



■ Facestock ■ Adhesive ■ Product Surface

Maximum shelf impact

Larger labels on injection-moulded plastics are especially prone to bubbles or wrinkles. Air Egress adhesive technology enables optimum label aesthetics, whether labels are applied manually or automatically. Excellent print performance on different facestocks, together with Air Egress technology, mean that eye-catching designs can be created over a larger surface area for an outstanding brand image.

Lower labour costs

Air Egress saves you unnecessary labour costs for reapplication and material wastage, and end users save time with autodispensing application.

Select your customised solution

Choose from our range of attractive facestocks, available with our embossed polycoated liner and S8040 adhesive.

Adhesive	Description	Features and Benefits
S8040	General purpose, all substrate, permanent acrylic adhesive with short-term repositionability. Provides high initial tack and adhesion in a wide range of substrates.	<ul style="list-style-type: none">• Excellent converting and die-cutting characteristics to improve production efficiency• Excellent high temperature and UV resistance
Liner	Description	Features and Benefits
Embossed polycoated liner	A super-calendared embossed polycoated white glassine paper.	<ul style="list-style-type: none">• Advanced embossing technology provides consistent patterns on the liner, giving the adhesive the desired structure• Suitable for auto-dispensing and thermal transfer printing to meet production requirements

Avery Dennison® Air Egress PET Portfolio Summary

Product Code	Product description	Appearance	Caliper face material
BD188	TRANSFER PET WH TCB - S8040 - BG65EM	glossy white	50 µm
BD187	TRANSFER PET MATT WH TCA - S8040 - BG65EM	matt white	50 µm
BD186	TRANSFER PET MATT CHROME TOP - S8040 - BG65EM	matt chrome	50 µm

More face materials are available on request

Reduce risks of bubbles

Free yourself from the bubble trap today!

The micro-embossed technology of Avery Dennison Air Egress allows a higher airflow rate for trapped air to escape. Even after environmental aging over time, Avery Dennison Air Egress labels maintain an even, consistent appearance.

Air Egress by Avery Dennison reduces bubbles for a smooth finish.

Escape the bubble trap

Label appearance can be affected by wrinkles and bubbles, distorting the finish and spoiling the end result. This can be a particular issue for injection-moulded plastics, such as PC and ABS, commonly used in the durable goods industry. Injection molded materials used in the durable goods industry might also contain volatile elements that can diffuse at elevated temperatures above 40°C and cause an 'outgassing' phenomenon. This phenomenon as well as entrapped air during label application can then contribute to undesired bubbles formation under the label material.



The conventional way to deal with bubbles under labels is to perforate the label surface to release trapped air, but this leaves undesirable holes in labels. Another method involves repeatedly reapplying the label, however this makes it more likely that an applied label will be misaligned.

Avery Dennison Air Egress technology reduces bubbles and ensures both hand-applied and auto-dispensed labels are smooth – without the need for perforations or label re-application.



About Avery Dennison

Avery Dennison (NYSE:AVY) is a global leader in labeling and packaging materials and solutions. The company's applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and more than 25,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Glendale, California, the company reported sales of \$6.3 billion in 2014. Learn more at www.averydennison.com.

Please contact your usual representative for more information on the Air Egress technology.

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