

Reclosure Labels for Wet Wipes

Labels + Packaging
Product Guide
Europe
2020



Reclosure Labels for Wet Wipes

In designing flexible packages for wet wipes, a reclosure label is often the best choice for keeping wipes moist, advancing sustainability, and creating beautifully branded packages. Our range of materials for wet wipes reclosures, combined with insights and recommendations from our technical experts, can help you choose the best reclosure for your package.

Choose the right adhesive for the product

Adhesives play an important role in reclosures for wet wipes, because they must provide a seal that helps keep the wipes moist while still enabling smooth, repeated openings and closures. Our R1490M and UVR145 adhesives offer the right properties for wipes used for personal care, cosmetics and baby care; our MR980R adhesive stands up to the stronger chemicals in household wipes.

Take a step towards sustainability

Governments, consumers and brands themselves are demanding sustainable packaging. Replacing hard plastic lids with rigid, PET-based reclosure labels can reduce the amount of plastic in wet wipes packaging by 60 to 80 percent, while maintaining functionality and ease of use. Our polypropylene and polyethylene reclosure labels also support monomaterial packaging, which makes flexible packaging recyclable in communities where flexible packaging is collected and sorted.

Get what you need, when you need it

Our reclosure materials are available in low minimum-order quantities, with quick quote turnaround and fast delivery.

Key features

- Excellent moisture retention and chemical content resistance
 - Medium- to high-adhesion and smooth peel on both matt and gloss surfaces
 - Very good UV resistance
 - New rigid and monomaterial ranges
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Applications

Packaging for household cleaning wipes/
Packaging for personal care and cosmetics wipes/
Packaging for baby wipes

Choosing the right adhesive

	R1490M	UVR145	MR980R
Wet wipes application	Personal, cosmetics & baby care		Household cleaning & care
Moisture content resistance	●●●○	●●●○	●●●●
Chemical content resistance	●●○○	●●●○	●●●●
Adhesion to matt PP packaging	●●●○	●●○○	●●●●
Adhesion to gloss PET packaging	●●○○	●●●○	●●●●

Key: ●○○○ Fair ●●○○ Good ●●●○ Great ●●●● Excellent

Please note: all adhesives should be tested thoroughly under end-user conditions to ensure label performance expectations are satisfied in the specific application.

Reclosure labels for wet wipes

Adhesive type	Code	Product Name	MOQ(m ²)	Lead time (days)
R1490M	AO633	PP Light Top Clear R1490M-BG40WH FSC	970	(EXT) 1
	AQ959	PP Light Top White R1490M-BG40WH FSC	970	(EXT) 1
	AS320	PP60 Top Clear R1490M-BG40WH	1,000	7
	AQ687	PP90 Top Clear R1490M-BG40WH FSC	2,000	1
	AQ961	PP90 Top White R1490M-BG40WH FSC	1,000	1
	BU332	PE150 Clear R1490M-BG40WH FSC*	1,000	60
	BU893	PE150 Clear R1490M-PET30MR*	1,000	60
	BT758	PET180 COR Clear R1490M-PET30HR**	1,000	7
UVR145	AF991	PP Top Clear UVR145-BG40WH	970	(EXT) 1
	AG748	PP Top White UVR145-BG40WH FSC	970	(EXT) 1
	BT984	PP195 Top Clear UVR145-PET30HR*	1,000	60
	AD137	PE Top Matt White UVR145-BG40WH*	1,000	7
	AG409	PE100 Clear UVR145-BG40WH IMP FSC*	1,000	7
	BT982	PET180 COR Clear UVR145-PET30HR**	1,000	7
	MR980R	EC157	PP50 Top Clear MR980R-BG42WH	1,500
EC150		PP Top White MR980R-BG42WH	1,500	1
BT981		PP195 Top Clear MR980R-PET30HR*	1,000	60
EC132		PE100 Top White MR980R-BG42WH*	1,500	1
BU080		HDPE200 Clear MR980R-PET30HR*	1,000	60

Day(s) = Business day(s) (EXT) = Fasson®EXACT™ service *Monomaterial (thick) ** Rigid PET label

Let's seal the deal

To learn more about our reclosure label solutions or to place an order, contact your usual sales representative, or visit label.averydennison.com/reclosure

label.averydennison.com

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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