

# Squeezable Films Selection Guide

## Squeezability and Conformability

Avery Dennison Prime Films can be used for a variety of labeling opportunities, with a range of squeezability to achieve the desired brand look. When deciding on the proper film construction for your application, just remember: The bigger the bottle, the bigger the label and more conformable the film.



## Product Information



### Semi-Squeeze

Semi-squeeze films work well for bottles with slight compound curves.



### Full-Squeeze

Fully squeeze films are ideal for the broadest application types, and unique label constructions on complex bottle shapes.

## Facestocks for highly flexible or squeezable containers

Our squeezable films are Machine Direction Oriented films engineered to provide a balance of rigidity and conformability that enable the widest operating window to meet today's most challenging converting, printing and application needs.

### Global MDO

Global MDO next generation is a semi-squeeze label solution which delivers strength and stability with clear shelf appeal. It's a thinner construction with improved conformability, when compared to a BOPP, significantly reduces darts and wrinkles in high speed converting and application.

### 3 Mil MDO

A full-squeeze label solution engineered for larger, complex label designs which are applied to containers with irregular surfaces that may expand and contract during the filling or application process.

### Global Co-Ex™

Global Co-Ex™ was our first semi-squeeze label solution. It's our most flexible, machine-direction oriented semi-squeeze film ideally suited for use in a wide range of prime label applications. It allows brands to use the facestock on slightly tapered or convex curves and offers a larger billboard than BOPPs.

### rMDO

Designed for sustainability-oriented brands, rMDO is made with 30% recycled resin, reducing reliance on fossil-fuel based films and helping to lay the foundation of a "closed-loop" plastics economy. Recycled MDO film inherently contains more impurities than conventional MDO films, which gives the film an 'earthy', slightly variable look from batch to batch, signaling simplicity, and a commitment to the earth. All without compromising performance during printing, dispensing or application.

## Product Information

### Adhesive Applications for Prime Films

Every prime film application requires the correct adhesive and facestock to achieve the desired label performance, as well as improved operational efficiency. With brand owners seeking thinner labeling materials, for both improved brand perception and sustainability requirements, it's the combination of the right facestock and adhesive which plays a critical role in completing the correct film label construction.

AD CleanFlake Technology offers next generation adhesive technology that enables recycling for rigid plastic packaging. The AD CleanFlake portfolio features two adhesives for most conformable film label constructions:

#### S7000ER

- Delivers the “no-label” look Improved dispensing
- Excellent water-whitening resistance and wet-out
- Minimizes adhesive bleed by up to 50%

#### S692NER

- Exhibits a balance of high cohesive strength
- Adheres to low surface-energy substrates
- Exhibits excellent wet-out characteristics
- Offers short-term removability

Spec#	Product Description	Service Program
B7734	Global MDO NG White/S7000ER/PET23	EXACT™
B7730	Global MDO White/S7000ER/PET23	EXACT™
B7731	Global MDO White TC/S7000ER/PET23	EXACT™
B7732	Global MDO White NTC/S7000ER/1.2M PET	EXACT™
B7733	Global MDO NG Clear/S7000ER/PET23	EXACT™
B7725	Global MDO Clear/S7000ER/PET23	EXACT™
B7726	Global MDO Clear TC/S7000ER/PET23	EXACT™
B7727	3.0 Mil White MDO/S7000ER/1.2M PET	EXACT™
B7792	Global MDO White/S692NER/92M	EXACT™
B7793	Global MDO Clear/S692NER/92M	EXACT™
B7794	Global CO-EX White/S692NER/PET30	EXACT™
B7795	Global CO-EX White TC/S692NER/PET30	EXACT™
B7796	Global CO-EX Clear TC/S692NER/PET30	EXACT™
B7797	Global CO-EX Clear NTC/S692NER/PET30	EXACT™
B7798	Global CO-EX Clear NTC/S692NER/PET30	EXACT™
B7799	3.0 Mil White MDO/S692NER/44#PK	EXACT™
B7800	3.0 Mil White MDO/S692NER/40#BG	EXACT™
B7801	3.0 Mil White MDO/S692NER/1.2M PET	EXACT™
B7803	3.0 Mil Clear MDO/S692NER/40#BG	EXACT™
B7804	3.0 Mil Clear MDO/S692NER/1.2M PET	EXACT™
B7184	rMDO White/S7000ER/92M PET	EXACT™
B7805	rMDO Clear/S7000ER/92M PET	EXACT™

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

A389928 05/2022

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 products are sold subject to Avery Dennison's general terms and conditions of sale found at [label.averydennison.com/en/home/terms-and-conditions.html](http://label.averydennison.com/en/home/terms-and-conditions.html).



© 2022 Avery Dennison Corporation. All rights reserved. Avery Dennison® is a registered trademark of Avery Dennison Corporation. Avery Dennison brands, product names, antenna designs and codes or service programs are trademarks of Avery Dennison Corporation.