

Film Materials

Labels + Packaging
Technical Guide
North America
2023



Pioneers in film

No other film performs like Avery Dennison film. Across the broadest range of applications, including food, drink, home, and personal care, our filmic labels set the standard for conversion efficiency, adhesion, and brand aesthetics.

From printing to converting and application, we continue to innovate and inspire as the industry's leading experts. Our filmic facestocks, groundbreaking adhesive technologies and sustainable innovations keep us one step ahead.



Why use filmic labels?

There are many reasons to choose filmic labels. When durability and aesthetics are of the highest importance, filmic labels provide the functionality required for home and personal care, food, and beverage applications.

Clear no-label look

Filmic labels offer excellent shelf-appeal with clear rigid and conformable films.

Flexible and conformable

Filmic labels adhere perfectly to any shaped container, including squeezable bottles.

Enables multi-layer construction

Filmic labels can be used to add leaflets and booklets to extend the printed content of your label application.

Water and moisture resistant

Ideal for home care, personal care, food, and beverage applications.

Choosing the right film

Just five simple steps are needed to select the right product for your needs.

1 Decide on the application



Beer & Beverage



Home Care



Beauty and Personal Care



Nutraceutical



Food



Wine & Spirits

2 Decide how flexible the label needs to be



Semi-conformable (MDO*)

- For bottles with slight compound curves and squeezability



Rigid (BOPP)

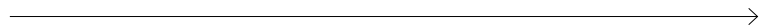
- For bottles with flat or simple curves



Fully Conformable (MDO)

- For the broadest application types involving unique label construction on complex label and packaging shapes

Conformability, squeezability



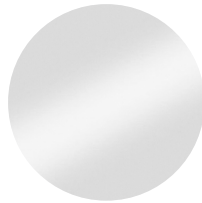
Clarity, dimensional stability

3 Specify the container material

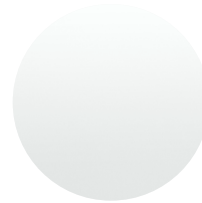


Container material	HDPE	HDPE, PP, PET	PET, PP	Glass	Cans
Container characteristic	Conformable	Semi-conformable Rigid and Rigid		Rigid and Conformable	Rigid
Standard product	PE85 WH PE85 CL	GCX, Global MDO, BOPP	2, 2.3, 2.4, & 2.6M WH BOPP	BOPP and MDO films	2, 2.3, 2.4, & 2.6M WH BOPP
	HPF Primax HPF Fasclear 3M MDO		2M CL BOPP 1.6 & 2M MET BOPP		2M CL BOPP 1.6 & 2M MET BOPP
Enabling recycling	AD CleanFlake™	AD CleanFlake™	AD CleanFlake™		

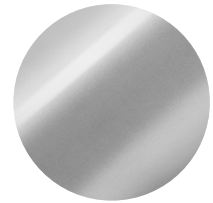
4 Choose your colour & finish



Clear



White



Metallized

5 The final step: pick the right product

You now have all of the information needed to select the ideal film. Visit our product finder at label.averydennison.com/products to view our full offering.

Sustainability & films

As the packaging industry increases their focus on sustainability, and as regulations point toward a more circular economy, we're constantly in search of sustainable alternatives to conventional approaches. At Avery Dennison, we're not just talking about what the future looks like, we are helping to shape it.

Helping brand owners reach sustainability goals

The future of labels is sustainable. Avery Dennison ensures you and your customers make sound decisions that meet environmentally friendly standards that go beyond films. We're committed to creating labels that improve circularity. Whether it's with thinner films, films that enable recycling such as AD CleanFlake™ technology, or films with recycled content like rPET liner.



Enabling rigid plastic recycling with AD CleanFlake™ technology

Many brand owners are seeking rigid plastic packaging that enables conventional recycling. Through our innovative label construction, AD CleanFlake™ technology provides a simple route to recycling PET and HDPE plastic packaging by enabling a clean removal during the washing process or staying with the bottle without impacting the process.

In addition, we offer a wide product range of filmic labels with this technology including rigid, semi-conformable and fully conformable films. The innovative label construction and the adhesive properties of our AD CleanFlake™ products helps to increase the availability of food-grade recycled content without compromising shelf-appeal.

Recycled content materials

With recycled content film solutions, you can reduce reliance on fossil-fuel based film and lay the foundation for a closed-loop economy by preventing plastics from going to waste.

rPET Liner

Recycled Content Liners contain 30% post consumer-waste recycled content, and are offered across a broad range of products. Recycled liners offer converters an important differentiator, allowing them to help their customers meet sustainability targets by using recycled content - all without compromising on converting performance or visual aspects.

Functionality & films

TC-2000 topcoat

Achieve a sophisticated look through outstanding ink adhesion with our TC-2000 topcoat.

Our technology enables an extraordinarily strong bond between the film and UV-curable ink which allows for thicker ink layers, greater scratch resistance, and faster converting speeds. In addition to improved shelf appeal, this enables onpress efficiency gains without the need to corona treat or prime.

Printable across a wide range of technologies:

UV Flexo	● ● ●	Letterpress	● ● ●
UV Screen	● ● ●	UV Inkjet	● ● ●
Water-based Flexo	● ● ○	Solvent Gravure	● ● ○

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



Liner recycling made easier, with AD Circular

What happens to liners once they've been peeled off the label? That's a critical question for any company concerned with sustainability.

Contrary to what you might have heard, both paper and PET liners can be recycled. We've made liner recycling easier with our [AD Circular recycling program](#). We're connecting converters and brands with vetted recycling providers throughout the US who can offer opportunities for landfill diversion, recycling, and circularity.

In 2022, we took a major step in advancing material circularity across the industry with an exclusive agreement with Mitsubishi Chemical's Polyester Film division in North America. Through the agreement, Mitsubishi will offer a closed-loop process for PET liner recycling, helping to increase the recycled content in PET liners supplied to Avery Dennison and the industry.



Services to suit you

Avery Dennison introduced many of the services that have now become industry standard. It's now easier than ever to increase productivity, improve profitability and sustainability and grow your business with custom support.

EXACT™

Our EXACT program features more than 100 specifications for precise roll widths and lengths that match your slit patterns, enabling you to eliminate end-wasted roll remainders and offcuts.

Ready Width™

Low-volume products at standard widths and lengths currently not included in the EXACT program are available through our Ready Width program.

Mix & Match™ Portfolio

Choose from a set range of unconventional label constructions created to address your unique application and performance needs.

Engineered Solutions

Challenging problems require premium solutions, and our selective service allows you to differentiate your products with custom-made labels that defy the norm.

Technical Excellence team

The Technical Excellence team offers some of the industry's most experienced professionals, all ready to help walk you through developing a unique packaging solution in person. They work directly with you to understand your individual needs and product requirements, then help you differentiate your company and give your clients cutting-edge solutions. Contact your sales representative for more information.



Let's imagine the
possibilities together

All great solutions begin with a conversation.
We're here to talk whenever you're ready.
Reach us at 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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