

# High Performance Primax® and FasClear®

Our next-generation, fully conformable film

## The solution when size and shape matter

New High Performance Primax® and FasClear® gives manufacturers, converters and brand owners exactly what they're looking for – a fully conformable film solution that dispenses at high speeds and is purpose-built for challenging applications. Engineered for larger or complex label designs, the higher performing film is designed specifically for challenging bottle shapes, irregular containers, tubes or where a larger label billboard is necessary. As the latest fully conformable film innovation from Avery Dennison, High Performance Primax and FasClear gives users a durable, flexible facestock and a lower total applied cost across the value chain.

## Applicable Markets

- Home and Personal Care
- Beer and Beverage
- Food
- Industrial
- Lawn and Garden
- Wine & Spirits
- Durable Goods



## High performance prime film, WOW (Wider Operating Window)

High Performance Fully Conformable Films provide a larger billboard than traditional BOPP film labels.



**Rigid**  
Rigid, for bottles with flat or simple curves



**Semi-conformable**  
for bottles with slight compound curves.



**Fully conformable**  
for the broadest application types, and unique label constructions, on complex label and bottle shapes

## Product Information

### A look that WOWs

Machine Direction Oriented films are engineered to provide a balance of rigidity and conformability that enables the widest operating window to meet today's most challenging converting, printing and application needs. Plus, when combined with ClearCut™ Adhesive Technology's breakthrough formulation, the construction delivers exceptional clarity and reduces downtime associated with build-up on press and on dispensing equipment. The bottom line? With High Performance Primax and FasClear, you can profit from a wider operating window with less waste, less packaging line disruption, faster run speeds and faster time to market.

### Better Aesthetics and Durability

- Greater film clarity and better ink adhesion enable the use of high intensity inks and higher definition printing for greater visibility impact that differentiates brands.  
A 37% improvement over legacy FasClear technology.
- A topcoated surface provides superior scuff resistance. Labels easily survive demanding use environments: like kitchens, bathrooms, retail shelves, and warehouses
- Colors that 'pop' for better aesthetics and brand differentiation than traditional non-topcoated products.

### Productivity

- High press speeds enable up to 30% increase in productivity
- Press speeds exceeding 400 fpm with excellent ink anchorage and web stability
- Up to 50% less adhesive bleed with ClearCut™ adhesive technology. ClearCut reduces downtime associated with build up on press and dispensing equipment leading to additional throughput and revenue

### Material Reduction

- Avery Dennison Greenprint™ indicates High Performance Primax and FasClear delivers a 12% material reduction compared to 3.0 Mil MDO/S692N/1.2 Mil PET
- And, uses 14% less fossil fuels and generates 19% less solid waste compared to 3.0 Mil MDO/S692N/1.2 Mil PET



Spec#	Product Description	Service Program
79683	High Performance FasClear/S7000 ClearCut/1.2 Mil PET	EXACT™
79684	High Performance Primax/S7000 ClearCut/1.2 Mil PET	EXACT™
79795	High Performance FasClear/S7000 ClearCut/40#BG	Custom
79797	High Performance Primax/S7000 ClearCut/40#BG	EXACT™
79856	High Performance FasClear® TC/S692N/1.2 Mil PET	Custom
79857	High Performance Primax/S692N/1.2 Mil PET	EXACT™
79981	High Performance FasClear/SR3010 Cleanflake™/1.2 Mil PET	Custom

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

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