ASEAN November 2023







Understanding the packaging trends of today and tomorrow

The home and personal care industry faces both new and old challenges. Some trends — such as the desire for cleaner living, product purity and sustainability — have been with us for a while. However, new challenges are always emerging, most notably, the need for brands to be transparent.

Consumers are increasingly conscious of the environment and are keen to play their part in preserving the world around them. They know that their choices can play a significant role, choosing to buy products that align with their ethos and rejecting those that do not. Brands that master these new challenges will find consumers willing to connect with products at a much deeper level.

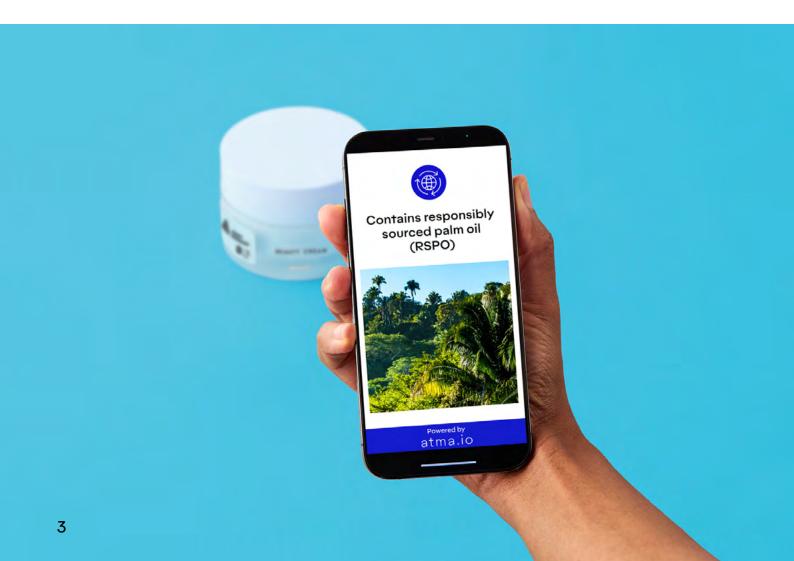
The era of brand transparency

As people become more mindful about their spending, there's never been a greater opportunity for home and personal care (HPC) brands to connect with consumers and build trust.

It's no longer enough for a product to simply be effective. Consumers want to know how a product is made, what it's made of, and where those ingredients come from. They expect more information about how the product came to be on the shelf, how it affects them and others, and to decide whether the brand is worthy of their trust and money.

Brands are listening. And they're responding.

Making products with less harmful ingredients, demonstrating more responsibility to both people and the environment — brands are taking bold strides. We also witness rapid migration to more sustainable packaging solutions, not just to maintain share-of-wallet but because it's the right thing to do.



A range of solutions that meet various packaging needs

Premium look for better shelf impact

Aesthetics always plays an essential role in the consumer's decision-making, especially in a competitive industry such as home and personal care. We help your products stand out on the shelf.

A wider range of versatile, functional options

Designers and brands need labels that can transform their vision to life. Consumers need packaging that is convenient and easy to use. You can find the right solution in our portfolio that can handle these and more.

Products that meet cost and productivity efficiency

Choosing a product that enhances productivity while meeting the budget is always a priority for converters and brands. Our labels are optimized for printing, converting, and application that minimizes interruptions and downtime.

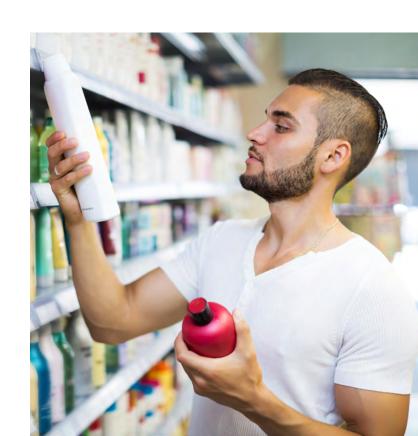
Avery Dennison packaging solutions improve along with the evolving needs of brands and consumers. Whatever labelling solution you're looking for, we can help you find the right one. And if we don't have what you need, we would love an opportunity to innovate together.

Sustainability

Can the packaging be recycled? Does it contain recycled content? Was it sourced responsibly? Above all, is it using thinner, lighter materials for reduced carbon footprint? We answer these questions by continuing to expand our portfolio of sustainable products and services.

Consumer engagement

Brands wish to engage consumers with their products by providing a story beyond what's printed on the label. Our digital solutions provide unique digital IDs to everyday items for unparalleled end-to-end transparency on sourcing, product authenticity, environmental impact, and more.



Completing your sustainability story.



Taking responsibility of label waste through AD Circular

Although necessary for protecting the face and adhesive, liners are eventually discarded immediately following label application. Also, in order to achieve the desired label cut, matrix waste is unavoidable. Avery Dennison takes responsibility for managing solid waste that are generated beyond our facilities. You can rest assured that through AD Circular—our recycling program—liner and matrix waste can be recycled.

Learn more about AD Circular.



Carbon transparency with the Carbon Trust

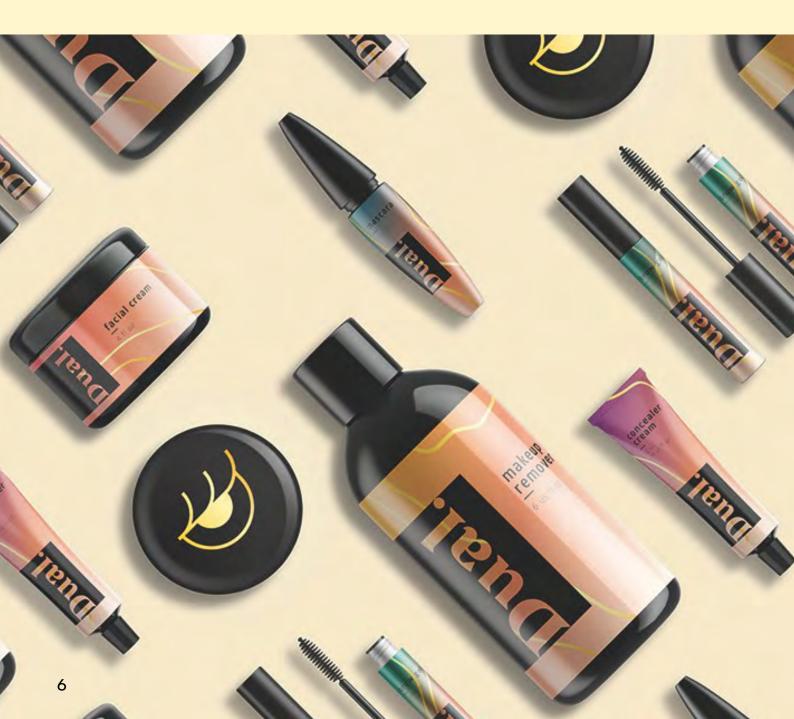
We know that you are looking to better understand the environmental effects of the products you use. That's why we have partnered with the Carbon Trust to develop a bespoke carbon footprinting tool that offers a more thorough measurement of the impact of our products using primary data for raw materials and operations. This allows us to quantify carbon impacts on a product level with more certainty for customer product selection, new product development and greenhouse gas (GHG) accounting.

Learn more about the Carbon Trust.

Whether you're a converter or a brand, we hear your needs.

Our labels are purpose-built for your specific home and personal care application requirements, with the performance and quality you've come to expect from Avery Dennison.

Now, let's find the right solution for you.



Choosing the right label material for different types of containers

Film

for wet environment

Squeezable containers



Polyethylene (PE)

Excellent flexibility that withstands multiple squeezing without creasing, ideal for tubes, curvy and thin wall containers

Semi-squeeze containers



Polyolefin (PO)

Thin semi-conformable film, ideal for labelling on bottles with gentle contours to prevent label lifting Rigid containers



Polypropylene (PP)

Non-conformable film for rigid containers, providing high clarity for an excellent 'no-label' look

Recommended Sustainable ADvantage solution

PE75

Flex+

PP40, rPP



Thinner, increased clarity and stiffness -

Paper

for dry environment

High-gloss paper



High-gloss finish and excellent ink hold-out to achieve sharper and more vibrant print images with the stiffness ideal for dispensing large labels Semi-gloss paper



Semi-gloss finish suitable for a wide range of applications that require a cost-effective solution

Recommended Sustainable ADvantage solution

High Gloss Elite FSC

rMC Primecoat FSC

← Increased glossiness and stiffness

Sustainable labelling solutions that deliver regeneration and circularity

As global warming continues to take center stage, the conversation is shifting in the packaging world. Consumers increasingly want environmentally friendly options, while regulators are pushing brands to incorporate stricter sustainable initiatives. Simply put, brands must progress to remain relevant and competitive.

Meeting this challenge may seem overwhelming but we are here to help. Sustainability is at the heart of Avery Dennison's innovation, demonstrated through Sustainable ADvantage, our portfolio of packaging solutions that meet one or more of these criteria:



Enables recyclability, Reuse or compostability

What we use can be used again



Contains recycled or renewable content

Give a second life to what has already been used



Reduction in the use of materials

Use only what is necessary



Responsibly sourced

Source from a supply chain that shows responsibility for people and the environment

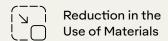
Using a sustainable solution shouldn't come at an extra cost. Limiting environmental footprint while still delivering on performance, quality and aesthetics? At Avery Dennison, that's a given.

Choosing a sustainable label for your packaging

	PET	HDPE	PP	Flexibles (PE)	
Packaging substrate					
Key end use applications • Bath and shower • Face cleanser • Toner • Mouth wash • Dishwashing • Cleaning products		Deodorant Face and body cream	Wet wipes Cleansing tissue Sanitary napkin		
Guideline for recyclability	The purity of the recycled PET determines true bottle-to-bottle recycling, retaining the circularity of PET plastic. Select a floatable label (density < 1g/cm³) with a washable adhesive that cleanly separates from the PET flakes in the recycling stream and leaves no contamination on the PET material.	Labels commonly used on HDPE are not easily separated from HDPE flakes in the recycling process as both the label and flakes float in water. Choose a label with facestock and adhesive that are mono-material with the packaging substrate so that it can remain attached to the container throughout the recycling process with minimal negative quality impact to recycled HDPE.	Labels commonly used on PP are not easily separated from PP flakes in the recycling process as both the label and flakes float in water. Choose a label with an adhesive that is monomaterial with the packaging substrate so that it can remain attached to the container throughout the recycling process with minimal negative quality impact to recycled PP.	Most flexible packaging are multi-layered (PET/PE) which is non-recyclable regardless of the label substrate. To ensure full recyclability, change the primary packaging to a PE-based construction paired with a PE label to meet the requirements of monomaterial packaging. A higher caliper label will also provide strength to endure multiple open and reclose needs.	
Recommended label material	Low density PP/PO label with washable adhesive	PE label Same composition as HDPE container; no impact to recycled HDPE PP/PO label Label's PP component level is negligible compared to overall container weight; minimal impact to recycled HDPE	PP label Same material as PP container; no impact to recycled PP PE/PO label Label's PE component level is negligible compared to overall container weight; minimal impact to recycled PP	PE label on PE packaging Labels may represent a larger portion in weight on flexible packaging than on rigids; using labels of the same material is advised	
Labels that enable recycling	AD CleanFlake™*	Monomaterial Packaging*	Monomaterial Packaging	Monomaterial Packaging*	
Labels made using less materials	AD Flex+, PP40	PE75 > AD Flex+ > PP40	PP40 > AD Flex+ > PE75	-	
Labels with recycled content	rPP	rPP	rPP	-	

Find out more from the APR Design Guide

^{*}APR approved





PE75

Face material (polyethylene)

- Conformable film for squeezable and small diameter containers and tubes
- A thinner label, made using less raw materials Carries more labels per roll¹
- Paired with the industry-proven S692N adhesive, the entire label construction meets APR recycling guidelines for HDPE monomaterial recycling
- · Optimised for high conversion speed and operational productivity
- · Available in clear and white

Carbon footprint comparison

Product	Carbon emissions	Savings
PE75	0.61 kgCO ₂ E/sqm	-9%
PE85	0.67 kgCO ₂ E/sqm	Equivalent to -24,601 km* driven by an average passenger vehicle



Reduction in the Use of Materials

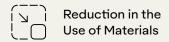


AD Flex+

Face material (polyolefin)

- Semi-conformable film for semi-squeeze and slightly curved bottles
- 30% thinner than PE85 (most commonly used in the industry), made using less raw materials — Carries more labels per roll¹
- Paired with the industry-proven S692N adhesive, the entire label construction meets APR recycling guidelines for HDPE monomaterial recycling
- Improved dimensional stability compared to PE Improved print registration and die-cutting performance on press
- Enhanced clarity Improved container blend for the 'no-label' look, ideal for transparent polyester containers
- · Available in clear and white

Product	Carbon emissions	Savings
Flex+	0.32 kgCO ₂ E/sqm	-55%
PE85	0.71 kgCO ₂ E/sqm	Equivalent to -154,625 km* driven by an average passenger vehicle





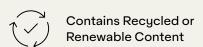
PP40

Face material (polypropylene)

- Non-conformable film for rigid containers
- The thinnest PP label in the industry, made using less raw materials Carries more labels per roll¹
- Solid film Good film stiffness for good dispensing performance in high-speed labelling
- High clarity and thin material Improved container blend for the 'no-label' look
- Competitive price-to-value
- · Available in clear

Carbon footprint comparison

Product	Carbon emissions	Savings
PP40	0.47 kgCO ₂ E/sqm	-8%
PP50	0.51 kgCO ₂ E/sqm	Equivalent to -15,614 km* driven by an average passenger vehicle





rPP

Face material (polypropylene)

- Non-conformable film for rigid containers
- Contains 30% high quality recycled PP, supporting plastic circularity without compromising strength or aesthetics compared with virgin PP labels
- Stiffness Good dispensing performance in high-speed labelling
- · Competitive price-to-value
- Available in white

Product	Carbon emissions	Savings
rPP60	0.44 kgCO ₂ E/sqm	-14%
PP60	0.51 kgCO ₂ E/sqm	Equivalent to -28,238 km* driven by an average passenger vehicle



High Gloss Elite FSC

Face material (paper)

- High gloss finish enhances packaging aesthetics for better shelf appeal and premiumization
- Excellent printability and ink hold-out to achieve sharper and more vibrant print images
- · High paper stiffness, ideal for dispensing of large labels
- · FSC certified





Responsibly Sourced



rMC Primecoat FSC

Face material (paper)

- Contains 50% post-consumer recycled content Some visible impurities
 provide a natural sustainable look without compromising strength or print
 quality compared with virgin paper labels
- Available with the Avery Dennison biomass adhesive, made with 30% renewable content
- Quality control ensures no batch-to-batch colour variation, giving consistent product appearance on the shelf
- FSC certified

Product	Carbon emissions	Savings			
rMC Primecoat FSC	0.43 kgCO ₂ E/sqm	-6%			
Virgin Semi Gloss Paper	0.46 kgCO ₂ E/sqm	Equivalent to -10,132 km* driven by an average passenger vehicle			



PET recycling -AD CleanFlake™

Adhesive

- Enables food-grade bottle-to-bottle recycling through a clean removal of the label during PET recycling (The label does not need to be removed by the consumer before disposal.)
- Accredited by the Association of Plastic Recyclers for complying with its critical guidance for both PET and HDPE recycling — Metallized films also recently certified!
- Specially engineered for strong, long-lasting adhesion on PET substrates including punnets and trays
- Repositionable within 8 hours, enabling mislabelled containers to be reworked.
- Retains the aesthetics of a standard film label
- · Available with PP40, rPP and AD Flex+
- · Bottles can be disposed with labels on

Learn more about how CleanFlake enhances plastic recycling.



Enables recyclability, Reuse or compostability

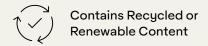


HDPE Recycling - S692N

Adhesive

- Enables HDPE monomaterial recycling, allowing the label to remain on the container during recycling
- Accredited by the Association of Plastic Recyclers for complying with its critical guidance for both PET and HDPE recycling
- Less ooze Improved on-press performance, keeping labels dust free
- · Clear emulsion adhesive provides the 'no-label' look
- Available with PP, PO and PE facestocks

Learn more about HDPE recycling.





rPET23

Liner

- Contains 30% recycled materials
- The thinnest PET liner in the industry Carries more labels per roll¹
- Ideal for high speed labelling labels a minimum of 600 bottles per hour
- Same cost and performance as virgin PET liners
- Enables the 'no label look' when paired with a clear film face material

Carbon footprint comparison

Product Carbon emissions		Savings			
rPET23	0.38 kgCO ₂ E/sqm	-12% Equivalent to			
PET23	0.44 kgCO ₂ E/sqm	-20,719 km* driven by an average passenger vehicle			



Reduction in the Use of Materials



BG33

Liner

- A thinner liner, made using less raw materials Carries more labels per roll¹
- Can be paired with prime labels without the need to change die tools
- Maintains the strength for smooth dispensing
- FSC certified

Product	Carbon emissions	Savings
BG33	0.43 kgCO ₂ E/sqm	-6% Equivalent to
BG40	0.48 kgCO ₂ E/sqm	-11,356 km* driven by an average passenger vehicle

Shelf Appeal — Labels that enable your product to stand out

A shopper simply scans the products on a store shelf and makes a decision. Brands know that such "moments of truth" might last just seconds, and it's why they continually push for creative, unique packaging. The Avery Dennison portfolio includes innovative label solutions that help brands stand out from the rest.



Holographic

Face Material

- BOPP, PET, and paper with added holographic patterns
- Micro-embossable with images or patterns, creating a seamless holographic rainbow
- Excellent dimensional stability and stiffness (also recommended for pop-up labels)
- Ideal for product launches, promotions, and products requiring extra attention Customized and non-standard patterns are available upon request.









Cristaline

Bubble



Pop-up Labels

Face Material

- · PET with excellent stiffness and dimensional stability
- · An extra canvas for additional design and highlighting key product benefits
- Ideal for product launches, promotions, and products requiring extra attention
- · Available in clear, white and silver



Metallised Films

Face Material

- PP and PE films with a high-gloss metallic finish
- Ideal for product launches, promotions, and products requiring extra attention
- Available in silver

Labels that provide convenience and functionality for the everyday user

Today's on-the-go consumers want added convenience, ease of use, and portability that fit right into their busy lifestyle. Brands are placing themselves in the their shoes to invent better versions of their products that add value and support various behaviors and ways of life.



Wet Wipe Reclosure

Adhesive

- Long-lasting reseal adhesive with strong barrier Enables consistent, smooth, residue-free opening and closing while maintaining freshness of content
- Available with clear, gloss white and matt white filmic face material that deliver printability and chemical resistance
- Available with mono-material PP and PE labels for enhanced recyclability of the entire packaging
- Latest AD TruKleen[™] adhesive 100% solvent-free with less VOC emission and odor compared to existing solvent adhesives (especially important for baby wipes)



Sanitary Napkin Dry Reclosure

Adhesive

Pressure-sensitive Reclosure labels are a growing preference in the sanitary napkin application. As an eco-friendly solution that delivers functionality and aesthetics, it addresses consumer-centric needs that influence purchase decisions.

Reclosure labels for sanitary napkins are:

- Convenient and hygienic long-lasting adhesive supports multiple opening and closing while maintaining the hygiene of content
- Premium Available with clear, gloss white, matt white and metallic filmic face material, supporting the printability of sophisticated colors and elegant designs to elevate the product's visual appeal
- Recyclable Available with mono-material PP and PE labels, they enhance the recyclability of the entire packaging



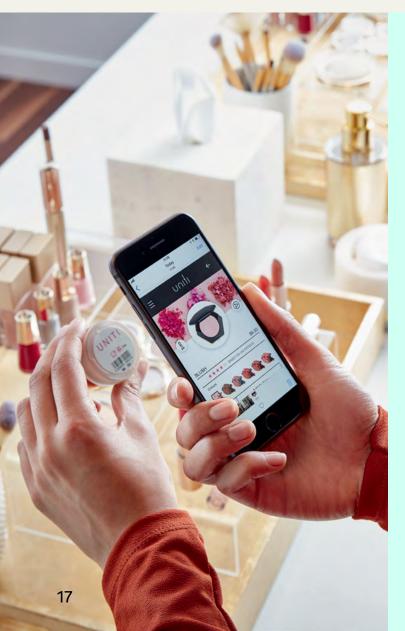
Product Bundling Label

Adhesive

Product bundling is becoming a prevalent marketing strategy across many HPC brands to provide better value and convenience to consumers. Labels offer a more efficient bundling solution that reduces plastic waste compared to plastic bags or shrink film.

AD bundling labels are:

- Sustainable Available with PP40 and rPP, and using only as much as necessary, reduces plastic consumption by at least 75% compared to standard PE bags
- Robust Strong adhesive ensures secure packaging during handling and transportation
- Clean Available with adhesives that provide residue-free long-term removability (application testing is advised)
- Premium Clear, white and metallic film materials deliver elegant designs that elevate the product's visual appeal



Digital solutions — Conjure a richer experience for your consumer and yourself

Unlock the power of connected products with the world's leading digital solutions. Assign unique digital IDs to everyday items for enhanced supply chain visibility and provide unparalleled end-to-end transparency by tracking, storing and managing all the events associated with each individual product — from source to consumer and beyond. Leverage inventory accuracy and logistics automation to make possible a more efficient, agile, secure and sustainable Home and Personal Care supply chain.

Visit atma.io to learn more.

Product List

Sustainable Labels

	Code	Description	Origin Country
PE75	BW0290	PE75 NTC Trans/ S692N/ BG33Wh Imp FSC	ASEAN
	BW0291	PE75 NTC White/ S692N/ BG33Wh Imp FSC	ASEAN
AD Flex+	BW7016	Flex+ Clear NTC/S692N/BG33Wh Imp FSC	ASEAN
	BW7020	Flex+ 55 Clear NTC/S692N/PET23	ASEAN
	BW7022	Flex+ White NTC/S692N/BG33Wh Imp FSC	ASEAN
	BW7023	Flex+ White NTC/S692N/PET23	ASEAN
PP40	BW7017	PP40 Top Clear/S692N/BG40Wh Imp FSC	ASEAN
rPP	BW7032	rPP Top White/S692N/BG33Wh Imp FSC	ASEAN
rMC Primecoat FSC	AW0501F	rMC Primecoat FSC/S1010/BG33Wh Imp FSC	ASEAN
	AW0502F	rMC Primecoat FSC/S2010N/BG33Wh Imp FSC	ASEAN
High Gloss Elite FSC	AW0426F	High Gloss Elite FSC/S1010/BG40Wh Imp FSC	ASEAN
	AW0430F	High Gloss Elite FSC/S2025N/BG40Wh Imp FSC	ASEAN
AD CleanFlake	BW7039	CleanFlake Flex+ Clear/SR3013/BG33Wh Imp FSC	ASEAN
	BW7042	CleanFlake Flex+ Clear/SR3013/RPET23	ASEAN
	BW7051	CleanFlake Flex+ White/SR3013/BG33Wh Imp FSC	ASEAN
	BW7059	CleanFlake Flex+ White/SR3013N/rPET23	ASEAN
	BW0255SN	* PP60 Top White/SR3013N/BG33Wh Imp FSC	ASEAN
	BW7072*	PP50 Top Trans/SR3013N/BG40Wh Imp FSC	ASEAN
	BW7081*	PP50 Top Trans/SR3013N/rPET23	ASEAN

^{*} short term repositioning

Shelf Appeal Labels

	Code	Description	Origin Country
Metalized Films	BW0243	PP50 TOP SILVER/S692N/BG40WH IMP FSC	ASEAN
	BW0272	PP TC SILVER ELITE/S692N/BG40WH IMP FSC	ASEAN
Holographic Labels	BWS1686	50um Plain Holographic Film/ S692N/ BG40#Wh Imp	China
	BW9100	HGF PP60 Large Lens Seamless TC/ S692N/ PET30 ni	China
	SY7067	PET Iridescent TC/ S692N/ BG40Wh Imp FSC	ASEAN
	AWS1003	80g Pillar Holographic Paper /AP104/ BG40#Wh Imp	China
	BW9271	90g Plain Holographic Paper/ AP103/ BG40#Wh Imp	China
Pop-up Labels	SY7119	PET Top Clear/S692N/BG50Wh Imp FSC	ASEAN
	SY7130	PET Top White/S692N/BG40Wh Imp FSC	ASEAN

Wet Wipe Reclosure Labels

	11.60.400				•	I					
				Pack S	Size	Applic	cation				
Code	Description	Origin Country	Solvent Free Adhesive	40 - 80 pcs	>80 pcs	Baby wipes	All purpose personal care wipes	Antibacterial / Disinfectant wipes	Household disinfectant wipes	Cosmetic wipes	Industrial wipes
BW7534	100u Clear PET TC/ SR123/ BG50#WH Imp	China			~					~	~
SY7200	100um white PET TC6/SR123/BG50# NI	China			~					~	~
BW7579	100um White PP TC/ SR134/BG50#WH NI	China			~			~	~	~	~
BW7564	Synthetic Paper 7 TC/ SR134/BG50#WH NI	China			~			~	~	~	~
BW7569	50u Clear BOPP TC/ SR133/BG50#WH NI	China			~			~	~		
BW7567	Synthetic Paper 7 TC/ SR133/BG50#WH NI	China			~			~	~		
BW7669	50u Clear BOPP TC/ SR136/BG50#WH NI	China			~	~	~				
BW7667	Synthetic Paper 7 TC/ SR136/BG50#WH NI	China			~	~	~				
BW7678	100u White PP TC/ SR136/BG50#WH NI	China			~	~	~				
BW5201	Clear BOPP TC/ UR106/BG50#WH Imp	China	~	~		~	~				
BW5200	Synthetic Paper NTC/ UR106/BG50#WH Imp	China	~	~		~	~				
BW5204	50u PP White/UR106/ BG50#WH Imp	China	~	~		~	~				

Sanitary Napkin Dry Reclosure Labels

Code	Description	Origin Country						
Aluminiun	Aluminium PP bag, for low surface energy substrate (<30 dynes/cm)							
BWS919	45 micro silver PET TC / AR107/ BG50#WH Imp	China						
PE withou	t corona treatment (<36 dynes/cm)							
BW7679 *	100u White PE/ SR133/ BG50#WH Imp	China						
BW7569	50u Clear BOPP TC/ SR133/ BG50#WH NI	China						
BW7567	Synthetic Paper 7 TC/ SR133/ BG50#WH NI	China						
Corona tr	eated & varnished (36~42 dynes/cm)							
BWS751	Synthetic Paper7 TC/ SR106/ BG50#WH Imp	China						

^{*} Monomaterial

Who we are

As the pioneer in the pressure-sensitive industry, we bring one-of-a-kind capabilities to sustainable labelling. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our labels must perform and the technical challenges they have to meet. Whatever your product, wherever it's going, we can help you develop a sustainable label that performs.

What we stand for

Sustainability. Innovation. Quality. Service.

In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

Work with us

You're the expert in your business; we're the expert in labelling. Contact your local Avery Dennison representative today or visit label.averydennison.com to find out how we can meet and exceed your needs.

Discover more possibilities

What else do you need? Let us know and we'll help you find or develop your desired labelling solution.

Contact your trusted Avery Dennison sales representative or submit a request by scanning the code below.



label.averydennison.com

