

**Inspired Brands.  
Intelligent World.™**

# 2014 Product Component Guide





# Table of Contents

<b>How to read the Product Component Guide</b>	<b>4-5</b>	<b>Avery Dennison Wine Portfolio</b>	
<b>Important Information</b>	<b>6-7</b>	Gloss Papers	<b>19</b>
<b>Quick Compare Guide - Facestocks</b>	<b>8-9</b>	Uncoated Papers	<b>19-21</b>
<b>Quick Compare Guide - Adhesives</b>	<b>10</b>	Metallised Papers	<b>21</b>
		Style Papers	<b>22</b>
		Style Films	<b>23</b>
<b>FACESTOCKS</b>			
<b>Avery Dennison Prime Papers</b>		<b>Avery Dennison Digital Portfolio</b>	
Cast Coat	<b>11</b>	Paper ITC	<b>24</b>
Machine Coat	<b>11</b>	Polypropylene ITC	<b>24</b>
LW60	<b>11</b>	Uncoated ITC	<b>24</b>
Vellum	<b>12</b>		
Radiants	<b>12</b>		
Correction Labels	<b>12</b>	<b>ADHESIVES</b>	
Foils	<b>12</b>	General Purpose Permanent	<b>26-31</b>
Piggybacks	<b>12</b>	General Purpose Removable	<b>30-31</b>
Tyre Label	<b>12</b>	General Purpose Repositionable	<b>30-33</b>
		Specialty Wine	<b>32-35</b>
		Special Purpose Permanent	<b>34-39</b>
<b>Avery Dennison Prime Films</b>			
Machine Direction Oriented (MDO)	<b>13</b>	<b>LINERS</b>	
Polyethylene	<b>14</b>	Glassine	<b>40</b>
Polypropylene	<b>14-15</b>	Filmic	<b>40</b>
Vinyl (PVC)	<b>15</b>	Kraft	<b>41</b>
Metallised BOPP	<b>15</b>		
<b>Avery Dennison Variable Information Products Papers</b>		<b>Product Selection Consideration</b>	<b>42</b>
EDP	<b>16</b>		
Direct Thermal Paper	<b>16</b>		
Thermal Transfer Paper	<b>16</b>		
Laser/Inkjet Paper	<b>17</b>		
<b>Avery Dennison Variable Information Products Films</b>			
Direct Thermal Film	<b>18</b>		
Thermal Transfer Film (PE)	<b>18</b>		
Thermal Transfer Film (PET)	<b>18</b>		
Thermal Transfer Film (PP)	<b>18</b>		
Laser Film	<b>18</b>		

# How to Read the Product Component Guide

Welcome to the 2014 Product Component Guide. This guide provides an up-to-date listing of all core facestocks, adhesives and release liners that make up Avery Dennison pressure-sensitive label materials. These product components deliver unique features and capabilities achieved through Avery Dennison's proprietary processes, technical knowledge, resources and experience.

The products included within this guide reflect our core portfolio of products. To see our service programs for these products please refer to the Product Services Guide. Product datasheets can be sourced online at [www.label.averydennison.com.au](http://www.label.averydennison.com.au) or available through your local customer service team member. Contact your sales representative if you have any further questions.

Avery Dennison Prime Papers			
1 Description	2 Application	3 Basis Weight (gsm)	4 Caliper (micron)
<b>Cast Coat</b>			
<i>High Gloss White (HGW)</i>			
A white, one side cast coated, gloss finished, wood-free printing paper, featuring OBA.	Where brilliant multicolor print quality is required using any conventional label printing process. Can be embossed and/or hot-foil stamped. Suitable for cosmetics, pharmaceutical, food, beverage, wine & promotional labels. Has moderate resistance to edge-wicking.	80	88
<i>HGW Premium</i>			
A white, one side cast coated, gloss finished, wood-free printing paper, featuring OBA.	Where brilliant multicolor print quality is required using any conventional label printing process. Can be embossed and/or hot-foil stamped. Suitable for cosmetics, pharmaceutical, food & promotional labels. As this face is on R100 removable adhesive, it has excellent low temp performance and can be used in many deep freeze applications.	83	81

**1. Description** - Identifies the key properties of the facestock

**2. Application** - Examples of what applications the product can be used for.

**3. Basis Weight** - The average weight of the facestock in grams per square metre of material.

**4. Caliper** - The thickness of the facestock in microns.

**Please note:** All data contained within this document is to be considered as 'typical values'.

# Avery Dennison Adhesives

1	2	3	4	5	6
Features	Special Comments	Initial Tack	Ultimate Adhesion	Application Temperature Range	Service Temperature Range

## General Purpose Permanent Adhesives

ET9	7	A general purpose permanent, acrylic-based adhesive.			
<ul style="list-style-type: none"> <li>• Excellent initial tack and adhesion on a variety of substrates.</li> <li>• Exhibits low bleed characteristics.</li> <li>• Good die-cutting and stripping properties.</li> </ul>		High	High	5°C	-20°C > +100°C

- 1. Features** - Identifies the properties of the adhesive in terms of tack, converting and service performance.
- 2. Special Comments** - Explains if any special actions are required to ensure adhesive performance.
- 3. Initial tack** - Defines the degree to which the product adheres to the substrate on first contact.
- 4. Ultimate adhesion** - Identifies the long-term adhesive strength.
- 5. Application Temperature Range** - The minimum temperature at the time of application of the label. The substrate must be clean at the time of application.

- 6. Service Temperature Range** - The range of temperatures within which the properties of the applied label are substantially unchanged over a prolonged period of time. The actual duration and temperature extremes depend also on the type of face material used, the substrate and environment.
- 7. Description** - Provides the composition of the adhesive and its primary purpose.

# Avery Dennison Liners

1	2	3	4
Liner	Description	Basis Weight (gsm)	Average Caliper (um)

Glassine	A super-calendered glassine paper, available in white and blue.		
BG40		60	53

- 1. Liner** - The name of the liner and a description of its key properties.
- 2. Description** - Identifies the key properties and suitability for different converting properties.

- 3. Basis Weight** - The average weight of the liner in grams per square meter of material.
- 4. Caliper** - The thickness of the liner in microns.

# Important Information

Avery Dennison features a range of adhesives that can withstand a HIGHER TEMPERATURE for a short period of time. Specific information is available on request.

## Critical Substrates

Substances such as textiles, plasticised vinyls, apolar and rough *surfaces*.

## Food Contact Status

For direct or indirect contact to food, adhesives must be certified to comply with international standards. The two most widely recognised standards are:

FDA (Food and Drug Administration) from the United States.

- Indirect food contact (separated by a functional barrier)  
– FDA 21CFR175.105
- Direct contact to poultry, dry food, and processed, frozen, dried, or partially dehydrated fruits and vegetables  
– FDA 21CFR175.125 (a)
- Direct food contact to raw fruit and raw vegetables  
– FDA 21CFR175.125 (b)

BfR (Federal Institute for Risk Assessment) from Germany.

- Direct contact with dry and moist non fatty foodstuffs for Plastic Dispersions (eg. Acrylic emulsion adhesives) – Bfr XIV
- Direct contact with dry and moist non fatty foodstuffs for Natural & Synthetic rubbers (eg Hot Melt Adhesives) – Bfr XXI

A number of Avery Dennison's adhesives are certified to these standards. Please contact your local Avery Dennison representative for an up-to-date listing of food-certified adhesives.

## Quality Assurance

Avery Dennison self-adhesive materials are manufactured to high quality standards and are Certified to ISO 9001:2008. Certificate number: QEC1145.

## Regulations and Specifications

Many Avery Dennison products have been tested to, and meet the various requirements of important regulations and international specifications such as toy labelling, labels for marine use, food labelling, industrial specifications, etc. Details can be made available upon request for each individual product.

## Recommended Storage Conditions

- Store at a temperature of 22°C +/- 2°C and a relative humidity of 50% +/- 5%.
- Original Packaging.
- Away from direct sunlight.
- Store reels of printed labels horizontally.
- Rotate stocks so that oldest material is used first.
- Ensure that winding tension of printed label reels is not too tight in order to prevent adhesive bleed.

Repack partly-used reels of raw material or printed labels in their original packaging or identical packaging material.

## Important Notice

Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of any material for a specific purpose.

## Warranty

Avery Dennison products are manufactured under careful quality control and are warranted to be free from defect in materials and workmanship. Any material shown to our satisfaction to be defective at the time of delivery will be replaced free of charge. The manufacturer will not be responsible for claims beyond replacement of the material. No salesman, representative or agent is authorised to give any guarantee, warranty or make any representation contrary to the foregoing.

All products described herein are sold subject to Avery Dennison's standard conditions of sale, a copy of which is available upon request.

## Environmental Aspects

Avery Dennison is committed to protecting the environment and manufacturing safe products. We are actively involved in a continuous search for base materials and manufacturing technologies that have the least possible impact on the environment. Our materials are produced without the use of ozone depleting substances. Most papers are based on ECF pulp and sourced from sustainably managed forests: where feasible, papers based on TCF pulp and recycled fibres are used. We strive for all products to comply with the US CONEG model toxics legislation and the European Directive 94/162/EC on packaging and packaging waste, Art 11, acceptable levels of heavy metals. Detailed information concerning environmental, health or safety aspects is available upon request. For information on individual products or components please contact your Avery Dennison representative. The substances listed in the European directive RoHS 2 2011/65/EU, being lead, mercury, cadmium, hexavalent chromium, polybrominated biphenyls (PBB) and polybrominated diphenyl ethers (PBDE), are not intentionally introduced in Avery Dennison products.

## Disclaimer Information

Specific products must be used for the following applications  
– Hot Fill or Freshly Blow Molded Bottles; Blood Bags and products for Primary Food Contact.

Outdoor use of PVCs (due to plasticiser migration) and synthetic films when exposure to direct UV light can in no way be guaranteed. Check with Marketing on recommended life.

Wine Labels - The selection of suitable varnishes for white wine applications needs to be made in conjunction with your ink supplier and with the knowledge that uncoated paper stocks will exhibit higher moisture ingress versus alternative substrates.

Dataflex is not guaranteed through laser copiers / printers. High temperatures can cause jamming as the stock can get fused onto the drum/print head. Dataflex is NOT recommended for colour printers and should be trialled thoroughly before using for these applications.

## Quick Compare Guide - Facestocks

Papers	Type	Printability	Water Resistance	OBA
Premium Gloss White	Cast Coated	••••	••••	Yes
Super Gloss White	Cast Coated	•••	•••	Yes
High Gloss White	Cast Coated	•••	•••	Yes
MC Primecoat	Machine Coated	•••	••	Yes
MC Elite	Machine Coated	••	•	Yes

Clear Films	Type	Printability	Stiffness	Conformability
GCX CL NTC	MDO	•••	••	•••
Global MDO	MDO	•••	••	•••
2 Mil Clear BOPP TC	Polypropylene	••••	••	••
Polyglass Top	Polypropylene	••••	••	••
Polyexact Clear TC	Polyethylene	••••	••	••••

White Films	Type	Printability	Stiffness	Conformability
Primax 300	MDO	•••	•••	•••
GCX WH NTC	MDO	•••	••	•••
Global MDO	MDO	•••	••	•••
Polyexact White TC	Polyethylene	••••	••	••••
PP Top White	Polypropylene	••••	••	••
Opalux 65N	Polypropylene	••	••	••
Opalux 80N	Polypropylene	••	••••	•
Pearlux 80N	Polypropylene	••	••••	•
PP65 WH NTC	Polypropylene	•••	••	••

### Legend

- Excellent
- Very Good
- Good
- Fair










Direct Thermal Paper	Type	Print Definition	Durability	Print Speed
200HD	DT Paper	•••	••••	200
200HDN	DT Paper	•••	•••	200
300LD	DT Paper	•••	••	300
Direct Thermal Film	Type	Print Definition	Durability	Top Coating
300BN	DT Film	•••	••••	Top Coat
Polythermal	DT Film	•••	•	Semi-coat

# Quick Compare Guide - Adhesives

## Recommendation by plastic type

When choosing labelstock for plastic substrates it is important to match the right adhesive for the job. The table below outlines Avery Dennison's adhesive recommendations per substrate.

	Plastics	Adhesive Recommendations		
		Paper	Synthetics	
	1) <b>PET</b> used for: Soft drink, fruit juice & mineral water bottles some kitchen & laundry detergent bottles	Permanent	ET9, S2045, S2049, S2030, WLP, WLK202, Z3338, AT20, C2075, S2012HT, S2059, CD303	SPX, SRP, E140, S692N, S7400
		Removable	R100	
		Repositionable		
	2) <b>HDPE</b> used for: Milk & cream bottles, as well as kitchen, laundry & detergent bottles, supermarket & retailers bags	Permanent	ET9, S2045, S2049, S2030, WLP, WLK202, Z3338, AT20, S2059, CD303, D170	SPX, SRP, E140, S692N, S7400
		Removable	R5000, R100	SR2
		Repositionable	WRP	
	3) <b>Vinyl</b> used for: Cordial & fruit juice bottles as well as kitchen, laundry & detergent bottles	Permanent		E40
		Removable	R100	
		Repositionable		
	4) <b>LDPE</b> used for: Shrink & stretch wrap	Permanent	S2045, S2049, S2030, WLK202, Z3338, AT20, S2059, CD303, D170	SPX, SRP, E140, S692N
		Removable	R5000, R100	SR2
		Repositionable	WRP	
	5) <b>PP</b> used for: Ice-cream tubs & food containers	Permanent	ET9, S2045, S2049, S2030, WLP, WLK202, Z3338, AT20, S2059, CD303, D170	SPX, SRP, E140, S692N, S7400
		Removable	R5000, R100	SR2
		Repositionable	WRP	
	6) <b>PS/EPS</b> used for: Yoghurt containers, jars, take-away "clamshells", fruit boxes	Permanent	ET9, S2045, S2049, S2030, WLP, WLK202, Z3338, AT20, S2059, CD303	SPX, SRP, E140, S692N, S7400
		Removable	R100, R5000, SR2	
		Repositionable	TR7	
	7) Other used for: Seek our advice for items in this category	Permanent		
		Removable		
		Repositionable		

The above compatibility chart is to be used as a guide.

Prior testing is strongly recommended as plastics of the same family can exhibit varying label performance characteristics.

\* Check prior to use.

\* Refer to your Avery Dennison Representative or call your nearest Sales Office on 1300 369 984 within Australia or on 09 573 0995 in New Zealand.

# Avery Dennison Prime Papers

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Cast Coat</b>			
<b>Super Gloss White</b>			
A white, one side cast coated, gloss finished, wood-free printing paper, featuring OBA.	<ul style="list-style-type: none"> <li>For use where brilliant multicolor print quality is required using any conventional label printing process</li> <li>Higher strength provides higher press converting speeds</li> <li>Can be embossed and/or hot-foil stamped</li> <li>Suitable for cosmetics, pharmaceutical, food, beverage, wine &amp; promotional labels</li> <li>Good resistance to edge-wicking</li> </ul>	<b>80</b>	<b>85</b>
<b>High Gloss White</b>			
A white, one side cast coated, gloss finished, wood-free printing paper, featuring OBA.	<ul style="list-style-type: none"> <li>For use where brilliant multicolor print quality is required using any conventional label printing process</li> <li>Can be embossed and/or hot-foil stamped</li> <li>Suitable for cosmetics, pharmaceutical, food, beverage, wine &amp; promotional labels</li> <li>Has moderate resistance to edge-wicking</li> </ul>	<b>80</b>	<b>84</b>
<b>HGW Premium</b>			
A white, one side cast coated, gloss finished, wood-free printing paper, featuring OBA.	<ul style="list-style-type: none"> <li>For use where brilliant multicolor print quality is required using any conventional label printing process</li> <li>Can be embossed and/or hot-foil stamped</li> <li>Suitable for cosmetics, pharmaceutical, food &amp; promotional labels</li> <li>As this face is on R100 removable adhesive, it has excellent low temp performance and can be used in many deep freeze applications</li> </ul>	<b>83</b>	<b>81</b>
<b>Machine Coat</b>			
<b>MC Elite</b>			
A white, semi-gloss, one side machine coated, wood-free printing paper, with a smooth finish, featuring OBA.	<ul style="list-style-type: none"> <li>For use where an attractive, semi-gloss appearance is required</li> <li>Suitable for good quality single and / or multicolour line or process printing using any conventional label printing process</li> <li>Can be hot-foil stamped</li> <li>Suitable for cosmetic, food, beverage and promotional labels</li> <li>Has moderate resistance to edge-wicking</li> </ul>	<b>80</b>	<b>71</b>
<b>MC Primecoat FSC <span style="color: red;">NEW</span></b>			
A white, one side machine coated, wood-free printing paper, with a semi-gloss appearance featuring OBA.	<ul style="list-style-type: none"> <li>Suitable for a wide range of promotional and industrial label applications where attractive semi-gloss appearance in multi colour work is required</li> <li>High strength paper enables high-speed converting</li> <li>Provides some moisture resistance when paired with a suitable varnish or overlaminating film</li> <li>FSC compliant</li> <li>Typical applications include food, juice, dairy and promotional labels where sharp multi-colour print is required</li> <li>Good scuff and environmental resistance when offered with a suitable varnish, but is not suitable for outdoor use</li> <li>High exposure to moisture may cause product to exhibit edge-wicking and high level of embossing will reduce mandrel and adhesion performance</li> </ul>	<b>80</b>	<b>73</b>
			
<b>LW60</b>			
<b>LW60</b>			
A light weight semi-gloss, one side coated semi-conformable wood-free printing paper featuring OBA.	<ul style="list-style-type: none"> <li>Suitable for single and/or multi-colour line or process printing using any conventional label printing process</li> <li>Low memory, makes it ideal for tight mandrel applications such as labelling small cylindrical substrates</li> <li>Also used for tamper-resistant security labelling due to its easy tear properties</li> <li>Provides excellent functionality for labelling pharmaceuticals in vials, syringes, dropper bottles, etc.</li> </ul>	<b>62</b>	<b>55</b>

# Avery Dennison Prime Papers

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Vellum</b>			
<b>Super Vellum</b>			
A matt white, wood-free, surface sized and calendered printing paper.	<ul style="list-style-type: none"> <li>Typically used for labels for supermarkets, food packaging, catchweight, cosmetics, toiletries and promotional labelling</li> <li>Suitable for impact and thermal transfer printing</li> </ul>	<b>70</b>	<b>66</b>
<b>Vellum Extra</b>			
A matte white, wood-free, surface sized and calendered printing paper.	<ul style="list-style-type: none"> <li>Typically used for labels for supermarkets, food packaging, catchweight, cosmetics, toiletries and promotional labelling</li> <li>Suitable for impact printing</li> <li>Excellent low temperature performance and can be used in many deep freeze applications (due to R100 removable adhesive)</li> </ul>	<b>73</b>	<b>71</b>
<b>Radiants</b>			
<b>Radiants Range</b>			
Wood-free, one side coated, fluorescent papers in yellow, orange, red, green or pink.	<ul style="list-style-type: none"> <li>Suitable for applications requiring fluorescent coloured labels to distinguish between products</li> <li>Commonly used for inventory, warning or eye-catching promotional labels</li> </ul>	<b>80</b>	<b>83</b>
<b>Correction Labels</b>			
<b>Gloss Cover</b>			
A white cast-coated, gloss finished, wood-free printing paper. The facestock has a special coating on the adhesive side to give optimum opacity.	<ul style="list-style-type: none"> <li>Opaque coverall material, traditionally used for labelling over errors, size changes on existing printed materials or for relabelling obsolete pre-printed packaging</li> </ul>	<b>80</b>	<b>88</b>
<b>Foils</b>			
<b>Foils Range</b>			
Aluminium foils in bright silver, and both dull and bright gold, finishes laminated to white wood-free printing paper with an acrylic top-coating for printability.	<ul style="list-style-type: none"> <li>Typical applications include primary labelling of high end and luxury goods such as wines, spirits and specialist foods</li> </ul>	<b>82</b>	<b>65</b>
<b>Piggybacks</b>			
<b>Vellum Piggyback</b>			
A matte white, wood-free, surface sized and calendered printing paper.	<ul style="list-style-type: none"> <li>Used for multi-layer constructions where redeemable labels are required for secondary use, such as courier and address labels</li> </ul>	<b>70</b>	<b>66</b>
<b>Tyre Label</b>			
<b>Tyre Label</b>			
A white semi-gloss, woodfree printing paper laminated to a flexible aluminium barrier foil.	<ul style="list-style-type: none"> <li>Designed to meet the specific requirements of labels for rough and open structured substrates such as tyre treads</li> <li>Provides excellent anchorage of the label to compound curved &amp; irregular surfaces like tyres</li> <li>The aluminium foil barrier prevents migration of components through the facestock, thus avoiding facestock staining</li> </ul>	<b>82</b>	<b>65</b>

# Avery Dennison Prime Films

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Machine Direction Oriented (MDO)</b>			
<b>Primax® 300</b>			
A white, matte finished, machine direction oriented, polyolefin film, specially manufactured using patented co-extrusion technology.	<ul style="list-style-type: none"> <li>Predominantly used in cosmetics, toiletries and personal care</li> <li>Suitable for applications requiring high quality graphics together with consistent functional performance during automatic application and in end use</li> <li>Specially engineered film combines good machine direction rigidity, good dispensability with high cross direction squeezability</li> <li>Suitable for use on semi-squeezable containers where continued flexing during end use is expected e.g. shampoo bottles</li> <li>Material is a good alternative in applications where PVC is no longer accepted (recyclable with Polyolefin &amp; PET containers)</li> <li>Film has a print skin, so it retains its dyne level for longer periods</li> <li>Can be used for applications requiring printability via thermal transfer with suitable ribbons</li> <li>This is a solid film and hence suitable for removable / reclosure applications</li> </ul>	<b>75</b>	<b>75</b>
<b>GCX Clear &amp; White NTC</b>			
Flexible, clear & white, polyolefin films, The films have machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross-directional conformability.	<ul style="list-style-type: none"> <li>Predominantly used in cosmetics, toiletries and personal care</li> <li>Applications requiring high quality graphics together with consistent functional performance during automatic application and in end use</li> <li>Specially engineered films combine good MD rigidity, good dispensability with high CD squeezability</li> <li>Suitable for use on semi-squeezable containers where continued flexing during end use is expected e.g. shampoo bottles</li> <li>Materials are good alternatives in applications where PVC is no longer accepted (recyclable with Polyolefin &amp; PET containers)</li> <li>Films have print skins, so they retain their dyne level for longer periods</li> </ul>	<b>Clear</b>	
		<b>61</b>	<b>63</b>
		<b>White</b>	
		<b>64</b>	<b>63</b>
<b>Global MDO Clear &amp; White <span style="color: red;">NEW</span></b>			
Next generation thinner and flexible, clear & white, polyolefin films. The films have machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross-directional conformability.	<ul style="list-style-type: none"> <li>Films are 20% thinner than GCX - hence improved no-label look,</li> <li>Lower carbon foot-print due to lower material usage</li> <li>Reduced transportation and warehousing costs</li> <li>Higher productivity due to more labels per roll of a fixed diameter</li> <li>Benefits above are further enhanced when offered on PET23</li> <li>Predominantly used in cosmetics, toiletries and personal care</li> <li>Applications requiring high quality graphics together with consistent functional performance during automatic application and in end use</li> <li>Specially engineered films combine good MD rigidity, good dispensability with high CD squeezability</li> <li>Suitable for use on semi-squeezable containers where continued flexing during end use is expected e.g. shampoo bottles</li> <li>Materials are good alternatives in applications where PVC is no longer accepted (recyclable with Polyolefin &amp; PET container)</li> <li>Films have print skins, so they retain their dyne level for longer periods</li> </ul>	<b>47</b>	<b>50</b>

# Avery Dennison Prime Films

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Polyethylene</b>			
<b>Polyexact TC Clear &amp; White</b>			
Top-coated gloss clear or white cast co-extruded PE films.	<ul style="list-style-type: none"> <li>• Predominantly used in cosmetics, toiletries, personal care and detergents</li> <li>• Perfect for applications requiring high quality graphics</li> <li>• Flexible nature allows suitability and/or use on high squeeze containers where continued flexing during end use is expected e.g. squeezable tubes</li> <li>• Material is a good alternative in applications where PVC is no longer accepted (recyclable with Polyolefin &amp; PET containers)</li> <li>• As a cast PE films, they exhibit exceptional press stability</li> </ul>	<b>Clear</b>	
		<b>82</b>	<b>88</b>
		<b>White</b>	
		<b>87</b>	<b>86</b>
<b>Polypropylene</b>			
<b>PP Top White</b>			
A biaxially oriented, gloss white polypropylene film with a print-receptive top coating, offering superior print performance.	<ul style="list-style-type: none"> <li>• Widely adopted for dairy and juice applications</li> <li>• Suitable for cosmetics, personal care and household chemical applications requiring durability and resistance to moisture and chemicals</li> <li>• Typically, no overlamination is required</li> <li>• Excellent printability and low incidence of gels &amp; fish-eyes</li> <li>• Ideal for situations requiring 'substrate identical labelling' on polypropylene containers</li> <li>• Can be used in environmentally sensitive markets requiring recycling of 'polyolefin' packs</li> </ul>	<b>45</b>	<b>60</b>
<b>PP65 WH NTC <span style="color: red;">NEW</span></b>			
A gloss white and slightly pearlescent cavitated BOPP film with a UV print receptive skin.	<ul style="list-style-type: none"> <li>• Developed especially for dairy and juice applications</li> <li>• Very good ink anchorage in wet conditions compared to typical NTC BOPP films</li> <li>• Ideal for situations requiring 'substrate identical labelling' on polypropylene containers</li> <li>• Can be used in environmentally sensitive markets requiring recycling of 'polyolefin' packs</li> </ul>	<b>53</b>	<b>65</b>
<b>Opalux Range</b>			
A gloss white cavitated BOPP film.	<ul style="list-style-type: none"> <li>• Widely adopted for dairy and juice applications</li> <li>• Suitable for cosmetics, personal care and household chemical applications requiring durability and resistance to moisture and chemicals</li> <li>• Ideal for situations requiring 'substrate identical labelling' on polypropylene containers</li> <li>• Can be used in environmentally sensitive markets requiring recycling of 'polyolefin' packs</li> </ul>	<b>Opalux 65N</b>	
		<b>42</b>	<b>60</b>
		<b>Opalux 80N</b>	
		<b>55</b>	<b>75</b>
<b>Pearlux 80N</b>			
A gloss white pearlescent cavitated BOPP film.	<ul style="list-style-type: none"> <li>• Widely adopted for dairy and juice applications</li> <li>• Suitable for cosmetics, personal care and household chemical applications requiring durability and resistance to moisture and chemicals (when overlaminated)</li> <li>• Typically, no overlamination required</li> <li>• Ideal for situations requiring 'substrate identical labelling' on polypropylene containers</li> <li>• Can be used in environmentally sensitive markets requiring recycling of 'polyolefin' packs</li> </ul>	<b>55</b>	<b>75</b>

# Avery Dennison Prime Films


Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Polypropylene continued</b>			
<b>1.6 Mil Clear BOPP TC <span style="color: red;">NEW</span></b>			
A biaxially oriented, gloss clear polypropylene film with a print-receptive top coating, offering superior print performance.	<ul style="list-style-type: none"> <li>Predominantly used in beer and beverage - clear label applications</li> <li>Applications requiring high quality graphics together with consistent functional performance during automatic application and in end use</li> <li>Specifically used on high speed application lines such as for beer labelling when combined with the right adhesive and a PET liner</li> <li>For use where very high levels of clarity are required to achieve a “no label look” - when supplied on a film liner</li> <li>Thin construction allows more labels per roll, lower wastage, lower freight and packaging costs - leading to lower overall cost in use</li> </ul>	<b>37</b>	<b>40</b>
<b>2 Mil Clear BOPP TC</b>			
A gloss clear BOPP film with a print receptive top coating offering superior printability.	<ul style="list-style-type: none"> <li>Predominantly used in beer and beverage - clear label applications</li> <li>Applications requiring high quality graphics together with consistent functional performance during automatic application and in end use</li> <li>Specifically used on high speed application lines such as for beer labelling when combined with the right adhesive and a PET liner</li> <li>For use where very high levels of clarity are required to achieve a “no label look” - when supplied on a film liner</li> </ul>	<b>47</b>	<b>51</b>
<b>PP OLF-20</b>			
A gloss clear BOPP overlaminating film.	<ul style="list-style-type: none"> <li>Overlaminating film to protect printed surfaces</li> <li>For use where clarity and protection is paramount</li> </ul>	<b>18</b>	<b>20</b>
<b>Polyglass Top</b>			
A gloss clear BOPP film with a print receptive top coating offering superior printability.	<ul style="list-style-type: none"> <li>Predominantly used in cosmetics, personal care and beverages</li> <li>Applications requiring high quality graphics together with consistent functional performance during automatic application and in end use</li> <li>Use where high levels of clarity are required (optimum clarity is achieved when supplied on a film liner)</li> <li>Material is a good alternative in applications where PVC is no longer accepted</li> </ul>	<b>47</b>	<b>51</b>
<b>Vinyl (PVC)</b>			
<b>Serilux GI films</b>			
Monomerically plasticised, calendared PVC films available in gloss clear & white.	<ul style="list-style-type: none"> <li>Suitable for promotional labels for indoor and outdoor use</li> <li>Applications requiring good durability and weatherability</li> <li>High squeeze applications</li> <li>Further applications include labels for cosmetics, household chemicals and motor oil</li> <li>This product offers up to 3 years outdoor durability (unprinted) - depending on the type of exposure</li> </ul>	<b>Serilux Clear</b>	
		<b>106</b>	<b>80</b>
		<b>Serilux White</b>	
<b>115</b>	<b>80</b>		
<b>Metallised BOP</b>			
<b>PP50 Top Silver <span style="color: red;">NEW</span></b>			
A high quality metallised BOPP film with a print receptive top coating.	<ul style="list-style-type: none"> <li>Suitable for labelling beverages, beer, cosmetics, personal care &amp; luxury articles</li> <li>Ideal for situations requiring a luxury metallic look</li> </ul>	<b>46</b>	<b>50</b>

# Avery Dennison Variable Information Papers

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>EDP</b>			
<b>Zig Zag</b>			
A high white, uncoated, matte woodfree paper.	<ul style="list-style-type: none"> <li>Zig Zag is a general purpose dot matrix printable facstock</li> <li>Ideally suited for the manufacture of continuous form labels for applications such as dispatch, stock control and instructional labels</li> </ul>	<b>73</b>	<b>71</b>
<b>Secondary Pharmacy</b>			
A matte white, calendered woodfree paper exhibiting high smoothness and opacity.	<ul style="list-style-type: none"> <li>Secondary Pharmacy is designed for use in prescription labeling applications where high opacity and print definition is required</li> </ul>	<b>78</b>	<b>76</b>
<b>Direct Thermal Paper</b>			
<b>Direct-Thermal 200HD</b>			
A white, back coated woodfree paper with a barrier-coated, thermosensitive layer.	<ul style="list-style-type: none"> <li>Suitable for barcode labeling where excellent resistance to moisture, oils and fats is required in the retail and industrial sectors (e.g. pre-packed food, meat &amp; fish, laboratory items and pharmaceutical vials)</li> </ul> <p><i>Note: This product is not recommended for applications where labels are exposed to direct sunlight or temperatures above 50C.</i></p>	<b>78</b>	<b>81</b>
<b>Direct-Thermal 200HDN</b>			
A white, woodfree paper with a barrier-coated thermosensitive layer.	<ul style="list-style-type: none"> <li>Suitable for general purpose barcode labeling for retail and industrial items (e.g. pre-packed food in dry environments, meat &amp; fish, grocery weigh scale, industrial tracking and warehousing applications)</li> <li>For extremely demanding applications where the labels are in direct contact with fats and oil for extended periods of time (i.e. a couple of hours), Avery Dennison recommends DT200HD</li> </ul> <p><i>Note: This product is not recommended for applications where labels are exposed to direct sunlight or temperatures above 50C.</i></p>	<b>74</b>	<b>78</b>
*Available with FSC certification			
			
<b>Direct-Thermal 300LD</b>			
A white, woodfree paper with a thermosensitive layer.	<ul style="list-style-type: none"> <li>Suitable for applications where the environment is dry and the label life cycle is short. i.e. warehouse logistics and address labelling, barcode labels printed on instore price weight equipment and non-food items in retail stores (e.g. magazines)</li> <li>For applications where the labels are exposed to moisture, oil, grease and plasticisers, Avery Dennison recommends DT200HD or DT200HDN.</li> </ul> <p><i>Note: This product is not recommended for applications where labels are exposed to direct sunlight or temperatures above 50C.</i></p>	<b>75</b>	<b>82</b>
<b>Thermal Transfer Paper</b>			
<b>TT Elite NEW</b>			
A matte-coated paper designed for high quality thermal transfer applications.	<ul style="list-style-type: none"> <li>TT Elite is designed for use in the highest quality thermal transfer applications</li> <li>Applications include logistics, identification and tracking labels in offices hospitals, libraries and retail environments</li> <li>TT Elite offers superior environmental resistance and image durability compared to Avery Dennison's Direct Thermal papers</li> </ul>	<b>75</b>	<b>74</b>
<b>Transfer Plus NEW</b>			
A matte-coated paper designed for high quality thermal transfer applications.	<ul style="list-style-type: none"> <li>Excellent printability</li> <li>Good die wear and tensile strength</li> <li>Applications include logistics, identification and tracking labels in offices hospitals, libraries and retail environments</li> <li>Offers superior environmental resistance and image durability compared to Avery Dennison's Direct Thermal papers</li> </ul>	<b>73</b>	<b>65</b>



# Avery Dennison Variable Information Papers

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Laser/Inkjet Paper</b>			
<b>LaserCopyJet</b>			
A matte white woodfree machine paper.	<ul style="list-style-type: none"> <li>• Suitable for use in photocopiers, laser and inkjet printers for domestic and commercial applications</li> <li>• Applications include office, instruction, inventory and address labels</li> <li>• LaserCopyJet features excellent toner bonding with laser printers and very good smudge resistance with inkjet printers</li> </ul>	<b>64</b>	<b>72</b>
<b>Laserpro</b>			
An FSC certified matte white woodfree machine paper.	<ul style="list-style-type: none"> <li>• Suitable for use in photocopiers, laser and inkjet printers for domestic and commercial applications</li> <li>• Applications include office, instruction, inventory and address labels</li> </ul>	<b>70</b>	<b>80</b>
			
<b>Demand Jet <span style="color: red;">NEW</span></b>			
A white high-gloss paper.	<ul style="list-style-type: none"> <li>• Specially engineered for use in on-demand ink jet printers</li> <li>• Good ink jet print quality coupled with fast ink drying time</li> <li>• Ideal for applications printing variable information in conjunction with full colour graphics</li> <li>• Not recommended for flexo printing</li> </ul>	<b>87</b>	<b>104</b>

# Avery Dennison Variable Information Films

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Direct Thermal Film</b>			
<b>Direct-Thermal 300BN</b>			
A white BOPP film coated with a barrier-coated thermosensitive layer.	<ul style="list-style-type: none"> <li>Suitable for use in thermal printing applications where labels come into contact with moisture, fat and oils. i.e. meat processing plants</li> <li>DT300BN features excellent environmental resistance and good label stiffness which assists in label dispensing in print and apply applications</li> <li><i>This product is not recommended for applications where labels are exposed to direct sunlight or temperatures above 80C</i></li> </ul>	<b>68</b>	<b>85</b>
<b>Polythermal</b>			
A white BOPP film coated with a thermosensitive layer.	<ul style="list-style-type: none"> <li>Polythermal is designed for use in thermal printing systems</li> <li>Most suited to applications where the environment is dry and a tear resistant label is required i.e. airline baggage tags</li> <li>For moist environments Avery Dennison recommends DT300BN</li> <li><i>This product is not recommended for applications where labels are exposed to direct sunlight or temperatures above 50C</i></li> </ul>	<b>70</b>	<b>90</b>
<b>Thermal Transfer Film (PE)</b>			
<b>Data PE 80</b>			
A matte white, clay coated, cavitated, biaxially-oriented PE film.	<ul style="list-style-type: none"> <li>Ideally suited to thermal transfer applications where environmental resistance and moderate outdoor durability is required, i.e. drum labelling</li> <li>Improved conformability compared to Supalux</li> <li>Outdoor durability of up to 6 months can be expected in favourable conditions where the product is sheltered from rain, wind and direct sunlight</li> </ul>	<b>75</b>	<b>95</b>
<b>Blood Donor Label</b>			
A matte white, clay coated, cavitated, biaxially-oriented PE film.	<ul style="list-style-type: none"> <li>Blood Donor Label material is specifically designed for the labeling of blood donor bags and related products</li> <li>Facestock is approved for use within the Australian Red Cross Blood Service</li> </ul>	<b>75</b>	<b>95</b>
<b>Thermal Transfer Film (PET)</b>			
<b>2M PET Range</b>			
2 Mil print-treated polyester featuring excellent tear strength, heat resistance, dimensional stability, opacity and chemical resistance.	<ul style="list-style-type: none"> <li>Print treatment is designed to enhance printability with a variety of printing processes</li> <li>Suitable for a wide range of durable applications including product identification labels, rating plates, work in progress (WIP) labels and asset tags</li> <li>UL recognised for indoor and outdoor applications</li> </ul>	<b>N/A</b>	<b>51</b>
<b>Thermal Transfer Film (PP)</b>			
<b>Supalux</b>			
A surface-treated, matte white BOPP film.	<ul style="list-style-type: none"> <li>Ideally suited to thermal transfer applications where environmental resistance and moderate outdoor durability is required i.e. drum labelling</li> <li>Excellent scratch resistance and is compatible with a broad range of adhesives</li> <li>Outdoor durability of up to 6 months can be expected in favourable conditions where the product is sheltered from rain, wind and direct sunlight</li> </ul>	<b>66</b>	<b>80</b>
<b>Laser Film</b>			
<b>Dataflex</b>			
A matte white synthetic film.	<ul style="list-style-type: none"> <li>Designed for use in applications using black and white (not colour) laser and thermal transfer printers (please read information on page 7)</li> <li>Ideally suited to applications where environmental resistance and limited outdoor durability is required i.e. drum labelling</li> <li>Outdoor durability of up to 6 months can be expected in favourable conditions where the product is sheltered from rain, wind and direct sunlight</li> </ul>	<b>109</b>	<b>178</b>

# Avery Dennison Wine Portfolio

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Gloss Papers</b>			
<b>Premium Gloss White</b>			
A premium quality white, one side cast coated paper exhibiting superior gloss white finish. This results in sharper printing with higher contrasts.	<ul style="list-style-type: none"> <li>• For use where brilliant multicolor print quality and high gloss levels are required using any conventional label printing process</li> <li>• Can be embossed and/or hot-foil stamped</li> <li>• Typically used for wine &amp; high end beverage labels</li> <li>• Good resistance to edge-wicking</li> <li>• Good opacity for labelling dark coloured wine bottles</li> </ul>	<b>86</b>	<b>89</b>
<b>High Gloss White (HGW)</b>			
A white, one side cast coated, gloss finished, wood-free printing paper, featuring OBA.	<ul style="list-style-type: none"> <li>• For use where brilliant multicolor print quality is required using any conventional label printing process</li> <li>• Can be embossed and/or hot-foil stamped</li> <li>• Suitable for cosmetics, pharmaceutical, food, beverage, wine &amp; promotional labels</li> <li>• Moderate resistance to edge-wicking</li> </ul>	<b>80</b>	<b>84</b>
<b>Uncoated Papers - Featuring Underlamine (U/L)</b>			
<b>Estate #8 PE</b>			
A white vellum paper featuring wet strength and an extruded PE coated underlamine.	<ul style="list-style-type: none"> <li>• Suitable for primary labelling of wine, specialty beverage and specialist foods</li> <li>• Wet strength properties assist in retaining the strength of the paper fibres when exposed to moisture or wet environments</li> <li>• Polymer coating improves moisture barrier properties and reduces the severity of paper fibre swelling induced "bubbling" on difficult substrates</li> <li>• Printable using all conventional label printing processes, however the textured nature of the facestock means that it is better suited to offset printing</li> <li>• Can be further embellished using foil stamping and embossing</li> <li>• High levels of embossing could impair the moisture barrier and reduce adhesion / mandrel performance</li> <li>• Labels must have a 3mm grain free zone measured from label edges</li> <li>• Not recommended for neck labels or tight mandrel applications due to high stiffness</li> <li>• Not available with removable or repositionable adhesives</li> <li>• The use of over-varnish is essential to enhance surface water repellance</li> <li>• Refer to Wine Technical Brochure for more PS application considerations</li> </ul>	<b>114</b>	<b>140</b>
<b>Estate #8</b>			
A white vellum paper featuring wet strength properties.	<ul style="list-style-type: none"> <li>• Suitable for primary labelling of wine, specialty beverage and specialist foods</li> <li>• Wet strength properties assist in retaining the strength of the paper fibres when exposed to moisture or wet environments</li> <li>• Recommended for dry applications only, as there is no polymer coating on the "bareback" grade</li> <li>• Printable using all conventional label printing processes, however the textured nature of the facestock means that it is better suited to offset printing</li> <li>• Can be further embellished using foil stamping and embossing.</li> <li>• High levels of embossing could reduce adhesion / mandrel performance</li> <li>• Labels must have a 3mm grain free zone measured from label edges</li> <li>• Not recommended for neck labels or tight mandrel applications due to high stiffness</li> <li>• Not available with removable or repositionable adhesives</li> <li>• The use of over-varnish is essential to enhance surface water repellance</li> <li>• Refer to Wine Technical Brochure for more PS application considerations</li> </ul>	<b>90</b>	<b>127</b>

# Avery Dennison Wine Portfolio

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Uncoated Papers - Featuring Underlamine (U/L) Continued</b>			
<b>Vintage</b>			
A white vellum paper featuring wet strength and a proprietary moisture resistant coating on both sides.	<ul style="list-style-type: none"> <li>• Suitable for primary labelling of wine, specialty beverage and specialist foods</li> <li>• Wet strength properties assist in retaining the strength of the paper fibres when exposed to moisture or wet environments</li> <li>• The polymer coating on both sides improves moisture barrier properties and minimises the severity of paper fibre swelling induced "bubbling" on difficult substrates</li> <li>• Printable using all conventional label printing processes, however the textured nature of the facestock means that it is better suited to offset printing</li> <li>• Can be further embellished using foil stamping and embossing</li> <li>• High levels of embossing could impair the moisture barrier and reduce adhesion / mandrel performance</li> <li>• Labels must have a 3mm grain free zone measured from label edges</li> <li>• Not recommended for neck labels or tight mandrel applications due to high stiffness</li> <li>• Not available with removable or repositionable adhesives</li> <li>• The use of over-varnish is essential to enhance surface water repellance</li> <li>• Refer to Wine Technical Brochure for more PS application considerations</li> </ul>	<b>110</b>	<b>130</b>
<b>Antarctic Plus PE</b>			
A lightly calendared, super white uncoated paper facestock featuring wet strength properties and a PE film underlamine.	<ul style="list-style-type: none"> <li>• Suitable for primary labelling of wine, beverage and specialist foods</li> <li>• Polymer layer greatly improves moisture barrier properties and reduces the severity of paper fibre swelling induced 'bubbling' on difficult substrates</li> <li>• Printable using all conventional label printing processes, however the textured nature of the facestock means that it is better suited to offset printing</li> <li>• Can be further embellished using foil stamping and embossing</li> <li>• High levels of embossing could impair the moisture barrier and reduce adhesion/mandrel performance</li> <li>• Labels must have a 3mm grain free zone measured from label edges</li> <li>• Not recommended for neck labels or tight mandrel applications due to high stiffness</li> <li>• Not available with removable or repositionable adhesives</li> <li>• The use of over-varnish is essential to enhance surface water repellance</li> <li>• Refer to Wine Technical Brochure for more PS application considerations</li> </ul>	<b>115</b>	<b>124</b>
<b>Super White Opaque</b>			
A super white uncoated paper featuring wet strength and a proprietary moisture resistant coating on both sides.	<ul style="list-style-type: none"> <li>• Suitable for primary labelling of wine, specialty beverage and specialist foods</li> <li>• Wet strength properties assist in retaining the strength of the paper fibres when exposed to moisture or wet environments</li> <li>• Polymer coating on both sides provides superior moisture barrier properties and thereby improves ice-bucket performance by retaining opacity for longer periods</li> <li>• Printable using all conventional label printing processes, however the textured nature of the facestock means that it is better suited to offset printing</li> <li>• Can be further embellished using foil stamping and embossing</li> <li>• High levels of embossing could impair the moisture barrier and reduce adhesion / mandrel performance</li> <li>• Labels must have a 3mm grain free zone measured from label edges</li> <li>• Not recommended for neck labels or tight mandrel applications due to high stiffness</li> <li>• Not available with removable or repositionable adhesives</li> <li>• The use of over-varnish is essential to enhance surface water repellance</li> <li>• Refer to Wine Technical Brochure for more PS application considerations</li> </ul>	<b>110</b>	<b>130</b>

# Avery Dennison Wine Portfolio

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Uncoated Papers - Featuring Underlamine (U/L) continued</b>			
<b>Estate #4 PE</b>			
A white laid paper featuring wet strength and an extruded PE coated underlamine	<ul style="list-style-type: none"> <li>• Suitable for primary labelling of wine, specialty beverage and specialist foods</li> <li>• Wet strength properties assist in retaining the strength of the paper fibres when exposed to moisture or wet environments</li> <li>• Polymer coating improves moisture barrier properties and reduces the severity of paper fibre swelling induced “bubbling” on difficult substrates</li> <li>• Printable using all conventional label printing processes, however the textured nature of the facestock means that it is better suited to offset printing</li> <li>• Can be further embellished using foil stamping and embossing</li> <li>• High levels of embossing could impair the moisture barrier and reduce adhesion / mandrel performance</li> <li>• Labels must have a 3mm grain free zone measured from label edges</li> <li>• Not recommended for neck labels or tight mandrel applications due to high stiffness</li> <li>• Not available with removable or repositionable adhesives</li> </ul>	<b>120</b>	<b>157</b>
<b>Metallised Papers</b>			
<b>Maxflex Bright Silver <span style="color: red;">NEW</span></b>			
A premium finish metallised paper with an acrylic topcoat.	<ul style="list-style-type: none"> <li>• Designed for decorative labelling of wine, spirits, beverage and premium food products</li> <li>• Can be printed using all conventional label processes including foil stamping</li> <li>• High levels of moisture exposure may exhibit edge wicking and label damage</li> <li>• Prior testing before use in these environments is highly recommended</li> <li>• A suitable varnish will improve the durability of the label</li> <li>• High levels of embossing will reduce mandrel and adhesion performance</li> </ul>	<b>83</b>	<b>66</b>

# Avery Dennison Wine Portfolio

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Style Paper</b>			
<b>Cane Fibre <span style="color: red;">NEW</span></b>			
<p>A white uncoated, matt wood-free printing paper with wet strength and fungicidal treatments. Made from 95% sugar cane fibres a by-product of sugar cane production and 5% hemp and linen. The paper avoids tree loss and, unlike recycled papers, no chemicals are needed to remove ink in order to ensure a white colour.</p>	<ul style="list-style-type: none"> <li>Eco-friendly materials with outstanding conversion performance</li> <li>This product is smooth and has a high level of whiteness</li> <li>Cane Fibre Paper is ideally suited to wines and spirits</li> <li>Wet strength properties assist in retaining the strength of the paper fibres when exposed to moisture or wet environments</li> <li>Printable using all conventional label printing processes, however the textured nature of the paper means that it is better suited to offset printing</li> <li>Can be further embellished using foil stamping and embossing</li> <li>High levels of embossing could impair and/or reduce adhesion/mandrel performance</li> <li>Labels must have a 3mm grain free zone measured from label edges</li> <li>Not recommended for neck labels or tight mandrel applications due to high stiffness</li> <li>Not available with removable or repositionable adhesives</li> <li>The use of over-varnish is essential to enhance surface water repellance</li> <li>Refer to Wine Technical Brochure for more PS application considerations</li> </ul>	<b>90</b>	<b>117</b>
<b>Black Paper <span style="color: red;">NEW</span></b>			
<p>High quality uncoated matte black paper, coloured to core with wet strength and fungicidal treatments.</p>	<ul style="list-style-type: none"> <li>Offers wine labellers an option where no white edge is required</li> <li>Suitable for primary labelling of high end and luxury goods e.g. wines, spirits and specialist foods</li> <li>Printable using all conventional label printing processes, however the textured nature of the facestock means that it is better suited to offset printing</li> <li>Can be further embellished using foil stamping and embossing</li> <li>High levels of embossing could impair the moisture barrier and reduce adhesion/mandrel performance</li> <li>Labels must have a 3mm grain free zone measured from label edges</li> <li>Not recommended for neck labels or tight mandrel applications due to high stiffness</li> <li>Not available with removable or repositionable adhesives</li> <li>The use of over-varnish is essential to enhance surface water repellance</li> <li>Refer to Wine Technical Brochure for more PS application considerations</li> </ul>	<b>100</b>	<b>130</b>
<b>Frozen Orion Diamond Plus</b>			
<p>A wood-free paper with a silver pearlescent textured look, with fungicidal treatments and a PET film underlamine.</p>	<ul style="list-style-type: none"> <li>Suitable for primary labelling of high end and luxury goods requiring a silky tactile feel e.g. luxury wines and spirits and specialist foods</li> <li>Due to the high stiffness of the facestock we do not recommend this construction for small diameter substrates (neck labels)</li> <li>Can be further embellished using foil stamping and embossing</li> <li>High levels of embossing could impair the moisture barrier and reduce adhesion/mandrel performance</li> <li>Labels must have a 3mm grain free zone measured from label edges</li> <li>Not recommended for neck labels or tight mandrel applications due to high stiffness</li> <li>Not available with removable or repositionable adhesives</li> <li>The use of over-varnish is essential to enhance surface water repellance</li> <li>Refer to Wine Technical Brochure for more PS application considerations</li> </ul>	<b>110</b>	<b>120</b>

# Avery Dennison Wine Portfolio

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Style Paper continued</b>			
<b>Frozen Astra Diamond Plus <span style="color: red;">NEW</span></b>			
<p>A wood-free paper with a brushed silver pearlescent textured look, with fungicidal treatments and a PET film underlamine.</p>	<ul style="list-style-type: none"> <li>• Suitable for primary labelling of high end and luxury goods requiring a woven, silky tactile feel e.g. luxury wines and spirits and specialist foods</li> <li>• Due to the high stiffness of the facestock, Avery Dennison does not recommend this construction for small diameter substrates (neck labels)</li> <li>• Can be further embellished using foil stamping and embossing</li> <li>• High levels of embossing could impair the moisture barrier and reduce adhesion/mandrel performance</li> <li>• Labels must have a 3mm grain free zone measured from label edges</li> <li>• Not recommended for neck labels or tight mandrel applications due to high stiffness</li> <li>• Not available with removable or repositionable adhesives</li> <li>• The use of over-varnish is essential to enhance surface water repellance</li> <li>• Refer to Wine Technical Brochure for more PS application considerations</li> </ul>	<b>110</b>	<b>120</b>
<b>Style Film</b>			
<b>PP120 Matte Wine</b>			
<p>A white, two side clay-coated, matte finished, high opacity polypropylene film.</p>	<ul style="list-style-type: none"> <li>• Suitable for primary labelling of high end and luxury goods with an 'old world' look, e.g. wines, spirits and specialist foods</li> <li>• Printable using all conventional label printing processes</li> <li>• Can be further embellished using foil stamping and embossing</li> <li>• High levels of embossing could reduce adhesion/mandrel performance</li> <li>• Not recommended for neck labels or tight mandrel applications</li> <li>• Not available with removable or repositionable adhesives</li> <li>• Refer to Wine Technical Brochure for more PS application considerations</li> </ul>	<b>92</b>	<b>120</b>
<b>Aqua Proof Orion S</b>			
<p>A high performance unique silver pearlescent film with an embossed textured finish. Provides the look and feel of paper and the exceptional water resistance of a film.</p>	<ul style="list-style-type: none"> <li>• Unique material suitable for decorative labelling of high quality and luxury products, such as wines, spirits and specialist foods</li> <li>• Printable using all conventional label printing processes</li> <li>• Can be further embellished using foil stamping and embossing</li> <li>• High levels of embossing could reduce adhesion/mandrel performance</li> <li>• Not recommended for neck labels or tight mandrel applications</li> <li>• Not available with removable or repositionable adhesives</li> <li>• Refer to Wine Technical Brochure for more PS application considerations</li> </ul>	<b>83</b>	<b>106</b>

# Avery Dennison Digital Portfolio

Description	Application	Basis Weight (gsm)	Caliper (micron)
<b>Paper</b>			
<b>High Gloss Paper ITC</b>			
<p>A white, one side gloss finished cast coated paper with a top coating for HP indigo printing.</p>	<ul style="list-style-type: none"> <li>• Suitable where for use with HP Indigo presses</li> <li>• Applications include labelling of promotional and industrial labels where brilliant multi-colourprint quality and attractive gloss appearance are required, particularly when the advantages of short runs and last minute changes are important</li> <li>• Typical applications include labels for wine bottles, cosmetics, food products and promotional labels</li> </ul>	<b>80</b>	<b>88</b>
<b>PP80 White ITC</b>			
<p>HP Indigo printable top-coated biaxially oriented, white polypropylene film for rigid containers where durability is required.</p>	<ul style="list-style-type: none"> <li>• Suitable for use with HP Indigo presses</li> <li>• Applications are predominately in cosmetics, food containers and toiletries; areas requiring high quality graphics together with consistent functional performance during automatic application and in end use</li> </ul>	<b>62</b>	<b>80</b>





## Avery Dennison Adhesives Legend

Yes = ● Trial = ■ No= Blank

**INDIRECT FOOD :** Indirect food contact. ie. separated by a functional barrier.

**DIRECT FOOD :** Suitable for contact to dry or moist non-fatty food products.

**FREEZER :** Adhesives suitable for application to substrates at temperatures down to -20°C

**CHILLED :** Suitable for use on dry surfaces that may be exposed to condensation after application.

**WET SURFACES :** Suitable for use on surfaces where partially exposed to limited moisture or condensation.

**TIGHT MANDREL :** Suitable for low diameter substrates greater than 15mm on glass and PE. Prior testing is highly recommended.

## Avery Dennison Adhesives

Features	Special Comments	Initial Tack	Ultimate Adhesion	Minimum Application Temperature
<b>General Purpose Permanent Adhesives for Papers</b>				
<b>ET9</b> A general purpose permanent acrylic based adhesive for paper reels				
<ul style="list-style-type: none"> <li>Excellent initial tack and adhesion on a variety of substrates</li> <li>Exhibits low bleed characteristics</li> <li>Good die-cutting and stripping properties</li> <li>Offers a wide service temperature range</li> <li>Demonstrates good UV resistance</li> </ul>		High	High	5 C
<b>S2045</b> A general purpose permanent rubber based adhesive for paper reels				
<ul style="list-style-type: none"> <li>Global Adhesive exhibits excellent adhesive performance</li> <li>Suitable for use under general purpose temperatures</li> <li>Provides moisture resistance after application on a dry surface</li> <li>Suitable for a wide variety of substrates including apolar slightly rough and curved surfaces</li> </ul>	<ul style="list-style-type: none"> <li>Care should be taken where incidental chemical exposure could degrade adhesive performance</li> <li>Excessive exposure to sunlight may also result in degradation of the adhesive</li> </ul>	High	Very High	0 C
<b>S2049</b> A general purpose permanent rubber based adhesive suitable for rough surfaces such as recycled cardboard				
<ul style="list-style-type: none"> <li>Global Adhesive exhibits excellent adhesive performance</li> <li>Ideal for textured HDPE recycled corrugated cardboard and difficult substrates</li> <li>Suitable for use under chilled or general purpose temperatures</li> <li>Provides moisture resistance after application on a dry surface</li> <li>Suitable for a wide variety of substrates including apolar slightly rough and curved surfaces</li> </ul>	<ul style="list-style-type: none"> <li>Care should be taken where incidental chemical exposure could degrade adhesive performance</li> <li>Excessive exposure to sunlight may also result in degradation of the adhesive</li> </ul>	Very High	Very High	0 C
<b>S1010</b> A general purpose permanent acrylic based adhesive for paper reels				
<ul style="list-style-type: none"> <li>Excellent initial tack and adhesion on a variety of substrates</li> <li>Exhibits low bleed characteristics</li> <li>Good diecutting &amp; guillotining properties</li> <li>Demonstrates good UV resistance and aged performance</li> </ul>	<ul style="list-style-type: none"> <li>Adhesive available on imported laminates only</li> </ul>	High	High	5 C
<b>ET9L</b> A general purpose permanent acrylic based adhesive for sheets				
<ul style="list-style-type: none"> <li>Excellent initial tack and adhesion on a variety of substrates</li> <li>Exhibits low bleed characteristics</li> <li>Good sheeting; diecutting &amp; guillotining properties</li> <li>Offers a wide service temperature range</li> <li>Demonstrates good UV resistance</li> </ul>	<ul style="list-style-type: none"> <li>Permanent acrylic adhesive with low bleed designed for the sheet applications</li> </ul>	High	High	5 C

**ICE BUCKET :** Suitable for submersion in ice bucket for periods of up to 2 hours.

**WASHAWAY :** Adhesive will cleanly remove from substrate after soaking in warm water. Refer product specification sheet for further details.

**CARDBOARD :** Adhesive suitable for use on recycled cardboard - levels of recycled content, contamination, waxes, may limit adhesion.

**PVC :** Typical monomeric plasticised PVC.

## Avery Dennison Adhesives

Service Temperature Range	Food		Applications							Substrates						
	Indirect Food	Direct Food	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Wash Away	Cardboard	PET	HDPE	PVC	LDPE	PP	Rigid PS	
-20 C to 100 C	●					■			■	●	●	■	■	●	●	
-40 C to 70 C	●	●		■		■			■	●	●		●	●	●	
-40 C to 70 C	●	●		●	■	●			●	●	●		●	●	●	
-20 C to 80 C	●					■			■	●	●	■	■	●	●	
-20 C to 100 C	●					■			■	●	●	■	■	●	●	

# Avery Dennison Adhesives

Features	Special Comments	Initial Tack	Ultimate Adhesion	Minimum Application Temperature
<b>General Purpose Permanent Adhesives for Films</b>				
<b>SPX</b> A specialty high performance permanent rubber based adhesive designed for filmic facestocks				
<ul style="list-style-type: none"> <li>• Use in chilled dairy applications for textured HDPE containers</li> <li>• Designed for use with filmic facestocks</li> <li>• Moisture resistant</li> <li>• Commonly adopted for industrial and chilled applications</li> <li>• High adhesion and tack to apolar surfaces</li> </ul>		Very High	Very High	-5 C
<b>SRP</b> A general purpose permanent acrylic based adhesive designed for filmic facestocks				
<ul style="list-style-type: none"> <li>• High degree of clarity and "wet out" for clear filmic facestocks</li> <li>• Good initial tack and adhesion on a variety of substrates including apolar surfaces</li> <li>• Exhibits low bleed characteristics</li> <li>• Good die-cutting and stripping properties</li> <li>• Offers a wide service temperature range</li> <li>• Demonstrates good UV resistance</li> <li>• On some HDPE and PP containers it also offers a window of repositionability</li> </ul>	<ul style="list-style-type: none"> <li>• Limited resistance to plasticisers found in PVC substrates and low molecular weight oils</li> </ul>	Medium	High	5 C
<b>S692N</b> A general purpose permanent acrylic based adhesive designed for filmic facestocks				
<ul style="list-style-type: none"> <li>• High degree of clarity and "wet out" for clear filmic facestocks</li> <li>• Good initial tack and adhesion on a variety of substrates including apolar surfaces</li> <li>• Exhibits low bleed characteristics</li> <li>• Good die-cutting and stripping properties</li> <li>• Offers a wide service temperature range</li> <li>• Demonstrates good UV resistance</li> </ul>	<ul style="list-style-type: none"> <li>• Limited resistance to plasticisers found in PVC substrates and low molecular weight oils</li> </ul>	High	High	5 C
<b>E140</b> A clear general purpose permanent acrylic emulsion adhesive designed for use with PVC films				
<ul style="list-style-type: none"> <li>• Offers good clarity on clear filmic facestocks</li> <li>• Moderate initial tack and excellent adhesion to most substrates</li> <li>• Exhibits good resistance to plasticisers found in PVC</li> <li>• Good "wet out" on clear containers</li> <li>• Demonstrates good UV resistance</li> </ul>		Medium	High	5 C
<b>S333</b> An industrial general purpose durable acrylic based adhesive for filmic facestocks				
<ul style="list-style-type: none"> <li>• High degree of clarity and "wet out" for clear filmic facestocks</li> <li>• Good initial tack and adhesion on a variety of substrates including apolar surfaces</li> <li>• Exhibits low bleed characteristics</li> <li>• Good die-cutting and stripping properties</li> <li>• Offers a wide service temperature range include high temp duarable performance</li> <li>• Demonstrates good UV resistance</li> </ul>	<ul style="list-style-type: none"> <li>• Durable application adhesive</li> <li>• Adhesive available on imported laminates only</li> </ul>	High	High	-4 C

# Avery Dennison Adhesives

Service Temperature Range	Food		Applications							Substrates					
	Indirect Food	Direct Food	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Wash Away	Cardboard	PET	HDPE	PVC	LDPE	PP	Rigid PS
-40 C to 70 C	●			●	●	■	■		●	●	●		●	●	●
-20 C to 80 C	●	●				■				●	●	■	●	●	●
-20 C to 80 C	●	●				■				●	●	■	●	●	●
-30 C to 120 C						■				●	●	●	●	●	●
-40 C to 145 C				●		●				●	●	●	●	●	●

# Avery Dennison Adhesives

Features	Special Comments	Initial Tack	Ultimate Adhesion	Minimum Application Temperature
----------	------------------	--------------	-------------------	---------------------------------

## General Purpose Repositionable Adhesives for Papers

TR7	A general purpose repositionable acrylic based adhesive for paper reels			
<ul style="list-style-type: none"> <li>Special purpose repositionable adhesive</li> <li>Repositionable for up to 24 hours on most surfaces</li> <li>Suitable for a wide variety of packaging materials</li> <li>Good die cutting and stripping properties</li> </ul>	<ul style="list-style-type: none"> <li>The adhesive is primarily designed for HDPE; PP and LDPE surfaces</li> <li>Prior testing is highly recommended for all surfaces</li> </ul>	Medium	High	-10 C

## General Purpose Removable Adhesives for Papers

R5000	A general purpose removable acrylic based adhesive for paper reels			
<ul style="list-style-type: none"> <li>Features good tack and adhesion performance</li> <li>Offers relatively long term removability in combination with superior and clean removability from most substrate</li> <li>Delivers good UV resistance</li> <li>The adhesive allows label application at a wide temperature range and it retains its removable properties even at very low temperatures</li> <li>The adhesive complies with the European food directives and legislations, FDA 175.105 and the German recommendations XIV as published by BfR. BfR (Bundesinstitut für Risikobewertung) is the German Federal Institute for Risk Assessment. The adhesive can be used in direct contact with dry and moist, non fatty foodstuffs</li> </ul>	<ul style="list-style-type: none"> <li>Please note removable adhesives are not recommended for tight mandrel applications</li> <li>Removability is subject to surface conditions, Avery Dennison recommends trialing before use</li> </ul>	Low	Medium	-5 C
R100	A general purpose removable solvent rubber based adhesive for paper reels			
<ul style="list-style-type: none"> <li>Features good tack and adhesion performance</li> <li>Offers excellent clean long term removability</li> <li>The adhesive allows label application at a wide temperature range</li> </ul>	<ul style="list-style-type: none"> <li>Please note removable adhesives are not recommended for tight mandrel applications</li> <li>Removability is subject to surface conditions, Avery Dennison recommends trialing before use</li> <li>Prolonged UV exposure may adversely affect clean removability.</li> <li>Adhesive available on imported laminates only</li> </ul>	Medium	Medium	-20 C

## General Purpose Removable Adhesives for Films

SR2	A general purpose removable acrylic based adhesive for filmic reels			
<ul style="list-style-type: none"> <li>Features good tack and adhesion performance</li> <li>Offers clean medium term removability</li> <li>Delivers good UV resistance</li> <li>The adhesive allows label application at a wide temperature range</li> </ul>	<ul style="list-style-type: none"> <li>Please note removable adhesives are not recommended for tight mandrel applications</li> <li>Removability is subject to surface conditions, Avery Dennison recommends trialing before use</li> <li>This adhesive is not recommended for cardboard</li> </ul>	Medium	Medium	-5 C
E85	A general purpose removable acrylic based adhesive for sheets designed for use with PVC films			
<ul style="list-style-type: none"> <li>Excellent adhesion and long term removability from a wide range of substrates</li> <li>Exhibits good resistance to plasticisers found in most PVC</li> <li>Good "wet out" on clear containers</li> <li>Good UV; humidity and saltspray resistance</li> </ul>	<ul style="list-style-type: none"> <li>Removability may be compromised when applied to nitrocellulose paints; fresh screenprint inks, ABS, polystyrene &amp; certain types of PVC</li> </ul>	Low	Medium	5 C

# Avery Dennison Adhesives

Service Temperature Range	Food		Applications							Substrates					
	Indirect Food	Direct Food	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Wash Away	Cardboard	PET	HDPE	PVC	LDPE	PP	Rigid PS
-50 C to 90 C	●		■	●					■	■	●		●	●	●
-30 C to 60 C	●	●	■	●					●		●		●	●	
-40 C to 80 C	●	●	■	●					●	●	●		●	●	●
-30 C to 60 C	●		■	●							●		●	●	
-30 C to 120 C				●						●	●		●	●	

# Avery Dennison Adhesives

Features	Special Comments	Initial Tack	Ultimate Adhesion	Minimum Application Temperature
<b>Specialty Wine Adhesives</b>				
<b>S2047</b> A special purpose permanent rubber based adhesive designed for the wine market				
<ul style="list-style-type: none"> <li>General purpose wine adhesive exhibiting excellent adhesive performance</li> <li>Provides moisture resistance after application on a dry surface</li> <li>Suitable for a wide variety of substrates including apolar slightly rough and curved surfaces</li> </ul>	<ul style="list-style-type: none"> <li>Adhesive performance will be reduced if heavy embossing or foiling is applied - prior testing is strongly recommended. Labels must have a 3mm grain free zone measured from label edges.</li> <li>To avoid bubbling with offset papers care needs to be taken with application. Refer to Water Spray Protocol Technical Marketing Bulletin</li> <li>For details on ice bucket performance please refer to the Technical Marketing Bulletin</li> <li>Excessive exposure to sunlight may also result in degradation of the adhesive</li> </ul>	Very High	Very High	5 C
<b>WLP</b> A special purpose permanent acrylic emulsion adhesive designed for the wine market				
<ul style="list-style-type: none"> <li>General purpose wine adhesive exhibiting excellent adhesive performance</li> <li>Offers good ice bucket performance when used with appropriate varnished facestocks</li> <li>Effective during extended storage in refrigeration</li> <li>Good die-cutting and stripping properties</li> <li>Exhibits low bleed characteristics</li> </ul>	<ul style="list-style-type: none"> <li>Adhesive performance will be reduced if heavy embossing or foiling is applied - prior testing is strongly recommended. Labels must have a 3mm grain free zone measured from label edges.</li> <li>For details on ice bucket performance please refer to the Technical Marketing Bulletin</li> </ul>	High	High	5 C
<b>S2030</b> A special purpose permanent acrylic emulsion adhesive designed for the wine market				
<ul style="list-style-type: none"> <li>General purpose wine adhesive exhibiting excellent adhesive performance</li> <li>The product is designed for use in the beverage industry, especially for the labelling of wine bottles when the advantages of front &amp; back body labels and neck / shoulder labelling on the same adhesive is important</li> </ul>	<ul style="list-style-type: none"> <li>Adhesive performance will be reduced if heavy embossing or foiling is applied - prior testing is strongly recommended. Labels must have a 3mm grain free zone measured from label edges.</li> <li>To avoid bubbling with offset papers care needs to be taken with application. Refer to Water Spray Protocol Technical Marketing Bulletin</li> <li>Adhesive available on imported laminates only</li> </ul>	Very High	Very High	5 C
<b>WLK202</b> A special purpose extra permanent acrylic based adhesive designed specifically for demanding wine label applications				
<ul style="list-style-type: none"> <li>Special purpose aggressive wine adhesive exhibiting excellent adhesive performance</li> <li>For use in difficult applications where moderate levels of moisture are present eg. sparkling wine</li> <li>Offers good ice bucket performance when used with appropriate varnished facestocks</li> <li>Effective during extended storage in refrigeration</li> <li>Suitable for neck labelling applications when matched with low memory facestocks</li> </ul>	<ul style="list-style-type: none"> <li>Adhesive performance will be reduced if heavy embossing or foiling is applied - prior testing is strongly recommended. Labels must have a 3mm grain free zone measured from label edges.</li> <li>Where high levels of moisture are present it is recommended in-line air blowers are used prior to application</li> <li>The construction will have a tendency to bleed, so therefore avoid tight rewinding</li> <li>For details on ice bucket performance please refer to the Technical Marketing Bulletin</li> </ul>	Very High	Very High	-5 C
<b>Z3338</b> A special purpose extra permanent acrylic based adhesive designed specifically for heavy condensated applications such as sparkling wines and champagnes				
<ul style="list-style-type: none"> <li>Special purpose wine adhesive engineered to perform on cold/condensated glass surfaces</li> <li>For use in difficult applications where high levels of moisture are present eg. sparkling wine &amp; champagne</li> <li>Offers good ice bucket performance when used with appropriate varnished facestocks</li> <li>Effective during extended storage in refrigeration</li> </ul>	<ul style="list-style-type: none"> <li>Adhesive performance will be reduced if heavy embossing or foiling is applied - prior testing is strongly recommended. Labels must have a 3mm grain free zone measured from label edges.</li> <li>To avoid bubbling with offset papers care needs to be taken with application. Refer to Water Spray Protocol Technical Marketing Bulletin</li> <li>Z3338 is designed to provide unmatched in-line, wet-applied label positioning that will improve operational efficiencies, including reduced line down-time and less product obsolescence, when using pressure-sensitive labelling materials in hot and humid environments.</li> <li>Z3338 also helps prevent ice bucket and cold box labels from moving on the bottle. For details on ice bucket performance please refer to the Technical Marketing Bulletin</li> <li>Withstands variable temperature and humid environments</li> <li>Consistent label positioning on bottle surfaces with condensation</li> <li>In-line processing up to 600 bottles per minute</li> <li>Maintains label integrity in ice bucket and cold box exposure</li> </ul>	High	High	-29 C



# Avery Dennison Adhesives

Service Temperature Range	Food		Applications							Substrates					
	Indirect Food	Direct Food	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Wash Away	Cardboard	PET	HDPE	PVC	LDPE	PP	Rigid PS
-40 C to 70 C	●	●		●	■	●	●		●	●	●		●	●	●
-20 C to 70 C	●			●	■	■	●		■	●	●		■	●	●
-20 C to 80 C	●			●	■	●	●		■	●	●		●	●	●
-30 C to 70 C	●			●	●	●	●		●	●	●		●	●	●
-53 C to 93 C	●		●	●	●	●	●		●	●	●		●	●	●

# Avery Dennison Adhesives

Features	Special Comments	Initial Tack	Ultimate Adhesion	Minimum Application Temperature
<b>Special Purpose Adhesives</b>				
<b>C2075</b> A global rubber based freezer grade permanent adhesive				
<ul style="list-style-type: none"> <li>Excellent cold temperature performance but moderate room temperature performance</li> <li>Good adhesion performance can be achieved on slightly frosted surfaces</li> <li>Resistant to moisture during thawing</li> <li>Suitable for a wide variety of packaging materials and in particular flexible films</li> </ul>		High	High	-20 C
<b>AT20</b> A global acrylic based cold temperature grade				
<ul style="list-style-type: none"> <li>Excellent cold temperature performance</li> <li>Moderate room temperature performance</li> <li>Suitable for a wide variety of packaging materials and in particular flexible films</li> <li>Good die cutting and stripping properties</li> </ul>	<ul style="list-style-type: none"> <li>Repositionable at room temperature</li> </ul>	Medium	Medium	-10 C
<b>D170</b> A specialty permanent rubber based adhesive designed for paper facestocks				
<ul style="list-style-type: none"> <li>Moisture resistant</li> <li>Commonly adopted for chilled dairy applications</li> <li>High adhesion and tack to apolar surfaces</li> </ul>	<ul style="list-style-type: none"> <li>An adhesive designed for low temperature and refrigerated applications</li> </ul>	Very High	Very High	-5 C
<b>CD303</b> A specialty high performance permanent acrylic based adhesive designed for chemical drum labelling and other demanding applications				
<ul style="list-style-type: none"> <li>Aggressive tack provides an extremely strong bond for demanding applications</li> <li>This adhesive is suited for outdoor applications</li> <li>Suitable for adhering to rough surfaces including HDPE chemical drums</li> </ul>	<ul style="list-style-type: none"> <li>The construction will have a tendency to bleed, so therefore avoid tight rewinding</li> </ul>	Very High	Very High	0 C
<b>S2059</b> A specialty permanent rubber based adhesive suitable for demanding applications such as tyre labelling				
<ul style="list-style-type: none"> <li>Specially designed to meet the demands of rough and textured surfaces, such as those in the tyre and textile industries</li> </ul>	<ul style="list-style-type: none"> <li>Limited conversion speeds</li> <li>The construction will have a tendency to bleed, so therefore avoid tight rewinding</li> <li>Temperature levels of 50 degree celsius should not be exceeded</li> <li>Excessive exposure to sunlight may also result in degradation of the adhesive</li> </ul>	Very High	Very High	0 C
<b>BDL</b> A specialty adhesive designed to meet the requirements of labelling donor samples				
<ul style="list-style-type: none"> <li>Designed for primary labelling of blood donor bags</li> <li>Features good adhesive performance at low temperatures</li> <li>Features some water resistance and good adhesion to cold condensated surfaces</li> <li>Conforms to European certifications for blood bags</li> </ul>	<ul style="list-style-type: none"> <li>An adhesive designed for primary blood donor bag applications</li> </ul>	High	High	-5 C
<b>S692NP</b> A global permanent acrylic based adhesive designed for filmic facestocks for use in the pharmaceutical industry				
<ul style="list-style-type: none"> <li>S692NP adhesive performs well in applications with a high migration risk, such as fluid-filled linear low density polyethylene (LDPE) containers</li> <li>S692NP is a clear, permanent adhesive that adheres well to many tightly curved substrates (with a conformable face material) including glass, polyethylene (PE) and polypropylene (PP)</li> <li>UV resistance and weatherability is also excellent</li> <li>Exhibits low bleed characteristics</li> <li>Good die-cutting and stripping properties</li> <li>Offers a wide service temperature range</li> </ul>	<ul style="list-style-type: none"> <li>A low migratory adhesive designed for pharmaceutical labelling applications</li> </ul>	High	High	5 C

# Avery Dennison Adhesives

Service Temperature Range	Food		Applications							Substrates						
	Indirect Food	Direct Food	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Wash Away	Cardboard	PET	HDPE	PVC	LDPE	PP	Rigid PS	
-50 C to 70 C	●	●	●	●	■				■	●	■		■	■	■	
-50 C to 90 C	●		■	●	●	●	●		●	●	●		●	●	●	
-40 C to 70 C	●			●	●	■	■		●	●	●		●	●	●	
-30 C to 70 C	●			●	■				●	●	●		●	●	●	
-40 C to 50 C				●					●	●	●		●	●	●	
-40 C to 70 C	●				●	■	■		■	●	●	●	●	●	●	
-20 C to 100 C	●	●				●				●	●	■	●	●	●	

# Avery Dennison Adhesives

Features	Special Comments	Initial Tack	Ultimate Adhesion	Minimum Application Temperature
<b>Special Purpose Adhesives continued</b>				
<b>S7000 A clear permanent acrylic based adhesive with low ooze and excellent wet out characteristics</b>				
<ul style="list-style-type: none"> <li>• Applications are predominantly in cosmetics and detergents and in a wide range of prime label applications</li> <li>• Exhibits a balance of release properties to enable high speed converting and dispensing on increasingly thinner substrates</li> <li>• Designed for low surface-energy substrates enabling lasting performance on squeezable containers</li> <li>• Specifically designed to exhibit excellent wet out characteristics and water-whitening resistance</li> </ul>	<ul style="list-style-type: none"> <li>• FDA compliance: Title 21, Section 175.105 of the code of Federal Regulations (21 CFR 175.105). Compliance to this regulation permits the use of this adhesive in applications for which the adhesive either (1) is separated from the food by a functional barrier, which will prevent the migration of any of the adhesive components to the food, or (2) has incidental contact with food limited to the trace amount at the seams or the edges of the label.</li> </ul>	Medium	High	5 C
<b>S7400 A global crystal clear permanent acrylic based adhesive designed for filmic facestocks for use in clear on clear beverage labelling</b>				
<ul style="list-style-type: none"> <li>• Designed specifically for prime label applications which require resistance to water</li> <li>• Engineered to be applied to moist surfaces typically found in brewery (beer) applications</li> <li>• Maintains clarity through extended exposure to ice water</li> <li>• Excellent "wet out", converting, stripping and high speed dispensing characteristics</li> </ul>	<ul style="list-style-type: none"> <li>• Resistant to water whitening</li> <li>• Adhesive available on imported laminates only</li> </ul>	Medium	High	-4 C
<b>S7450 A premium adhesive for wine &amp; spirits and non-alcoholic beverages</b>				
<ul style="list-style-type: none"> <li>• Product of choice for premium 'no label' look</li> <li>• Enhanced wet-out performance (for higher clarity)</li> <li>• Features water whitening resistance</li> <li>• Reliable dispensing of larger label sizes and complex label shapes</li> <li>• Fit for lines with labelling speeds up to 500 bottles per minute</li> <li>• Offers an 'open time' of repositionability</li> </ul>	<ul style="list-style-type: none"> <li>• S7450 is specifically designed for conversion and dispensing of exceptional large and complex label shapes typical for wine &amp; spirits applications</li> </ul>	High	High	5 C
<b>S2012HT A special purpose permanent acrylic based adhesive</b>				
<ul style="list-style-type: none"> <li>• Designed for roll to sheet conversion</li> <li>• Suitable for copier and laser printer products</li> <li>• Features excellent guillotining properties with reduced edge bleed</li> <li>• Good tack and adhesion performance subject to surface conditions</li> <li>• Offers performance over a wide temperature range</li> </ul>	<ul style="list-style-type: none"> <li>• High speed sheet fed laser printers and copiers</li> <li>• Not recommended for moist environments</li> </ul>	High	High	0 C
<b>S727 A specialty permanent solvent acrylic adhesive designed for pharmaceutical applications</b>				
<ul style="list-style-type: none"> <li>• Developed for pharmaceutical applications where excellent initial tack, minimal cold flow and ultimate adhesion are required</li> <li>• Exhibits low bleed characteristics</li> <li>• Excellent die cutting and stripping properties, as well as automatic labelling features</li> <li>• Offers a wide service temperature range</li> <li>• Demonstrates good UV resistance</li> </ul>	<ul style="list-style-type: none"> <li>• Suitable for use in applications where Autoclave/Gamma radiation and EtO sterilisation methods are used</li> </ul>	High	Very High	10 C
<b>S2700 A general purpose permanent acrylic based adhesive</b>				
<ul style="list-style-type: none"> <li>• Designed for roll to sheet conversion</li> <li>• Suitable for copier and laser printer products</li> <li>• Features excellent guillotining properties with reduced edge bleed</li> <li>• Good tack and adhesion performance subject to surface conditions</li> <li>• Offers performance over a wide temperature range</li> </ul>	<ul style="list-style-type: none"> <li>• High speed sheet fed laser printers and copiers</li> <li>• Adhesive available on imported laminates only</li> </ul>	Medium	High	5 C

# Avery Dennison Adhesives

Service Temperature Range	Food		Applications							Substrates					
	Indirect Food	Direct Food	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Wash Away	Cardboard	PET	HDPE	PVC	LDPE	PP	Rigid PS
-20 C to 80 C	●									●	●	■	●	●	●
-40 C to 80 C					●	●	●			●	●		●	●	●
-20 C to 80 C	●				●	●	●			●	●		●	●	●
-20 C to 80 C	●	●							■	●	■		■	■	■
-17 C to 120 C	●			●		●			●	●	●		●	●	●
-20 C to 80 C									■	●	■		■	■	■

# Avery Dennison Adhesives

Features	Special Comments	Initial Tack	Ultimate Adhesion	Minimum Application Temperature
<b>Special Purpose Adhesives continued</b>				
<b>S2800 An aggressive permanent acrylic based adhesive designed for meat carcass labelling</b>				
<ul style="list-style-type: none"> <li>Designed specifically for use in direct contact onto fresh meat where the carcasses are subsequently transported to market and stored in chilled conditions</li> <li>Complies with the European food directives and legislation s; FDA 175.105 and BgV recommendations for direct contact with dry, moist and fatty foodstuffs</li> </ul>	<ul style="list-style-type: none"> <li>Specifically designed for use for the labelling of meat carcasses in accordance with EU regulations for compulsory beef labelling</li> <li>Designed for use for direct contact onto fresh meat for the quality market i.e. where carcasses are subsequently transported to market and stored in chilled conditions</li> <li>It is not recommended for applications where the carcass is blast frozen for long term storage</li> <li>Offered in combination with a variety of face materials that are equally resistant to both moist and fatty substrates</li> <li>Adhesive available on imported laminates only</li> </ul>	Medium	High	5 C
<b>S517N A global crystal clear permanent solvent acrylic based adhesive for filmic facestocks</b>				
<ul style="list-style-type: none"> <li>Designed specifically for clear label applications which require pasteurisation</li> <li>Excellent clarity</li> <li>High adhesion to glass containers</li> <li>Designed for Clear on Clear applications</li> </ul>	<ul style="list-style-type: none"> <li>Resistant to high temperatures</li> <li>Adhesive available on imported laminates only</li> </ul>	Medium	High	10 C
<b>LR2 A special purpose removable acrylic based adhesive for paper reels</b>				
<ul style="list-style-type: none"> <li>Features good tack and adhesion performance</li> <li>Offers clean long term removability</li> <li>Delivers good UV resistance</li> <li>The adhesive allows label application at a wide temperature range</li> <li>The adhesive complies with the USA food directive and legislation FDA 175.105</li> </ul>	<ul style="list-style-type: none"> <li>Please note: removable adhesives are not recommended for tight mandrel applications</li> <li>Removability is subject to surface conditions, Avery Dennison recommends trialing before use</li> <li>This adhesive is not recommended for cardboard</li> </ul>	Low	Low	15 C
<b>S100R A special purpose acrylic based adhesive for paper reels that is removable in water warmer than 38 degrees celsius</b>				
<ul style="list-style-type: none"> <li>Developed with good initial tack and ultimate adhesion performance</li> <li>S100R can be used as a permanent adhesive on many substrates, yet can still be removed after immersion in water hotter than 38 C</li> <li>Removal times will vary due to differences in facestocks and substrates</li> <li>Where removal is required, this adhesive is recommended for use on HDPE; PVC; Polyester; Stainless Steel and Glass</li> <li>The adhesive exhibits excellent die cutting and stripping properties</li> </ul>	<ul style="list-style-type: none"> <li>Please note: this adhesive is not recommended for use with filmic facestocks</li> <li>Removability is subject to surface conditions, Avery Dennison recommends trialing before use</li> <li>This adhesive is not recommended for polypropylene and polystyrene</li> <li>Adhesive available on Imported laminates only</li> </ul>	Medium	Medium	-6 C
<b>S660 A special purpose permanent, acrylic based adhesive</b>				
<ul style="list-style-type: none"> <li>Ideal for high speed conversion and production of complex shaped labels</li> <li>Combines high initial tack with excellent adhesion properties on a wide range of substrates</li> <li>Excellent UV and ageing resistance</li> </ul>	<ul style="list-style-type: none"> <li>Recommended for curved substrates e.g. small diameter glass ampoules</li> <li>Complies with FDA 175.105 and with BgVV XIV recommendations for <b>indirect</b> contact with foodstuff</li> </ul>	High	Very High	10 C

# Avery Dennison Adhesives

Service Temperature Range	Food		Applications							Substrates					
	Indirect Food	Direct Food	Freezer	Chilled	Wet Surfaces	Tight Mandrel	Ice Bucket	Wash Away	Cardboard	PET	HDPE	PVC	LDPE	PP	Rigid PS
-25 C to 70 C	●	●	●	●										●	●
-40 C to 148 C				●	■	■				●		■			●
-30 C to 80 C	●		■	■						●	●			●	●
-53 C to 93 C				●				●		●	●	●	■		
-20 C to 80 C	●						●								

# Avery Dennison Liners

Liner	Description	Basis Weight (gsm)	Average Thickness (um)
<b>Glassine</b>			
<b>BG40</b>	<b>A super calendered glassinated paper, available in white</b>		
	Designed for medium to high speed conversion. Good caliper consistency allows accurate kiss die cutting. The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.	<b>59</b>	<b>53</b>
<b>BG40 Brown</b>	<b>A super calendered glassinated paper, available in brown</b>		
	Designed for medium to high speed conversion. Good caliper consistency allows accurate kiss die cutting. The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels.	<b>62</b>	<b>56</b>
<b>40#BG</b>	<b>A bleached glassine white paper liner</b>		
	Designed for low to medium speed dispensing with excellent roll label conversion properties on web fed presses with either flat bed or rotary dies. Not recommended for sheeted applications. Features good back side printability.	<b>64</b>	<b>58</b>
<b>BG45</b>	<b>A super calendered glassinated paper, available in white</b>		
	Specially designed for high speed conversion, sprocket punching and perforations. Good caliper consistency allows accurate kiss die cutting. The paper's translucent properties are perfectly suited to automatic label applicators and is particularly suitable for products in reels and later converting to fan folded labels.	<b>72</b>	<b>63</b>
<b>Super Calendered Kraft</b>			
<b>40#SCK</b>	<b>A bleached super calendered kraft featuring high internal strength and toughness</b>		
	Excellent die cutting and stripping, for roll to roll applications. Not recommended for sheeted applications	<b>69</b>	<b>64</b>
<b>50#SCK</b>	<b>A bleached super calendered kraft featuring high internal strength and toughness</b>		
	Used for standard roll to roll and fan fold applications requiring marginal sprocket punching and perforating. Not recommended for sheeted applications	<b>88</b>	<b>81</b>
<b>Film</b>			
<b>PET23 = 0.92M PET</b>	<b>A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness</b>		
	For applications where highest clarity of the applied label is required i.e. the "no label look". The films high strength and uniform caliper permit very high speed conversion and dispensing.	<b>35</b>	<b>23</b>
<b>PET30 = 1.2M PET</b>	<b>A clear polyester film giving optimum smoothness to the adhesive layer and featuring very high strength and toughness</b>		
	For applications where highest clarity of the applied label is required i.e. the "no label look". The films high strength and uniform caliper permit very high speed conversion and dispensing.	<b>42</b>	<b>30</b>



# Avery Dennison Liners

Liner	Description	Basis Weight (gsm)	Average Thickness (um)
<b>Kraft</b>			
<b>ACG160</b>	<b>A PE coated Kraft liner designed for optimum layflat needed in sheet products</b>		
	Two side polyethylene coated Kraft Liner designed for exceptional layflatness and sheet dimensional stability for precise register and printing required for large transit decals	<b>160</b>	<b>175</b>
<b>B160</b>	<b>A clay coated Kraft liner designed for excellent layflat needed in sheet products</b>		
	A specially coated extremely tough woodfree kraft board displaying excellent dimensional stability and flatness during processing, combined with the resilience to support die cutting.	<b>128</b>	<b>125</b>
<b>B100</b>	<b>A clay coated Kraft liner designed for excellent layflat needed in sheet products</b>		
	A high strength woodfree kraft paper with good dimensional stability and flatness during processing, combined with the resilience to support die cutting. A clay coating on the unsiliconised side makes this surface suitable for high quality process printing. B100 is ideally suited for high quality printing of descriptive or instructional material on return coupons or give-aways as well as an excellent medium for latex-based "scratch-off" competitions.	<b>100</b>	<b>81</b>
<b>K100</b>	<b>A two side polyethylene coated kraft liner with exceptional layflat and stability during processing</b>		
	The liner exhibits low moisture sensitivity and exceptional lay flat properties making it ideal for roll to sheet applications and provides stability under varying conditions.	<b>93</b>	<b>100</b>
<b>B90</b>	<b>A one side clay coated uncalendered Kraft liner with good dimensional stability designed for reel and sheet products</b>		
	The relatively low moisture sensitivity of this backing paper provides stable products under varying conditions. Suitable for fanfold and roll to sheet conversion, and all products requiring good layflat properties.	<b>87</b>	<b>90</b>
<b>HF90</b>	<b>A one side clay coated uncalendered Kraft liner with good dimensional stability designed for reel and sheet products</b>		
	The relatively low moisture sensitivity of this backing paper provides stable products under varying conditions. Suitable for fanfold and roll to sheet conversion, and all products requiring good layflat properties.	<b>87</b>	<b>90</b>
<b>HF80</b>	<b>A one side clay coated uncalendered Kraft liner with good dimensional stability</b>		
	The relatively low moisture sensitivity of this backing paper provides stable products under varying conditions. Suitable for fanfold and roll to sheet conversion, and all products requiring good layflat properties.	<b>81</b>	<b>86</b>
<b>KL70</b>	<b>A one side clay coated bleached Kraft 70 gsm liner for optimal layflat results</b>		
	For applications where good layflat properties and dimensional stability are required. Suitable for converting reel to sheets and for low-medium speed laser printers.	<b>70</b>	<b>84</b>
<b>HF75</b>	<b>A one side clay coated bleached Kraft liner with good dimensional stability</b>		
	This high bulk Hydroflat 76 gram liner provides extra stiffness for use in industrial laser printing processes. Ideal for hot laser and copier machines for optimum layflat.	<b>76</b>	<b>76</b>
<b>HF55</b>	<b>A one side clay coated Kraft liner with good dimensional stability</b>		
	The Hydroflat liner suitable for the home office and home ink jet printing market. Flatbed, solid and magnetic dies can all be used however all rotary tools should be proofed first for the HF55 liner	<b>58</b>	<b>55</b>
<b>CCK</b>	<b>A one side clay coated Kraft liner with good dimensional stability</b>		
	The Hydroflat liner suitable for high speed sheet fed laser printers and copiers. Suited for roll to sheet label conversion.	<b>58</b>	<b>55</b>
<b>AT55</b>	<b>A light weight woodfree liner for sheet fed laser printers and copiers</b>		
	A light weight woodfree liner based on TCF (total chlorine free) pulp. Supplied with an anti-block coating on the backside of the liner to control adhesive and label transfer to the backside of the liner in finished, wound rolls. Suitable for converting rolls into sheets and for low-medium speed laser printers. This liner should not be used in fanfolded label applications and is not recommended for back printability.	<b>55</b>	<b>60</b>

# Product Selection Considerations

As part of our commitment to improve and innovate, these selection considerations were written to guide you through the product selection process. Choosing the right product can be a challenge, but with Avery Dennison it's easy. Simply understand your requirements then call your local Avery Dennison representative.

## 1. Is the label to be permanent or removable?

- a) For removable labels ensure the substrate is strong enough to withstand label removal.
- b) Larger labels may require a stronger facestock to prevent tear on removal.
- c) A label is considered permanent if the bond to the substrate is impossible to remove without tearing the material.

## 2. What is the composition of the substrate?

- a) The composition of the substrate that the label will be applied to can have an effect on the ultimate strength of the bond that the label will form.
- b) On low surface energy materials, initial tack is the most important criteria. Adhesive levels will improve with longer dwell.

## 3. What is the texture of the substrate's surface?

- a) The texture of a substrate can have an impact on the formation adhesive.
- b) Textured materials do not allow 100% contact of the adhesive. Less contact means a smaller bonding area which will result in lower adhesion.
- c) Performance on heavily textured materials is improved with careful product selection.
- d) A more aggressive adhesive will maximize the adhesion at contact area.

## 4. What is the shape of the substrate?

- a) The shape of the substrate along with the size and stiffness of the label must be considered to ensure proper end-use performance. Curved surfaces (less than 25mm in diameter) will require an aggressive adhesive combined with a flexible facestock featuring little or no memory.
- b) Small labels or stiff facestocks may not adhere well on curved or irregular surfaces.

## 5. Is the application surface clean or contaminated?

- a) The cleanliness of the surface of the substrate when the label is applied will affect the ultimate adhesion of the label and the success of the application. Contamination from oil, grease, frost, dust, moisture and release agents are some causes of label failure.
- b) If contamination cannot be avoided, careful product selection can overcome the negative impact.

## 6. Are there any plasticisers present in the substrate?

- a) Plastics containing plasticisers (softeners) will degrade the adhesive bond strength and may render the label useless. Careful product selection can overcome the negative impact.

## 7. Are there any special application or exposure conditions that the label must withstand?

- a) Will the label be exposed to solvent/cleaning agents, large amounts of humidity or moisture, UV light or ozone?
- b) What is the application temperature of the label?
- c) Service Temperature - will the label be exposed to deep freeze conditions?

## 8. What are the printing, imprinting and conversion requirements?

- a) Most paper facestocks are suitable for all printing methods. Non-absorbent film facestocks require different considerations.
- b) When high quality process printing is required, careful selection of the facestock will be required.
- c) When imprinting is required, good resolution and smudge resistance is important.
- d) Corona treated films - effectiveness of the corona treatment reduces in time and can also be affected by abrasion or damage. To ensure optimum wettability and ink bond, additional in-line corona treatment is recommended for optimum ink key.
- e) All dies should be proofed to the construction.
- f) Complex shaped labels and square corners may limit the conversion speed.



**Avery Dennison Label and Packaging Materials  
Australia / New Zealand**

**Australia**

1124 Centre Rd,  
Oakleigh South, VIC 3167  
Sales: 1300 369 984

**New Zealand**

40 Vestey Dr  
Mt Wellington, AKL 1060  
Sales: 09 573 0995

[lpm.anz@ap.averydennison.com](mailto:lpm.anz@ap.averydennison.com)  
[www.label.averydennison.com.au](http://www.label.averydennison.com.au)



Label and  
Packaging Materials