

Cold Temperature



When planning a labelling application involving cold temperatures, care is needed to ensure that labels adhere successfully during application, and also that they remain in place during the entire product lifecycle. The range of different application conditions that need to be considered includes the minimum application temperature, the service temperature, the surface to be labelled, and any add-on functionality or compliance needed (e.g., wash-off, compostable labels).

The choice of cold-use adhesive is critically important for cold-temperature labelling. The application may involve anything from food in the freezer or chiller cabinet, to pharma plasma or blood bag labelling, through to outdoor labels in severe weather conditions (e.g., container labelling, drum labelling, oil can labelling). The best adhesive will depend on the precise circumstances.

A product can be labelled in ambient (room temperature) conditions and then stored in a freezer, or vice versa. It is therefore critical to look at minimum application temperature and also service temperature.

- Minimum application temperature is the lowest temperature recommended during labelling.
- Service temperature is the range of recommended temperatures for storing a label that has already been applied to a surface. The label will remain on the packaging and function correctly while kept within this temperature range.

Most of our adhesives are designed for application in ambient (+5°C) conditions. We also offer a range of adhesives for more challenging conditions: deep-freeze (down to -20°C) and chilled (between 0 to +8°C, including the challenging +4°C point). The service temperature for adhesives generally lies within the range -40°C to +80°C.

Application	Adhesive	Coating technology	4°C	-5°C	-10°C	-15°C	-20°C
General (in combination with paper labels)	S2045/S2045N	Rubber-based Hotmelt	●●●●				
	S2049N	Rubber-based Hotmelt	●●●●●				
	AT20	Emulsion Acrylic	●●●	●●●●●	●●●●●		
	C2075N	Rubber-based Hotmelt	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
	D170N	Rubber-based Hotmelt	●●●●●	●●●●●			
General (in combination with film labels)	SPX	Rubber-based Hotmelt	●●●●●	●●●●●			
	S7400	Emulsion Acrylic	●●●				
Wine/spirits/ beverage	WLK202	Emulsion Acrylic	●●●●●	●●●●●	●●●●	●●●●	●●●●
Industrial	CD303	Emulsion Acrylic	●●●●●				
	S333	Acrylic Emulsion	●●●●	●●			
Very rough surface labelling	S2059	Rubber-based Hotmelt	●●●●●	●●			
	TS79	Rubber-based Hotmelt	●●●●●	●●			
Deep freeze/ cryogenic	C2020P	Emulsion Acrylic	●●●	●●	●		
	C0196	Solvent Acrylic	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●

(●) provide directional indication of adhesive performance and should not be interpreted as a product footprint data. We recommend testing a complete label construction for your specific application upfront, to ensure the desired level of adhesion during labelling.

Product information

	Code	Description	MOQ (m ²)	Width (mm)	Location
General purpose applications for paper labels	F12826.1525	HGW FSC S2045 BG40WHN	500	EXACT	AUS
	F12828.1525	HGW FSC S2049 BG40WHN	500	EXACT	AUS
	F12822.1525	HGW FSC C2075 BG40WHN	765	1525	AUS
	F18726.1525	MC Primecoat FSC S2045N BG40WHN	500	EXACT	AUS
	F18729.1525	MC Primecoat FSC S2049 BG40WHN	1525	1525	AUS
	F18723.1525	MC Primecoat FSC C2075 BG40WHN	3000	1525	ASEAN
	F21812.1525	Super Vellum FSC C2075 BG40WHN	3000	1525	ASEAN
	F33517.1525	DT200HD FSC S2049 BG40WH NF	500	EXACT	AUS
	F33525.1525	DT200HD FSC S2045N BG40WH NF	500	EXACT	AUS
	F33518.1525	DT200HD FSC C2075 BG40WHNF	500	762	AUS
	F33120.1000	DT200HD FSC AT20 BG40WHN	2000	1000	ASEAN
	F30310.1525	DT200GP FSC S2049 BG33WH NF	500	EXACT	AUS
	F33547.1525	rDT300LD BPAF FSC S2049 BG33WH NF	500	EXACT	AUS
	F32600.1525	TT Elite FSC S2049 BG40Wh N	500	EXACT	AUS
F31690.1525	TT EliteFSC C2075HW BG40WHN	3000	1525	ASEAN	
General purpose applications for film labels	F64128.1525	rPP Top White SPX BG40Wh FSC	500	EXACT	AUS
	F79343.1525	PP60WH NTC/SPX/BG40WHN	500	EXACT	AUS
	78635.990	1.6M CLEAR BOPP TC S7400 0.92M PET	990	990	AUS
Wine	F10712.1525	Cast Gloss Elite FSC WLK202 BG40WH N	1525	1525	AUS
	F54206.1000	MAXFLEX BR SILVER FSC WLK202 BG40WH N	1000	1000	AUS
Industrial	F41675.1000	Synthetic Paper CD303BG40WHN	500	Ready Width (200, 250, 333)	AUS
	F50150.1000	DATA PE80 CD303BG40WN	500	Ready Width (200, 250, 333)	AUS
	9171.1060	DATAFLEX CD303B100	530	1060	AUS
	72828	2M WH PRT PET S333 50 SCK	Ready Width (117, 254)	500	AUS
	72826	2M MATTE CH PET TC S333 50 SCK	Ready Width (117, 254)	500	AUS
	72823	2M CL PET TC/S333/50#SCK	1370	1370	US
	72824	2M BRT CH PET TC/S333/50#	1524	864	US
Very rough surface labelling	F12836.1525	HGW FSC S2059 BG40WHN	3000	1525	ASEAN
	F32610.1525	TT ELITE FSC S2059 BG40WH N	3000	1525	ASEAN
	F72676.1525	DT300BL S2059 BG40WHN	3000	1525	ASEAN
	F71401.1525	Data PE80 S2059 BG40WHN	3000	1525	ASEAN
	AD640	TYRE LABEL TS79 BG45WH	500	Ready Width (166, 250, 333)	AUS
Deep freeze/cryogenic	77392	2.3 Mil White Polypropylene TC/C0196/40#BG	760	1500	US
	AO525	TRANSFER PEHD C2020P BG40WH	1000	1000	EUR

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