

Wet Reclosure



Consumers who buy wet wipes are focused on easy-open/ easy-close convenience. For manufacturers and brand owners, the priority is finding cost-effective alternatives to rigid plastic lids and other reclosure solutions.

Growth in wet wipes continues and they are now used in many different home and personal care applications. Household wipes are growing most rapidly, and Avery Dennison offers a proven range of adhesives designed to ensure performance in baby, cosmetic, toilet and domestic product applications. Those adhesives can even handle contact with challenging solvents, oils and chemicals.

High solvent resistance range

Dedicated adhesives for applications where high solvent resistance is needed, these adhesives have been developed specifically for household wipe applications, offering high to medium initial tack and a smooth peel, suitable for both gloss and matt flexible packaging substrates. Contact Avery Dennison Technical Sales Support or your local Avery Dennison representative to find the right solution for your application.

Key features

- White and clear polypropylene facestocks
- Adhesives with good solvent and moisture resistance
- Up to 60 openings and closures
- Clean removability and variable peel depending on substrate
- Special gum pattern
- New high solvent-resistance range

Application areas

- Household wipes
- Baby wipes
- Cosmetic wipes
- Toilet wipes

Adhesives for wet reclosure

R1490M

A re-sealable adhesive designed specifically for home & personal care applications. The adhesive is suitable for use across a broad range of wet wipe applications and also suitable for many dry pack re-closure applications. Combining excellent UV resistance and weatherability with good removability from most substrates.

R3200N

A semi-permanent UV hotmelt acrylic based adhesive featuring excellent clarity, durability, chemical and UV resistance. Suitable for reclosure labels in dry, low moisture and high moisture applications where a thicker PP facestock avoids the need for overlamination.

UVR145

A removable acrylic based adhesive with excellent clarity and UV resistance. Suitable for home and personal care wipes

MR980R

A removable high performance acrylic adhesive with medium tack, low adhesion and high cohesion. This adhesive has excellent wetting properties and may therefore be applied below 0°C.

Application	Packaging substrate	R1490M	R3200N	UVR145	MR980R
Baby wipes	PET Gloss	✓		✓	
	PP Matt	✓	✓	✓	
Cosmetic wipes	PET Gloss	✓		✓	
	PP Matt	✓	✓	✓	
Household wipes	PET Gloss				✓
	PP Matt				✓

Re-closes up to 60 times

Requirements	R1490M	R3200N	UVR145	MR980R
Moisture resistance	●●	●	●●	●●●
Solvent resistance	●●	●●	●●	●●●
Smooth peel sound	●●●	●	●●●	●●●
UV resistance	●●●	●	●●●	●●●
Initial tack	●●	●	●●	●●●
Transparency	●	●●●	●●	●●
Low min. application temperature	●	●	●	●●●
Zippy peel sound	●	●●	●	●
Odour	●	●●	●	●




● Good ●● Better ●●● Best

Product information

Code	Description	MOQ (m ²)	Width (mm)	Location
R1490M – High performance and cost efficiency				
• AO633	PP LIGHT TOP CLEAR R1490M BG40WH	2000	1000	EUR
• AQ959	PP LIGHT TOP WHITE R1490M BG40WH	2000	1000	EUR
AQ687	PP90 TOP CLEAR R1490M BG40WH	1000	1000	EUR
AQ961	PP90 TOP WHITE R1490M BG40WH	1000	1000	EUR
UVR145 – Excellent chemical resistance and smooth peel				
AF435	PRIMAX I UVR145 BG45WH	2000	1000	AUS
AF991	PP TOP CLEAR UVR145 BG40WH	2000	1000	EUR
AG748	PP TOP WHITE UVR145 BG40WH	2000	1000	EUR

• Sustainable Advantage Portfolio

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