

Clear Direct Thermal Films



Food packaging continues to grow in importance – and consumers increasingly like to see the product inside. There is strong growth in clear packaging such as clamshells, where white labels cannot deliver the required shelf impact.

Avery Dennison Clear Direct Thermal films are topcoated, BPA-free films that maximise shelf-appeal for see-through packaging – including packaging with variable information (supporting thermal printing speeds up to 200 mm/sec). S692N adhesive supports general purpose applications, whereas S2800 and C2040 give high performance on fresh and cold surfaces.

Any label can be made direct thermal printable using a thin overlamine film, at low Minimum Order Quantities, including selected parts of a pre-printed standard or prime label. This enables late-stage serialisation while maintaining original label characteristics.

Key features

- Transparent direct thermal printable labelling
- PP75 grades offering improved transparency
- Economical PP70 matt clear alternatives
- PP25 overlamine can make any label direct thermal printable




Application areas

- Clamshell packaging
- Fresh fruit and produce packaging
- Food sold by weight, weighed in-store
- Addition of variable information section to prime labels

Product information

Code	Description	MOQ (m ²)	Width (mm)	Location
Topcoated clear direct thermal PP75 for improved transparency				
AY421	THERMAL PP75 TOP CLEAR S692N BG40WH FSC	1000	1000	Indent
Topcoated thermal matt PP70 for cost-effective solution				
AX909	THERMAL PP70 MATT CLEAR S692N BG40WH FSC	1000	1000	Indent
AW839	THERMAL PP70 MATT CLEAR S2800 BG40WH FSC	1000	1000	Indent
Topcoated thermal PP25 overlaminating film				
AX159	THERMAL PP25 MATT CLEAR S692N BG40WH FSC	1000	1000	Indent

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