

Avery Dennison
Label and Packaging Materials
Product Overview

Asia Pacific - South Asia
July 2021

Automotive



Performance that goes the distance

Labels for the automotive segment have to cope with a range of challenges – harsh chemical environments, challenging substrates and the stresses imposed by vehicle wear and tear.

The Select Solutions Automotive portfolio contains materials with proven performance in the most extreme environments, meeting the needs of all supply chain processes, industry regulations and OEM testing parameters.

Key features

- Full range of self-adhesive materials, including multiple facestocks and adhesives
- Excellent adhesion to a wide range of substrates, including rough and low surface energy plastics
- High temperature and chemical resistance
- Durable performance in harsh environments
- Compliant with REACH, RoHS, IMDS and common testing parameters specified by automotive OEMs

Application areas

- Exterior: Fuel cap, tire pressure and tracking/ service labels
- Interior: Airbag, security/anti-counterfeit, warning, instruction and tracking labels
- Under-the-hood: Labels for heat/chemical-resistant warnings, engine component instructions, tracking, fluid containers, car batteries and cables

Featuring a suite of high performance adhesives:

S333

An emulsion-based product that's economical, yet high-performing on a wide range of surfaces, and in a variety of environments.

S8015

A high strength clear adhesive with a strong permanent bonding to a wide variety of substrates including high surface energy(HSE), low surface energy(LSE) and powder coat substrates. Excellent chemical and UV resistance.

S8049

A proprietary rubber/acrylic hybrid product, S8049 is well-suited for use in applications where labels must adhere to oily, low surface energy, rough substrates.

S8092

A silicone-based product that has high adhesion to silicone substrates and silicone coated surfaces.

AL170




A solvent-based acrylate adhesive with very high ageing stability and excellent resistance against chemicals, heat and UV light

Product information

Code	Description	Size (mm x mtrs)	Location	Lead time
79453	FASSON® Transfer PET White Top - S8049- BG42Wh Bss	697 x 1000	Pune	PTO
79534	FASSON® 2 M Matte Chrome Polyester TC/S8049/50# SCK	1045 x 1000	Pune	PTO
AS191	Fasson® Transfer PET36 Top White - S8092 – PET75	1000 x 500	Europe	PTO
76660	Fasson® 2 Mil Matte Chrome Polyester TC/S8015/50# SCK ABC	1371 x 1000	NA	7 days
76656	Fasson® 2 Mil White PET TC/S8015/50# SCK ABC	1371 x 1000	NA	7 days
AA648	Fasson® PVC Outdoor White - AL170- BG42WH	1000 x 1000	Europe	PTO

PTO - Procured to Order

Find more label solutions at label.averydennison.com

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