

Avery Dennison
Label and Packaging Materials
Product Overview

Asia Pacific - South Asia
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Wet wipes reclosure solutions for Home & Personal Care



Locally manufactured reclosure label for Wet Wipes Application

Brand owners and manufacturers look for a reclosure label solution having a strong enough seal that can perform consistently against chemicals and moisture to keep the wipes moist, while enabling smooth and noiseless opening every single time.

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 locally developed range of wet wipes solutions designed to ensure performance in baby, cosmetic, toilet and domestic product applications. Those adhesives can even handle contact with challenging solvents, oils and chemicals.

Key features

- Multiple opening/ closure (Upto 80-100 times*)
- Excellent moisture retention and chemical content resistance
- Clean removability on a wide range of packaging substrates
- Consistent adhesion throughout the application
- Smooth and quiet peel
- Good smear resistance for consistent clarity, enabling better brand visuals & customer experience

* Depending upon the product application

Application areas

- Facial Wipes
- Baby Wipes
- Cleansing Wipes
- Disinfectant Wipes
- Sanitation Wipes
- Glass Cleaning Wipes
- Cosmetic Removal Wipes
- Intimate Wipes

Choose the right adhesive for the product

Adhesives play an important role in reclosures for wet wipes, because they must provide a seal that helps keep the wipes moist while still enabling smooth, repeated openings and closures. Our range of adhesives offer the right properties for wipes used for personal care, cosmetics and baby care as well as for the stronger chemicals in household wipes.

Adhesive Grade	Product Code	Facestock			Number of Openings	Solvent Resistance	Applications
		Film	Caliper	Top Coated			
R1490-1 (Solvent Acrylic)	SW8642	PP Clear	90μ	✓	80+	✓ ✓ ✓	Baby Wipes
	SW8643		50μ	✓	25+		Facial Wipes
	SW8614	PP White	100μ	✓	80+		Disinfectant Wipes
	SW8615		60μ	✓	25+		Personal Hygiene Wipes
SR133 (Solvent Acrylic)	BW7569	PP Clear	50μ	✓	20+	✓ ✓ ✓	Alcohol Wipes 75%
MR980R (Solvent Acrylic)	EC157	PP Clear	50μ	✓	20+	✓ ✓ ✓	Industrial, Household, Chemical Wipes

Product information




Code	Description	MOQ	Location	Lead time
SW8614	Fasson® PP100 White PP TC/R1490-I/BG40WHIMP	1000	Pune	7 days
SW8615	Fasson® PP60 Solid Top White/R1490-I/BG40WHIMP	1000	Pune	7 days
SW8642	Fasson® PP90 Top Clear/R1490-I/BG40WHIMP	1000	Pune	7 days
SW8643	Fasson® PP50 Top Clear/R1490-I/BG40WHIMP	1000	Pune	7 days
BW7569	Fasson® 50u Clear BOPP TC/SR133/80g glassine liner ni.	1530	China	30 days**
EC157	Fasson® PP Top Clear-MR980R-BG45WH	1500	Europe	7 days**

** PTO item. Shipment time extra

AD Advantage

- Established & Qualified Product Portfolio
- Expert R&D assistance for customized engineered solutions
- Experienced Technical Service team to recommend right label design and conversion & application parameters.
- Local manufacturing to ensure lower lead time & faster services

Find more label solutions at label.averydennison.com

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