

# Removable



## No adhesive left behind

In keeping with today's consumer brand awareness, on the go lifestyle and growing focus on health and safety, there is no doubting the impact on consumers of inadequately implemented label solutions, especially when removability is a requirement. An incorrect or untested choice of adhesive can cause anything from five minutes of frustration through to serious damage, and this is often before a new purchase has been used for the first time.

According to a recent study by the Avery Dennison research team, 81 percent of consumers said they have had a hard time removing a label, with 45 percent being very frustrated – feelings that may reflect negatively on brands. In addition costs can also be high if returns are made because of damage from labelling.

Although both general purpose and high-performance removable labels exist, the challenge generally a converter or brand face is the selection of right product needed to deliver reliable removable label performance. The Avery Dennison Removables portfolio is a convenient tool designed to simplify the often confusing world of removable labeling.

The portfolio offers:

- A proven core of multipurpose products, featuring general purpose and application solution adhesives, that address a range of application needs from simple to complex
- Detailed adhesive performance charts make it easier to select the proper label construction for your application
- Application-based solutions with shorter time to the marketplace, low minimum order quantities,
- Quick customization with Lower MoQ

## Beyond product - Collaborative approach

- Our local Technical Support team, backed up by the experienced Removable team, will help you to select the right product for your customer's application, balancing cost precisely against performance criteria.
- Local R&D set up for quick application and performance testing for right product selection
- Engineered Products for new, innovative ideas and unique solutions

## Application areas

- Promotional and retail applications (newspapers, price tags, magazines, books)
- Glass, Utensils branding labels
- Apparel labelling
- Shipping and tracking
- Removable Direct food contact food labels

## Adhesive List

### **R5000N**

General applications, food labelling, barcoding, price marking.

### **C3**

A highly transparent, removable adhesive, also suitable for dry and food reclosure. High ageing stability e.g. for cosmetics and industrial applications on flat, dry surfaces

### **AR710 & AR600**

A general purpose emulsion removable adhesive featuring good tack and adhesion in combination with superior and clean removability from most substrates.

### **R100**

A premium, rubber based adhesive for long term removability. Excellent low temperature and deep freeze performance

### **R0301**

clean and residue free removability from materials used for electronic equipment as well as domestic appliances.

### **UR500**

Ultra removable adhesive. Book-it labelling, newspaper, magazine inserts, price labels for books

### **AP692**

Semi-permanent adhesive suitable for removability on rough surfaces/ LSE

### **R110 & R115**

Textile removable. Superior removability without fibre damage or staining over a wide range of apparels

### **S4900 & S4905**

Good removability on moderately, textured or over dyed cotton fabric apparel.

### **R1590**

A clear removable acrylic based adhesive exhibiting excellent durability, weatherability & UV resistance on a wide range of substrates

Adhesive	UR500	R5000N	C3	AR600	AR710	R1590	R100	AP692	S4900 & S4905	R110 & R115	R0301
<b>Category</b>	Ultra-removables	Multi-purpose removables						Semi-permanent	Apparel		White goods and electronics
<b>Facestock combination</b>	P	P/F	F	F	P	P	P	P/F	P/F	F	F
<b>Initial tack</b>	Very Low	Medium	Medium	Medium	Medium	High	Low	High	High	High	Medium
<b>Ultimate adhesion</b>	Very Low	Low	Medium	Medium	Medium	High	Low	High	High	Medium	Low
<b>Min App Temp °C</b>	-20	-15	0	0	0	0	-20		-5		5
<b>Max Service Temp °C</b>	80	80	100	60	60	80	80	80	80		80
<b>Removability term</b>	Ultra	Medium term	Long term	Med/Long Term	Med Term	Long term	Superior	Medium	Medium	Long term	Long term
<b>UV exposure</b>		••	•••	••	••	•••		•••			•••
<b>Application / segment</b>											
<b>Polymeric</b>											
PET		✓	✓	✓	✓	✓	✓		✓	✓	✓
PP		✓	✓	✓	✓	✓	✓			✓	✓
LDPE		✓	✓	✓	✓		✓	✓	✓	✓	✓
HDPE		✓	✓	✓	✓	✓	✓				✓
PC		✓	✓	✓		✓	✓				✓
PS		✓	✓	✓		✓	✓			✓	✓
Nylon		✓	✓	✓		✓	✓		✓	✓	✓
ABS		✓	✓	✓		✓	✓				✓
<b>Paper</b>											
A4 printing paper	✓										
Newspaper	✓										
Greeting cards	✓						✓				
Virgin Cardboard		✓		✓	✓	✓					
<b>Apparel</b>											
								✓	✓	✓	
<b>Other Materials</b>											
Fiberboard	✓	✓	✓	✓	✓	✓	✓				
Unvarnished wood			✓	✓	✓	✓					✓
Varnished Carton	✓	✓	✓	✓	✓	✓	✓			✓	✓
Painted Powder coated		✓	✓	✓	✓	✓	✓	✓			✓
Glass	✓	✓	✓	✓	✓	✓	✓			✓	✓
SS		✓	✓	✓	✓	✓	✓			✓	✓
<b>Compliance</b>											
<b>Approval Dry foodstuffs EU</b>		✓	✓	✓	✓	✓	✓	✓			
<b>Approval Moist foodstuffs EU</b>		✓	✓				✓				
<b>FDA 175.105</b>		✓	✓	✓	✓	✓	✓	✓	✓	✓	

P = Paper F = Film

S4905/ R115/ AP692 are APEO free adhesives

References to tack levels are relative; these are all removable adhesives

We recommend that all adhesives should be tested thoroughly under end-use conditions to ensure label performance expectations are met in the specific application




Technical Sales Support is available for conversion, printing and application questions

A4 samples are available upon request to facilitate pre-testing in your specific application

## Product information

	Code	Description	Size (mm × mtrs)	Location	Lead time
Paper	<b>AC230</b>	Fasson® MC Primecoat UR500-BG40BR	1000 x 1000	Europe	7 Days
	<b>A27738</b>	Fasson® High Gloss Premium/R100/BG40	1000 x 1000	Pune	7 Days
	<b>AA003</b>	Fasson® MC Primecoat R5000N-BG40BR	1000 x 1000	Pune	7 Days
	<b>SMP8261</b>	Fasson® Fascoat Elite /R5000N/ CCK130 Imp	1000 x 1000	Pune	14 Days
	<b>AMA4530E</b>	Fasson Semigloss Paper 80/AR710/BG40WH Imp	1500 x 1000	Pune	7 Days
	<b>AW2441MMF</b>	Fasson® MC SG Paper/AP692/BG40	1500 x 1000	Pune	7 Days
	<b>SW8634</b>	Fasson Direct Thermal 60/ R1590/ BG40WHIMP	1000 x 2000	Pune/ Gurgaon/Blr	7 Days
	<b>SW8671</b>	Fasson SemiGloss Paper 75/R1590/BG40WHIMP	1000 x 2000	Pune/ Gurgaon/Blr	7 Days
Film	<b>AX452</b>	Fasson® PP Top White C3-BG40WH	1000 x 1000	Pune	7 Days
	<b>AU472</b>	Fasson® PP Top Clear R5000N-BG40WH	1000 x 1000	Pune	7 Days
	<b>AE165</b>	Fasson® PP Top White R5000N-BG40WH	1000 x 1000	Pune	7 Days
	<b>SMP8260</b>	Fasson® PPNg Top Trans /R5000N / CCK130 Imp	1000 x 1000	Pune	14 Days
	<b>SW8573</b>	Fasson® PP40 White / R5101EM/BG40WH	1000 x 1000	Pune	7 Days
	<b>1FR-N03350</b>	Fasson® PET50WH TC/R0301/PET50	1065 x 3000	ASEAN	21 days
	<b>AM95550E</b>	Fasson® Fasfilm Plus White/AR600/BG40WH IMP	1500 x 1000	Pune	7 Days
	<b>AM90550E</b>	Fasson® Fasfilm Plus Clear/AR600/BG40WH IMP	1500 x 1000	Pune	7 Days
	<b>AWMM40E</b>	Fasson® 74u Synthetic Paper/AR600/BG40 IMP	1500 x 2000	Pune	15 Days
	<b>SY0057A</b>	Fasson® Transcode White Plus/R115/BG50# WH NI	1530 x 1000	Pune	7 Days
	<b>SY0054A</b>	Fasson® Transcode Clear Plus/R115/50#BROWN SCK NI	1530 x 1000	Pune	7 Days
	<b>SY0053</b>	Fasson® Transcode Clear Plus/ (S4900)/ 50#BR SCK	1500 x 1000	Pune	7 Days
	<b>SY0061</b>	Fasson® Transcode Clear Plus/S5200/BG40#WH NI	1530 x 1000	Pune	7 Days
	<b>TR-2013</b>	Fasson® 50uPPWh NTC/AP92N/BG40WHIMP	1500 x 1000	Pune	7 Days

Find more label solutions at [label.averydennison.com](http://label.averydennison.com)

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