

Wash-Off



Wash-Off Solution for Market Returnable Glass Bottles

Glass packaging brands are increasingly looking for pressure sensitive labeling solutions to enhance their shelf appeal at point of sale and have range of premium facestock options at their quick disposal.

With the continuous focus on sustainability and cost optimisation brands are required to reuse the consumed bottles in the supply chain. Returnable bottles demand labelling solution that stays firmly in place during use but can be removed easily in standard industrial washing to enable reuse of the bottles.

Wash-off label technology is suitable for all returnable glass bottles, using an innovation adhesive permits residue-free removal of labels from the bottle when washed in an alkali solution.

The label detaches easily from the bottle in a conventional bottle washer, making Wash-off the portfolio of choice for beverage manufacturers who need a reliable solution for returnable bottles

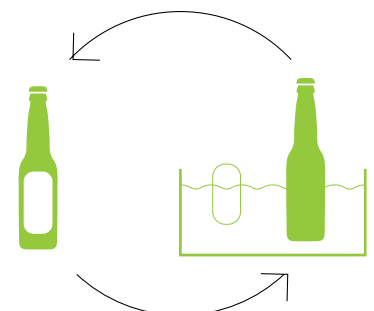
Key features

- Facilitates easy label removal in a conventional bottle washer under specified alkali & temperature conditions
- No adhesive residues on bottle
- Labels remain firmly in place at point of sale, and with the consumer
- Compatible with a wide variety of printing techniques including letterpress, flexo, screen & offset

How it works

Avery Dennison WO1900 Wash-Off Adhesive contains hydrophilic activators which facilitates faster penetration of water and adhesive killing in caustic bath washing at elevated temperature in industrial washers.

It helps in clean and residue free removal of the labels from the Market Returnable Glass Bottles and improves the washing efficiency.






Applications

- Alcoholic Beverages
- Carbonated & Non Carbonated Beverages
- E-Commerce

Product Information

Code	Description	Deckle (mm)	MOQ (sm)	Lead Time
SW2245F	Fasson® Semi Gloss Paper80 FSC/WO1900/BG40WH IMP	1500	3000	7 Days
SW2246F	Fasson® Silver Metalised Paper80 FSC/WO1900/BG40WH IMP	1500	3000	7 Days
TR-2373	Fasson® High Gloss Paper80/WO1900/BG40WH IMP	1500	3000	7 Days

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