

Engineered Solutions

Direct Thermal with Overlamine

Recently, Avery Dennison researched and provided a unique, Engineered Solution to a global converter in the food industry which is one of many examples of what our Technical Leaders do every day to help our customers.

One of the converter's clients is a packager of refrigerated fresh foods. The client uses a fully transparent film which allows the end consumer to fully see the product, and thus have greater confidence in its freshness.



Engineered Solutions in action

The converter contacted Avery Dennison to ask if we offered a clear, direct thermal construction for the application, as an alternative to a traditional paper label. Such a label would align aesthetically with the clear films the manufacturer's client was using in its product packaging.

"There was nothing in our existing portfolio," said Ron Cope, Technical Leader, Avery Dennison. **"But I assured our client that we could apply our Engineered Solutions process to come up with a product that would work."**

Ron and the client discussed the application needs. The converter provided requirements, and even suggestions for raw materials.

Leveraging internal resource networks, Ron found that Avery Dennison Europe already offered a product that potentially could meet the requirements. The material offered both the required clarity and the direct thermal printability. Ron was able to find a supplier and come up with a right solution.

He also created a prototype and helped the converter test it successfully at its plant. The solution has since moved into production.

Focusing on the customer's needed outcome

Says Ron: **"An Engineered Solution, such as this example, is all about how as a technical leader we can help our customers provide solutions to new opportunities or challenges they encounter. That process starts when a customer is unable to fulfill a need with solutions from our regular, portfolio of products and services. It then focuses totally on the customer's needed outcome—and to finding creative ways to find the solutions, either by sourcing new materials or using our manufacturing capabilities to create new label constructions or functionality."**

Collaboration is also key. **"Internal networking and vendor contacts helped lead to this particular solution,"** adds Ron. **"We also need to make sure that any solution can be sourced, manufactured, sold, and shipped to meet a customer's needs. That really is a team effort."**

To learn more about ADvantage technical services, including our Engineered Solutions, contact your Avery Dennison representative, or visit label.averydennison.com.

label.averydennison.com

11/2019



All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison products are sold subject to Avery Dennison's general terms and conditions of sale found at label.averydennison.com/en/home/terms-and-conditions.html.

©2019 Avery Dennison Corporation. All rights reserved. Avery Dennison® is a registered trademark of Avery Dennison Corporation. Avery Dennison brands, product names, antenna designs and codes or service programs are trademarks of Avery Dennison Corporation.