

AD Connect



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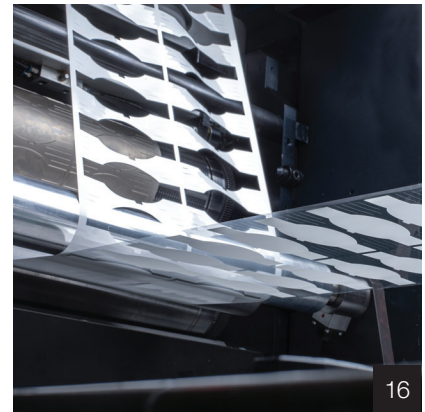
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Mastering the fundamentals is the key to fortifying our foundation



Business leaders can learn a lot from the game of football. For example, in 1961, the year after the Green Bay Packers lost the NFL Championship, legendary head coach Vince Lombardi started training camp by holding a ball in his hand and saying, “Gentlemen, this is a football.” The idea was to start at the very beginning. He then used training camp to get back to the basics of blocking and tackling. He was obsessed with ensuring his team understood the importance of the fundamentals on winning.

Lombardi preached that if you mastered the fundamentals better than the competition, you would be in a better position to win. He convinced his coaches and players to commit to that philosophy and together, the 1961 Packers won the NFL Championship. It was the first of their five championships in the next seven years. It was the start of Lombardi's dynasty.

At Avery Dennison, we have spent 85 years building upon the foundation set forth by our founder Stan Avery. Those fundamentals include innovation, as evidenced by his invention of the first self-adhesive, die-cut labeling machine, and an unending commitment to serving customers better than anyone else.

Today, we remain committed to developing innovative products and new ways of doing business. We continue to research and develop in the areas of intelligent labeling, adhesive technology and sustainability, to name a few.

But, we know that is only part of the equation. We continue our relentless pursuit of the highest product quality and an unparalleled commitment to customer service by staying laser-focused on the fundamentals of packaging, quality and freight -- the blocking and tackling of our business. This is what makes us an industry leader.

We value open, honest relationships with our customers and take action based on your feedback. You told us you wanted an easier way to do business with us -- electronically. So, we are transitioning to our new ERP system. If you've ever done a project like this, you know

this is no small task with many moving parts. There have been some challenges that we have had to overcome but we are working through them and appreciate your patience. I remain confident that this generational investment will allow us to better manage your customer experience and provide you with more visibility and access into your business transactions with us.

To coincide with the new ERP system, we recently launched our MyAveryDennison™ e-commerce site that features an all-new product finder and makes online ordering easy. You can also use the handy roll calculator, check order status and much more.

We are committed to quality control and have added resources to ensure the raw materials we use are of the finest grade. We are also working with our carriers to determine appropriate palletizing and shipping best practices. We know that even if the product leaves our factories in pristine shape, that damage can occur in transportation and delivery, which can render the product useless. We are holding our carriers to higher standards.

At Avery Dennison, we are mastering the fundamentals to strengthen our foundation and provide you with an incomparable customer experience. That's our game plan. **AD**

A handwritten signature in black ink that reads "Nick". The signature is written in a cursive, slightly slanted style.

On-the-go Packaging for On-the-move People

New insights help explore how functional packaging is used, how its growing

Does your family regularly sit together for supper?

If so, yours is one of an increasingly rare breed. A 2018 survey by ConAgra Foods showed that nearly half of American families eat together no more than three times per week. Ten percent of families reported that they never eat together.

A big reason why? We've become a society on the move. Parents are working late or travelling. Kids are consumed with homework, extracurriculars, or other distractions. Hence, the "slow meal" is often giving way to grab-and-go foods consumed in offices, airports, soccer field sidelines, and minivans.

But even as people eat on the go, they want foods that are healthy and fresh. Innovations in functional packaging are helping converters and brand owners address that desire. This packaging type includes flexible pouches and stickpacks, and may incorporate

features such as pressure-sensitive closures or plastic spouts.

It's a trend that seems to have reached a tipping point, and is growing in significance for the food and beverage market.

Functional packaging is taking off

According to Euromonitor International (2018), 190 billion retail units in the food industry will transition to flexible packaging in the next three to five years. And according to Kenneth Research, the expected CAGR for resealable closures and spouts for 2018 – 2027 is 8.2 percent. Micromarket Monitor predicts the U.S. flexible pouch market will grow to \$29.64 billion by 2021; an estimated CAGR of 5 percent.

An important opportunity for converters

We've done a lot of work to understand the functional packaging trend because we believe it's an important opportunity

for label and packaging converters. When you look at the numbers above, we hope you agree.

The Avery Dennison Market Research department, which provides intel and insights to our teams, recently compiled and presented a report on functional packaging featuring new data. It offers a deeper look at some of the factors related to this trend.

Here are just a few of their highlights. Except where noted, the source of this information is Mintel.

Versatile flex packs have the highest share of food launches by packaging type; plastics have the highest share of material

At 36.9 percent, flexible packaging has the largest share of food launches by type from 2015-2019. Flexible stand-up pouches also rank highly, with a 10.4 percent share. Nearly 60 percent of new food launches are sold in some type of plastic packaging.

Snack products lead new packaging launches

It's probably not too surprising that 95 percent of US adults snack daily, with 70 percent satisfying the urge two or more times a day. Snack categories thus lead new packaging launches in 2019, with a 5.7 percent share. Sauces and seasonings, and bakery items are in second and third, with a 4.3 and 3.8 percent share, respectively.

As two-thirds of snackers wish there were more healthy options, many snack brands are highlighting freshness and simplicity through messaging on the package.

People want to eat and drink directly from the container, then keep the leftovers fresh

Who has time for silverware? When asked about packaging elements that impact product choice, 23 percent of people say they want a container they can eat directly from. Fifty-one (51) percent say they want packaging that is easily resealable, and 63 percent say they want packaging that keeps the food fresh.

Portability is important to young consumers

Young shoppers are more likely to purchase smaller format products, for a more "just-in-time" approach to eating. One-third of shoppers age 18-24 look for packaging that allows them to eat from the container.

83 percent of brands currently use flexible packaging

According to a report by Research and Markets, using data from a Harris Poll, 83 percent of brand owners currently use some type of flexible packaging.

Perhaps that last point speaks to the functional packaging tipping point more than any other. People want functionality, brands are responding.

From insight to solution

We're working hard to turn what we're learning about functional packaging into solutions for brand owners and converters who work with them.

To learn more about our portfolio of functional packaging products, visit label.averydennison.com/functionalpackaging. **AD**





If You Build a Better Clamshell...

Heat Seal Reclosures represent a re-thinking of the standard plastic clamshell package

In this issue of AD Connect, we look closely at how consumers are increasingly drawn to convenient packaging features, such as the ability to drink or eat directly from the container. We consider the consumer perception of the sustainability of plastic film products. And we look at some new products in the Select Solutions™ Portfolio that help brand owners increase shelf appeal and address a consumer pain point.

Innovation = consumer trend + customer needs

Honestly, this is the way we strive to make innovation work at Avery Dennison. We see a trend. We learn how that trend might impact our customers' business—as an opportunity to capitalize on, or a challenge to overcome. We apply our research and development resources, with a big dose of customer input along the way, to creating solutions to help you grow your business. And, we drive change by pushing the envelope of what these materials can do.





More than just an alternative approach for plastic clamshells

Heat seal reclosure constructions provide an attractive, alternative approach for the clamshell packaging format that’s popular for produce, baked goods, meats, and other grocery items.

Constructions consist of a facestock, film liner, and proprietary adhesive. What’s notable—and this is where the optimization happens—is that the entire construction is adhered with heat sealing equipment to the top of the rigid container. This seals the container, eliminating the need for the standard clamshell top. The film liner is the foundation of the construction, and a functional part of the package, rather than waste.

This solution provides greater sustainability, primarily through the use of less plastic. It also delivers additional operational and branding benefits that should make it worthy of serious consideration for grocery brands and the converters they work with.

New adhesive choices for a greater range of applications

The Portfolio launched with four, low-peel, pressure-sensitive adhesive options. These include our R1490, which is FDA-compliant for direct food contact. Another option, R1450, features approximately half the peel of R1490 and a “smooth/buttery” feel.

We introduced our Heat Seal Reclosure Portfolio in the Q3 2018 edition of AD Connect, and showcased it at last year’s LabelExpo Americas. Now, we’ve expanded the Portfolio with new solutions for a wider spectrum of food products, including bakery goods and produce. These product segments in particular are seeing notable opportunity.

One thing you might see less of at your favorite supermarket

The Portfolio is expanding just as consumers are likely to see an even bigger emphasis on plastic reduction at their favorite grocery stores.

National chains are in on the trend, and some have made big commitments. Whole Foods has stated that it would reduce its plastic use by 800,000 pounds per year. Kroger’s 2020

sustainability goals include a 10 million pound reduction of plastic resin in its packaging. The company recently touted the positive impact of its redesigned gallon milk jug, which it claims uses 10 percent less plastic.

Optimization is key

A recent article on nationalgeographic.com profiled the reduction-in-plastic trend in grocery. The article pointed out how eliminating our reliance on plastic is far from a simple matter, as many in the value chain rely on the material to help keep foods fresh.

What’s needed, perhaps, is to not merely minimize the use of plastic; but to also optimize its use by rethinking packaging design, and how plastic is used in those designs. We believe our Heat Seal Reclosure Portfolio complements just such an optimization.

Our newest adhesive addition to the Portfolio, R1350, is engineered for the demands of the produce segment. It features about one-quarter the peel of R1450 in the heat seal application, plus non-whitening properties that are important for high moisture environments.

These solutions are ideal for packaging containing produce items such as tomatoes, berries, lettuce, and grapes which are often packaged in clamshell containers. It's also an option for other products packaged in plastic, such as meats, nuts, meal kits, cheese, and bakery goods.

Operational benefits

The clamshell top accounts for an average of 44 percent of the plastic content of a standard clamshell package. In a study done for a major grocery chain, use of our heat seal reclosure technology resulted in a 40 percent reduction in plastic use.

This reduction brings with it an additional benefit.

Less weight / lower total costs— In the same study, we calculated that the chain could save nearly 68,000 kilograms of weight, based on its typical annual use of 8 million clamshells. This weight savings would undoubtedly translate into lower overall shipping costs.

Sustainability benefits

The operational benefits explained above translate nicely into some real sustainability credentials for the product. Raw material use is considerably less. There's no liner waste. Fewer trucks are needed to ship the same amount of product, resulting in lower greenhouse gas emissions.

Brand and end user benefits

Brand owners looking to make products stand out on store shelves should salivate over the idea of replacing the traditional clamshell top with a heat seal reclosure. Reclosure constructions offer a bigger billboard for messaging and artwork, while giving the brand a broader story to tell regarding sustainability, freshness and ease of use.

And those brand owners probably understand the impact this can have on sales. Heat seal reclosures dovetail nicely with consumers' desire for convenience and assurance of freshness—a trend we've covered in detail in AD Connect.

Are you ready to grow your business with Heat Seal Reclosures?

Our growing Heat Seal Reclosure Portfolio is just one more way Avery Dennison is helping brand owners and converters respond to consumer trends. It's a solution that marries greater sustainability to the ease of use and assurance of freshness consumers want, while offering designers a canvas to create greater shelf appeal.

To learn more about the Portfolio and discuss how you might make it work for your business, contact your Avery Dennison representative. **AD**



Compliant products, compliance expertise

We're committed to bringing you solutions that meet the changing needs of the grocery market. These solutions include pressure-sensitive adhesives that meet FDA requirements for both direct and indirect food contact.

Our solutions also include support to help you navigate this highly regulated space. Whenever you have questions or need guidance, our compliance specialists are ready to help. Your Avery Dennison representative can tell you more.

A Fresh Look at Select Solutions™

A portfolio of innovative solutions
for niche applications to
help you grow your business

Keeping pace with fast-changing markets and trends is one of the biggest challenges for businesses today. Even the most tuned-in converter likely finds it tough to identify promising opportunities and respond quickly with label and packaging solutions.

Our Select Solutions™ Portfolio helps bridge that gap. It's a selection of label solutions tailor made for specific applications, with options for mixing and matching materials. It's backed by a technical team ready to create custom solutions when no off-the-shelf offering will do.

Our Select Solutions™ Portfolio includes the following:

- Apparel
- Kiddie Sticker
- Transfer Tapes
- Candle and Soap
- Natural Kraft Paper
- Shelfmarking
- Cover Up
- Ultra Removables
- Food Safety and Promotion
- Piggy Back
- Holographic
- Tag Stock



Each of the applications in the Select Solutions Portfolio was created based on trends we've seen among our customers. The result is a set of offerings driven by customer needs and opportunities, specific solutions to help you grow ... hence, Select Solutions.

Here's a sample of what we've added in recent months.

New holographic constructions (Pg. 100)

Holographic labels use light and reflection to create undeniable shelf-appeal, differentiate brand and accelerate sales. They're becoming a go-to option for many designers working with brands ranging from cosmetics and personal care products, craft beer, and wine and spirits. And with their ability to present unique, hard-to-counterfeit patterns, holographic labels are relied upon by many brands as a packaging security measure as well.





With our wide portfolio of standard products, you have easy ways to offer new and creative packaging solutions. We also work directly with suppliers to create new and unique patterns for specific needs.

New Dispersable/Dissolvable products in our Food Safety and Rotation Portfolio (Pg. 64)

Our Food Safety and Rotation solutions cover a wide range of functional needs: supply chain and inventory, warnings, advertising and

promotion, and freshness assurance. The dissolvable label products in this Portfolio are relied on by food service providers across the country.

We're introducing two more products to this line:

First up, our new 54353 Dispersable FSC®/S2600/40#SCK. This cellulose-based product looks, feels, and tears like paper, and is an economical solution for those looking for a dissolvable label. Bonding securely to plastic, glass, metal,

and wood containers, it dissolves in any temperature of water, leaving minimal residue. This new dispersable converts easily, and is printable with flexographic, inkjet, and laser technology. It's also easy to write on with a marker, making it versatile for end users.

Next is our 54443 DT Dissolvable FSC®/S2600/40#SCK. This spec dissolves in water with minimal residue. Plus, the facestock is engineered for direct thermal print technology and is stronger for faster converting.

New removable adhesives (Pg.86)

Someone, somewhere, has just become a victim of Stubborn Sticker Syndrome. That's when a "removable" sticker spoils (or ruins) a product with a sticky residue from an adhesive choice that's too aggressive for the substrate.

Yes, this really is a thing!

Stubborn Sticker Syndrome is a point of consumer frustration with potential to hurt brands. According to Avery Dennison research, 81 percent of consumers have had a hard time

removing a label from a product; 45 percent of consumers say they've felt "annoyed" or "very frustrated" with the task.

The good news? We have the cure: Ultra-removable adhesives that stop the spread of Stubborn Sticker Syndrome. Our three adhesives — LP1000, UR3, and R300 — are engineered for clean and residue-free removal from a variety of surfaces.

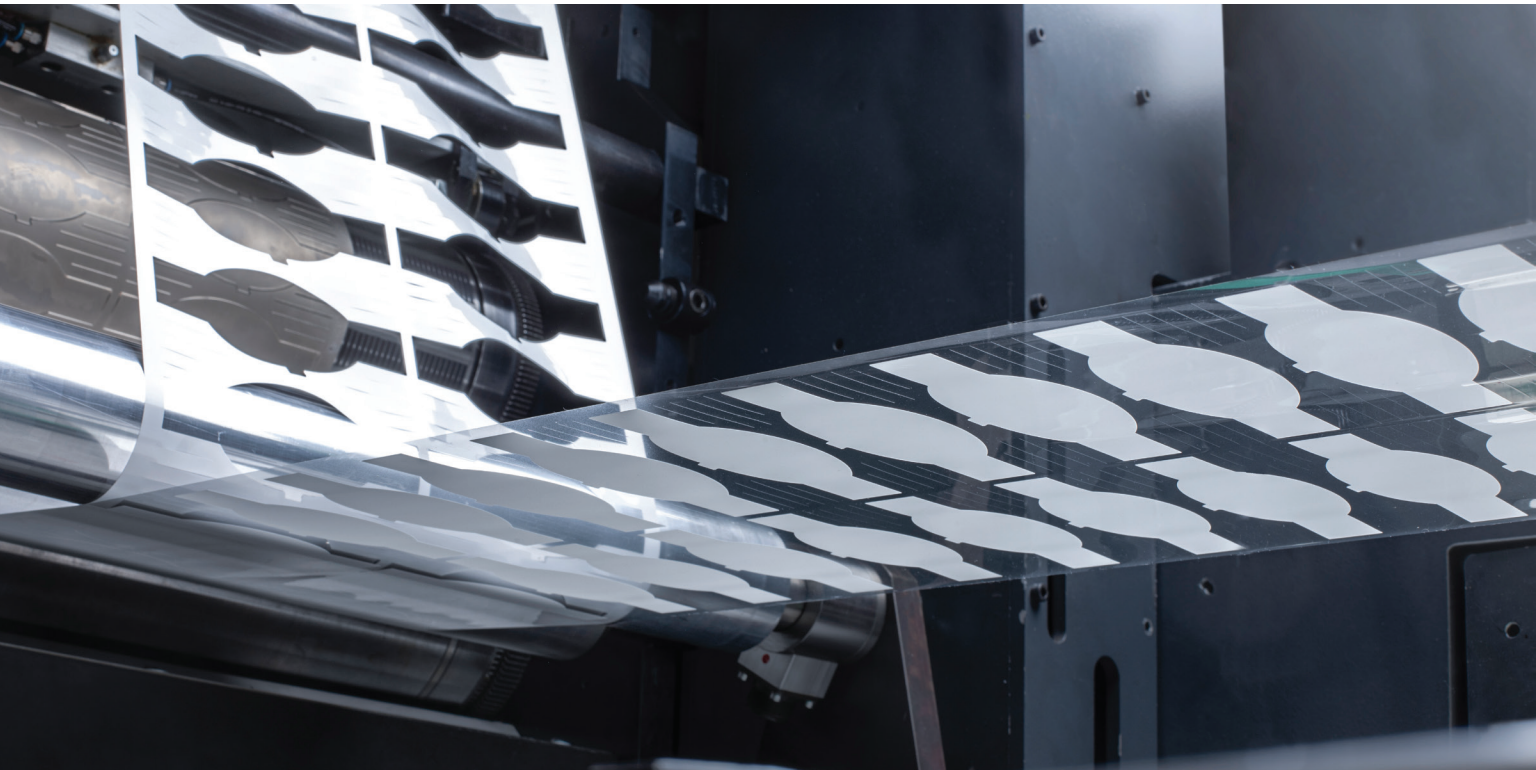
More than just products

Many of the products in our Select Solutions Portfolio are available

with low MOQ, and 4-day lead times. We also offer our EXACT™ and ReadyWidth™ service programs to help you increase efficiency and minimize waste. And you can leverage the support of our Technical Excellence Team, which can help with everything from scale-up, to conversion, to troubleshooting and training.

For more information about the Select Solutions Portfolio, visit label.averydennison.com, or contact your sales representative. **AD**





What's New With Paper

New offerings include direct mail solutions, rPET liner and synthetic technologies

Avery Dennison offers a broad range of paper label solutions. Our facestocks offer high performance for applications as varied as food and beverage, health and personal care, pharmaceuticals, and more.

And, we keep our paper portfolio up to date with products that respond to your customers' evolving needs. Here are three recent innovations—additions to our Direct Mail Portfolio, new rPET release liners, and synthetic paper—that are all worth checking out.

**Direct Mail Portfolio:
Great news for converters**

If you happen to convert direct mail—or you're thinking of growing your business in that direction—we have some great news.



Our Direct Mail Portfolio includes **new paper wafer seal and paper charity label products** to help you meet brand owners' needs.

- Wafer seals are applied as a closure for promotional letters, circulars, coupon envelopes, postcards and self-mailers. Our portfolio spec is a 40# translucent facestock, married to our S2501 adhesive, and a 40# SCK liner.
- Charity labels are used in applications such as promotional address labels or envelope seals sent by charities to encourage donations. Our Portfolio spec is a 54# Semi-Gloss, FSC®-certified facestock, with a 53# liner. Two pressure-sensitive adhesives are available: our S2501, and our S5800.

These solutions use our proprietary pressure-sensitive adhesives that are reliable with a range of substrates to help those mailers grab consumers' attention. They offer high throughput, and are available in low MOQs and with fast shipping. And all portfolio products are available with our EXACT™ service program, so you can order constructions in precise roll widths.

No signs of slowing

With a \$44 billion U.S. segment value, direct mail is an integral part of the marketing mix of many brands. It offers a 9 percent response rate, according to Mail Shark, and is more effective than common forms of digital marketing, such as email or search.

Data aside, you probably have a mailbox. So you probably spend time each day sorting through charity solicitations, insurance quotes, travel offers, preapproved credit card notices, grocery store circulars, and so much more (just wait until next year's election campaigns!) You know this is a big business opportunity.

Introducing rPET release liners

Our new, rPET release liner is a cost-effective, filmic liner partially made from recycled PET plastic. Made with 30 percent PCW plastic, our new rPET liner helps deliver the sustainability consumers want, while maintaining the performance converters need to stay efficient and profitable. It's being offered on a semi-gloss paper with an all-temp adhesive to start.

At a thin 1.2 Mil, rPET nevertheless delivers uniform and consistent performance at high dispensing speeds, while avoiding web breaks. It provides excellent registration under various printing conditions, fast die-cutting and superior embossing characteristics. This next-gen liner represents just one chapter of a bigger story: our industry's efforts to help consumers have a smaller environmental footprint.

Synthetic paper: Is it the answer to your customers' needs?

Though they are truly films, synthetic papers provide the look and feel of a traditional paper product for applications that need the added performance qualities of films. Avery Dennison offers the broadest range of synthetic papers in the industry, with solutions to satisfy many labeling applications.

The unique mix of features of synthetic paper make it an ideal choice for many of those applications.

- The bright white matte surface is easily printable with a variety of print technologies.
- It's writeable, and it's highly readable in environments with bright lighting or sunshine.
- It's resistant to UV yellowing, grease, tearing, and moisture, giving it a longer shelf life.
- It has excellent lay flat, yet is also highly foldable.
- It's an ideal choice for applications where natural paper won't work, but films are not an option.

Our broad range of facestocks, paired with our proprietary, pressure-sensitive adhesives, can cover a wide variety of applications. And all our products are backed by the expertise and know-how of our technical teams, who can help you choose the right paper for the job.

Look for synthetic paper options in many of our portfolios, including Appliance, Automotive, Customer-Ready™ Durables, and Drum.

To learn more

To learn more about either our Direct Mail portfolio or our synthetic paper options, get samples, or discuss your customers' applications, contact your Avery Dennison representative. **AD**

Service Consultants

Our front line service team advocates for customers and champions their needs within Avery Dennison



This is the latest in our series of AD Teams columns looking at our ADvantage technical teams. In this issue, we'll get to know our team of service consultants.

Our front line team

Pick up the phone and call Avery Dennison. Chances are, the friendly voice on the other end is one of our service consultants. This is our front line service team, with critical order fulfillment responsibilities including order processing, follow up and tracking, pricing integrity, and on-time delivery.

The team is made up of 23 consultants and four supervisors based out of our headquarters in Mentor, Ohio. Another three consultants and one supervisor are based in Montreal. Each consultant is responsible for a set of customer accounts. The goal is not only to be on a "first-name basis" with their customer contacts, but have a deep understanding of and investment in the customer's business needs. This, as you'll see, is key.

Delivering service excellence

When it comes to understanding their roles, the team takes an outside-in approach, starting with their customers' needs. The concept is referred to at Avery Dennison as service excellence.

"Service excellence means providing customers with the best experience possible," says Nancy Roach,

Sr. Customer Service Manager. "Consultants take pride in the strong one-on-one relationship they develop with customers, and they do what's necessary to ensure they meet their needs. Consultants are the customers' advocate and will drive their needs into the organization."

Developing an effortless service mindset

New team members undergo a formal training cycle that can last up to eight weeks, and is led by a dedicated team of senior consultants. The curriculum covers Avery Dennison products, services, and processes, along with the business dynamics of label and packaging conversion.

The curriculum also dives deep into the tools needed to develop an effortless service mindset. This includes "service skills" such as:

Active listening —
Paying close attention to what the customer does and doesn't say to thoroughly understand needs and avoid misunderstandings.

Guided conversations —
Using positive language with an emphasis on what can be done, rather than what can't be done, to resolve issues to the customer's satisfaction.

Predictive service —
Providing the right service and information, sometimes before the customer requests it ... sometimes before they know

they need it. This, of course, is an outcome of having a one-to-one relationship with their customer account contacts.

Training is just the beginning

That training phase is just the start of a service consultant's journey of growth and development.

Consultants are measured on order accuracy, and have their customer phone calls and emails reviewed to help them improve their service delivery. Those phone calls and emails are often used to develop and fine-tune best practices for the team. Consultants also receive regular cross-training, so if the customer's primary contact is not available others can easily step up and provide the same level of effortless service.

Service consultants collaborate across the company, engaging groups such as Sales, Supply Chain, Operations, Transportation, Finance, Marketing, Quality Control, and Technical. The role of customer advocate often means taking a customer issue or opportunity to other groups in the organization.

Service that sets us apart

"Service excellence is what drives the Customer Service team," adds Nancy. "We value our customers and work hard to develop trusting relationships that drive loyalty and growth. It's part of what sets Avery Dennison apart from the competition and makes us our customers' first choice." **AD**

← From Left
**Jean Pitts, and
Danielle Stich**



Selling Sustainability with Flexible Packaging

Thinking “less is more” is key to understanding the total carbon footprint of flexible packaging designs

Are you playing in the flexible packaging segment? If so, then you're probably enjoying the growth of this packaging format. Some are concerned about whether flexible packaging is considered a sustainable packaging solution. Below we offer some compelling facts that support a sustainability story for flexible packaging.

A bit of a reputation

Flexpack is the fastest growing packaging segment, both in the US and worldwide. According to the Flexible Packaging Association, the segment is currently valued at \$30.9 billion, with 2.6 percent growth between 2016 and 2017. This packaging style is gaining in popularity across a wide range of consumer markets, such as beverages, pet food, personal care, medical, pharmaceutical, and consumer products.

If there's a flip side to this story, however, it may be that flexible packaging is not always seen as a truly recyclable packaging option. According to a 2018 Avery Dennison study, consumers increasingly value the environmental effect of their packaging choices. And flexible packaging, which often cannot be recycled as easily as PET bottles, glass, or cans, may be seen as a less-sustainable option.

Thinking outside the recycling bin

There's some good news. Much of the issue here is one of perception and reputation. When you extend the focus beyond recyclability, flexible packaging actually has some serious sustainability credibility.

Here's what we mean.



When considering the sustainability of packaging materials, we at Avery Dennison look at three factors. These touch on the entire life cycle of the material.

1. Sourcing — Are the materials responsibly sourced? For example, recycled paper or non-petroleum-based films.
2. Recyclability — Are the materials easily compatible with common recycling methods?
3. Reduction — Do the materials complement design approaches that result in packaging that uses less raw material, is lighter, uses less natural resources and provides production efficiencies than alternatives? And if it needs to be landfilled, does it take up less space than those alternatives?

Here's the challenge. Consumers have been told for years to recycle, and recycling programs are common across the country. So no doubt the first thing people ask when considering the sustainability of a product is "Can I recycle this?"

But we also know that recycling programs tend to be inconsistent. What can be recycled in one city may not be recyclable in another. There is more work to be done, especially in regards to implementing infrastructure, to enable 100 percent of recyclable materials to actually go through the process. Unfortunately, a significant portion ends up in landfills.

So what is needed, perhaps, is a broader understanding of what makes an item "sustainable." This is an understanding that should encompass the three factors outlined above.

Sustainability benefits across the product life cycle

Where flexible packaging shines from a sustainability standpoint is in point number three: It is a packaging format that tends to use less raw material than traditional packaging methods. It also is the total package, and additional boxes or other covers are not needed.

The effects of this reduction may not be apparent to the average consumer, but they can be significant. And, the effects touch on the entire lifecycle of flexible packaging— manufacturing, transportation and storage, and post-consumer processing.



These facts should help illustrate what we mean:

Production:

- 100 pounds of beverage requires 84 pounds of glass packaging, or just 2.5 pounds of flexible packaging.
- A steel coffee can requires 1,605 percent more water to produce than a stand-up coffee pouch.

Shipping / CO² emissions:

- Flexible packaging facilitates weight savings of more than 78 percent compared to alternative packaging methods, and requires 4 percent less cargo space than glass containers for the same amount of food.
- One truckload of flat (unfilled) pouches can hold the same amount of product as 15 to 25 truckloads of empty rigid containers.

Storage and shelf life:

- 30 plastic bottles require the same amount of storage space as 840 pouches with spouts.
- Flexpack can help extend a product's shelf life: Bananas placed in a perforated PE bag can last 15 days longer than those un-bagged.

Finally, flexible packaging may be less recyclable than other materials. But the realities of today's recycling industry reveal some interesting facts.

- Approximately 71 percent of steel coffee cans and 21 percent of LDPE lids are recycled — the rest end up in landfills. This results in four times as much material being landfilled versus flexible pouches. The rate of recycling would need to increase to 93 percent for cans, and 71 percent for pouches, for the volume of landfilled materials to be comparable.

Taking a broader look

The point of all this? It is simply that understanding the sustainability of flexible packaging means taking a broader look at product life cycle. Choosing to package a product in a plastic pouch means using far less material than other formats. And while that pouch may not be as recyclable, it does deliver sustainability benefits related to things like weight and storage volume.

Flexible packaging lends itself well to creative branding and design that catches consumers' attention. It delivers the convenience, shelf life and ease of opening that consumers say they want. And by taking a broader perspective on its end-of-life management, brand owners can deliver a more sustainable packaging format that consumers desire. **AD**

All data referenced in this article was published by the Flexible Packaging Association

Introducing Laser PET Chemical Drum Labels

New construction offers a compelling combination of features

Whether you're a chemical drum shipper or a label converter, you can count on the Avery Dennison Drum Label Portfolio to continue to deliver high quality products with trusted performance. You'll find state of the art solutions for quality and ease of use that address the realities of a changing market and regulatory needs.

Our newest addition to the Portfolio checks those boxes—and more.

Introducing our new Laser PET drum label product

Engineered for use with laser print technologies, our newest drum label construction—spec number 54162—features a 2 Mil white PET facestock. It's combined with our industry leading S4600 adhesive, a proven adhesive of choice for drum applications, and our new 66# poly-coated kraft paper liner which was developed for this product to provide layflat and back side printability.

This is our first drum label construction for laser printers featuring a facestock material other than Vinyl. As the regulatory climate (particularly in the

EU and Asia) and industry needs move towards recyclable materials, it's important for converters and shippers to have a reliable alternative.

A state-of-the-art construction

With that being said, Laser PET is not simply an alternative. Offering virtually everything you'd want in a laser-print label material, it's innovation lies in its compelling combination of features and benefits.

BS 5609 certification

Your first question might be, "Is Laser PET certified against BS 5609 section 2 and 3." The short answer is "Yes."

And, as part of our broader technical and laboratory support offerings, Avery Dennison provides in-house BS 5609 certification capabilities at our Mentor, Ohio Innovation Center. So if you have a printer / ink combination that's not on our current list of those certified for Laser PET (or any of our Drum Portfolio solutions), let us know. Our Global Client Service Lab can handle the testing and certification at no cost to you.



Excellent print quality and durability

The top-coated PET facestock is heat-stable and offers excellent printability, in addition to the chemical and abrasion resistance needed in a BS 5609 certified label construction. In trials, a major drum label converter remarked that it had excellent imaging and print anchorage.

Thinner, printable liner

The 66# paper liner is thinner than those on comparable products, assisting feed through, and resulting in shorter/lighter stacks that are easier to handle. The liner is also printable, allowing the converter to print instructions or other information for the shipper.

Excellent lay-flat and anti-static properties

Both the topcoated PET and liner have been designed to provide optimum layflat and anti-static properties. This enables more efficient conversion in both the pre-print and post-print processes.

Proprietary adhesive

The S4600 pressure sensitive acrylic adhesive is a workhorse in our Drum Label Portfolio and a leading adhesive in the chemical drum labeling industry. Compatible with a wide variety of substrates, it offers quick wet-out and long-term durability under the conditions common to drum shipping.

Laser PET is available now

The 54162 Laser PET construction is available now as part of our Drum Portfolio—you'll see the product listed on page 50 of this issue of AD Connect.

For more information about the product, to get samples, or to learn more about our BS 5609 testing capabilities, please contact your Avery Dennison representative, or visit label.averydennison.com/durables. **AD**



Understanding the Potential of NFC

Near Field Communication (NFC) can transform how consumers connect with brands

Our Q2'19 AD Connect Insights story, "Shopping Reinvented," touched on how retailers are upping their branding and engagement game. They're doing it, in part, by responding to the trend of the connected consumer. This is a buyer who doesn't simply want to buy a product, but wants to be immersed in the brand.

The technology that consumers are using to connect with those brands, and vice-versa, is often the smartphone. Now, NFC technology promises to kick this trend into high gear.

What is NFC?

Along with Ultra High Frequency (UHF), NFC is a common type of Radio Frequency Identification (RFID) technology. With both, information is stored on an inlay and embedded within a product or its packaging. That information can then be read by an RFID-enabled reader.

RFID UHF technology is growing in use in many applications. If you've flown with Delta Air Lines recently and tracked your checked bags with the airline's app, that's a UHF application. Logistics companies use UHF to track shipments in, through, and out of their warehouses. Retailers use it to keep a handle on inventory. The list goes on, and is growing.

With NFC, unlike with UHF, the reader must be very close to the product—even tapping the product—to access the stored information. That proximity is what makes this technology so intriguing for connecting to individual shoppers. More about that in a bit.

NFC is getting a boost

NFC seems to have hit a tipping point. As global sales of transmitters have increased, their costs have dropped to where they can be added to a wide array of products. Meanwhile, a

growing number of our phones now carry NFC readers—2.2 billion by next year, according to NFC Forum.

Apple is giving this capability a real boost. The company introduced NFC with the iPhone 6 as the underlying technology for its Apple Pay function, and expanded the capability in subsequent phone models. With the launch of iOS 13 in the fall of 2019, iPhone users will be able to receive information from a wide range of NFC transmitters. NFC is an established feature on many current Android devices as well.

So, let's get back to why this is all so intriguing for brands.

From fun to functional: Engaging the consumer with NFC

NFC offers brand owners a wealth of opportunity for consumer connection, far beyond payments. The trend has perhaps its greatest potential →

in segments such as premium foods; beer, wine, and spirits; and clothing. But with the availability and modest cost of the technology, the possibilities seem limited only by the imaginations of packaging designers seeking new ways to give brands even greater appeal.

An NFC transmitter might teach a consumer more about a product, and how and where it's made. It can help tell a brand's story through augmented reality (AR) and video delivered through the consumer's phone. Delivered visually, that story can tap deep into the consumer's emotions. It can support the brand's credentials for sustainability and social responsibility. It can help establish confidence in the product's authenticity and purity. It can simply offer instructions for how to use the product.

This content can be personalized, either by having the consumer answer questions through the phone, or by detecting what the consumer is and isn't doing with the product (for example, whether the package has been opened). With the consumer's consent, content can be shared with social networks to amplify the brand's presence.

What does engagement look like?

Let's imagine a few scenes ...

You're perusing the meat section of your favorite grocery store, and pick up a package of grass-fed beef. A label says you can learn more about the company by tapping your phone to the package. You tap, and your phone screen opens up to a well-produced video of the company's ranch. Cattle roam green pastures, mooing happily (it seems) under a blue sky that's as big as Montana itself. A cowboy-hat-wearing rancher details the company's commitment to sustainable and humane treatment of livestock through all stages of their lives and into processing.

Through the fog of a cold, you're staring blankly at the dozens of medicines in your local drugstore. One brand sticks out, though, because you can tap your phone to it and see a virtual "pharmacist." Offering a bit of empathy and advice, she helps you choose the decongestant/fever reducer that gets you on the road to recovery.

Your washing machine is not draining properly. Naturally, it's now just out of warranty. So you tap your phone to its control panel, and on your screen appears an AR repair tech who helps you troubleshoot. Turns out to be a relatively easy fix that you can handle yourself (phew!)

You're treating your daughter to her favorite fast food restaurant. Halfway through the meal, you realize you forgot to order dessert. She doesn't even notice as you tap your phone to an NFC-enabled table tent, enter the restaurant's app, order and pay for two chocolate chip cookies. They're delivered to your table ... and mutiny is averted.

Looking for NFC solutions? Look to Avery Dennison

The tool that can give your brand this kind of digital immersion is the Avery Dennison Intelligent Label Portfolio. It includes solutions that give brands a platform for storytelling, information sharing, and engagement. We offer a wide selection of NFC-enabled inlays, tags, and labels—all ideal for engaging with consumers at short distances.

As the consumer retail space continues to evolve, NFC is poised to become an increasingly important tool for brand owners looking to stand out and grow share. Avery Dennison can help you understand this technology and its potential applications. For more information about contact your Avery Dennison sales representative. **AD**



A place where
inspired design
and materials science
connect to foster
innovative solutions
to complex design
challenges.

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Spec# 54304 Fasson® 74# Night Skye Black Wet-Strength FSC®/S100RB/1.2 Mil PET
Spec# 54303 Fasson® 74# Snowbound White Wet-Strength FSC®/S100RB/1.2 Mil PET







Customization is an Expert Away



Select Solutions™ Mix & Match & Engineered Solutions

Problem

You'll work directly with an Avery Dennison Technical Leader (TL) team member to help you **solve problems**

Idea

Once you have **the idea**, our TL will provide you with quote, lead time and MOQ for the potential solution

Prototype

Using our materials and specialists, along with your knowledge, we'll create a **prototype** for trial

Verify + Validate

Working together, we'll **verify and validate** that the solution is truly fit for use

Commercialize

Then we'll **commercialize** the final solution allowing you to execute the opportunity

Collaboration. Validation. Commercialization.

Take the opportunity to harness the power of an experienced team of label materials experts to create unique solutions for your clients. Technical Leaders can Mix and Match existing material or create an Engineered Solution with unique material, pattern or performance.

Some applications call for a special material requirement, be it size, shape or performance criteria. Our technical solutions team will work with you to produce a label material specifically designed for such unique needs—a one-of-a-kind product for you and your end user.

Together, we'll go from concept to commercial to develop innovative products that please your clients and help drive your business.

Get started with Select Solutions Engineered Solutions, visit label.averydennison.com/engineered

Mix & Match Product →

Engineered Solutions and Mix & Match Product Examples

Avery Dennison Technical Leaders leverage Mix and Match and Engineered Solutions to help customers find the right labeling solution for their specific application needs. We bring you a wide range of carefully selected combinations of facestock,

liners and adhesives, to deliver supreme results for challenging label constructions. See some examples of mix and match constructions our team has created on the next 3 pages.





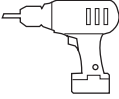


Versatile, flexible way to create select label solutions

Unique product examples

- Select from foils, films, metallized films, papers and more in combination with our best-performing adhesives
- Get the benefit of a customized label solution with low MOQs, quick pricing and rapid shipping

Adhesive Matrix

To help you better navigate our products, below is an easy-to-use and understand adhesive matrix. The matrix allows you to swiftly identify the correct adhesives for your applications.

		R423	R3400	S246	S490	S4600	S2501	S692N	S8001	S8015
Low Surface Energy		Dark Orange	Dark Orange	Dark Orange	Light Orange	Dark Orange	Medium Orange	Light Orange	Dark Orange	Dark Orange
High Surface Energy		Dark Orange	Medium Orange	Dark Orange	Dark Orange	Medium Orange	Light Orange	Medium Orange	Dark Orange	Dark Orange
Tough Substrates		White	White	White	Medium Orange	Dark Orange	Medium Orange	White	Medium Orange	Dark Orange
Curved (>1")		Light Orange	Medium Orange	Dark Orange	Medium Orange	Dark Orange	Medium Orange	Medium Orange	Dark Orange	Dark Orange
Curved (<1")		White	White	White	White	Dark Orange	White	White	Dark Orange	Dark Orange



Continued →

		40#SCK	50#SCK	40#BG	69#MF	1.2 Mil PET	1.5 Mil PET
Prime Paper							
60# Cast Gloss	S246	07655					07732
	R423	96546			53876		
	S490		53614		07693		
	S4600	53610	53615	53617	53621		
Bright Silver Foil	S246		01734				
	R423	53865					
	S490				53578	53537	
Dull Silver Foil	S246	02861	10751			53503	
	S4600	53540					
Bright Gold Foil	S246	53522					
MaxFlex™ Bright Silver	S246	53354	53635			53628	53403
	R423	53868					
	S490				53623		
Inverted-Face MaxFlex™ Bright Silver	S246	53825					
8 Pt. Tag	S2501				53573		
	S4600	53539					

Variable Information

TT1C	S246		14443			53507	
	R423	98203					
	S4600		53551		53569		
TT2C	S246		02329				
	R423	96029					
DT 300HD	S4600	53542		53559	53568		
	R423	53869					

Prime Film

2 Mil Clear BOPP TC	S692N				79267		79184
	S2501				79268	79164	
	R3400				79495		
	S8001			79234	79269	79153	
	S8015	79295	79305				

*These specs are examples of previously created solutions as part of Mix and Match or Engineered Solutions

	40#SCK	50#SCK	40#BG	69#MF	1.2 Mil PET	1.5 Mil PET
2.3 Mil White BOPP TC	S246	78788	79140			
	R3400			79486	79496	
	S692N				79270	
	S2501		79205	79224	79272	79187
	S4600			79215		
	S8001			79235	79273	79154
2.6 Mil White BOPP TC	S692N				79274	76999
	R3400			79487		
	S2501		79206		79276	79188
	S4600		79201	79216	79275	
	S8001			79236		
	S8015			79315		
2 Mil Metallized BOPP TC	S246		79143			
	S2501				79285	
	S4600		79203	79218	79284	
	S8001		79211	79233	79266	
	S8015		79310			
	R3400					79657
Primax® 250	S692N					76993
	S2501		79207		79280	79167
	R3400				79499	
FasClear® 250	S8001		79213	79237	79281	
	S2501				79282	
	S8001				79283	79180
	S8015	79299				

Durable Film

2 Mil Clear Print-Treated PET	S2501			79230		
	S8001				79259	79090
	R3400		79491			
2 Mil White Print-Treated PET	S4600			79219	79287	
	S8001				79256	79158
	S8015	79301		79319		79293
2 Mil Matte Chrome PET TC	R3400				79508	
	S2501				79260	
	S4600				79261	
3 Mil Synthetic Paper	S8001				79262	79159
	S2501				79263	
	S4600				79264	78427
	S8001	79199		79239	79265	79160
	S8015	79304				
	R3400		79494		79510	79519

All Mix & Match orders more than 5000 LF are subject to standard lead times

Blue Spec# = Ships from Peachtree City, GA, 30" x 1500' MOQ
 Green Spec# = Ships from Painesville, OH, 60" x 2500' MOQ

Select Solutions™ Cover-up Portfolio



High-opacity barrier coating on paper or film corrects errors and covers-up outdated information on packaging, labels and containers

Portfolio Characteristics

- Durable, pressure-sensitive films, coated and uncoated papers
- A range of adhesives
- More cost-effective and convenient than removing old labels or replacing entire packages
- Easily masks obsolete variable information, barcodes and pricing
- New data is easy to read and completely scannable

Applications

- Logistics and transport
- Pharmaceutical
- Industrial chemical labeling
- Food and retail promotions
- Home and personal care

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
15477	Semi-Gloss Elite™ FasCover™ 2/AT20/40#SCK	EXACT™/2500	WCT	Next Day
		EXACT™/5000	FTW	
19185	54# Semi-Gloss FasCover™ 2/C2500/40#SCK	EXACT™/5000	PTC	Next Day
07636	60# Cast Gloss FasCover™ 2/AT20/40#SCK	EXACT™/5000	FTW	Next Day
13601	Trans-Therm® 1C FasCover™ 2/AT20/40#CK	EXACT™/5000	PTC	Next Day
06263	Matte Litho FasCover™ 2/AT20/40#SCK	78/1668	FTW	Next Day
15562	Direct-Therm 200HD FasCover™/AT20/40#SCK	60/1668	PVL	Next Day
53825	Inverted-Face MaxFlex™ Bright Silver/ S246/40#SCK	30/1500	PTC	4 Days
08192	Inverted-Face Bright Silver Foil/S246/40#SCK	30/1500	PTC	4 Days
75312	Inverted-Face Metallized Primax® 250/ S1000/44#PK	Single Roll*/2500	PVL	4 Days

PVL=Painesville, OH PTC=Peachtree City, GA FTW=Fort Wayne, IN WCT=West Coast

Automotive Portfolio



Performance that goes the distance

Portfolio Characteristics

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

Applications

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

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time	Metal Substrates	Painted and Plastic Substrates	Rough/Low Surface Energy Substrates	Interior Use Only
76656	2 Mil White PET TC/ S8015/50#SCK	Stock/5000 EXACT™/1668	NEE	1 Day	✓	✓		
76658	2 Mil Matte White PET TC/ S8015/50#SCK	Custom Coat/5000	PVL	5 Days	✓	✓		
76660	2 Mil Matte Chrome PET TC/ S8015/50#SCK	EXACT™/1668	NEE	1 Day	✓	✓		
*79453	2 Mil White PET TC/ S8049/50#SCK ABC	Stock/1668	PVL	1 Day	✓	✓	✓	
79534	2 Mil Matte Chrome PET TC/ S8049/50#SCKABC	Custom Coat/1668	PVL	5 Days	✓	✓	✓	
78385	2 Mil White PET TC/ S8001/50#SCK	EXACT™/5000	PVL	1 Day	✓			✓
78401	3 Mil Synthetic Paper/ S8001/50#SCK	EXACT™/5000	PVL	1 Day	✓			✓
78387	2 Mil Matte Chrome PET/ S8001/50#SCK	EXACT™/5000	NEE	1 Day	✓			✓
79653	2 Mil White PET TC/8049A/EZ Liner	Custom Coat/1000	PVL	4 Days	✓	✓	✓	
79654	2 Mil Brushed Chrome PET TC/8049A/EZ Liner	Custom Coat/1000	PVL	4 Days	✓	✓	✓	
*79732	2 Mil White PET TC/S8029/50# SCK ABC	Single Roll/2500 Stock/1668	PVL PVL	4 Days 1 Day	✓	✓	✓	✓
Overlaminates								
77855	1 Mil Clear Print-Treated PET/ S730/1 Mil PET	EXACT™/5000	NEE	1 Day				
77841	1 Mil Clear PET TC/S8020/40# BG	Ready Width™ 6/5000 Ready Width™ 12/5000	PVL	1 Day				
Products designed to be tamper evident								
78194	2 Mil White Void PET TC/ S8015W/50#SCK	EXACT™/1700	NEE	1 Day	✓	✓		
78195	2 Mil Silver Void PET TC/ S8015/50#SCK	EXACT™/1700	NEE	1 Day	✓	✓		
Labels designed to adhere to silicone or silicone-treated surfaces								
*79438	1.5 Mil White PET TC/S8092/3 PET	Single Roll/850	PVL	1 Day				

PVL=Painesville, OH NEE=Neenah, WI

✓ = Performs on designated substrates

Point-of-Purchase Tire Label Portfolio



Tire label materials designed for greater adhesion, performance and brand image

Portfolio Characteristics

- Exclusive technology that prevents unsightly staining due to rubber compound migration through the label
- Consistent, premium look for better brand appeal
- Excellent adhesion, with very good material performance under extreme temperatures of -4 to 160°F
- Customizable adhesive coat weights

Applications

- Tires

Spec#	Product Description	Coat Weight	Gum Pattern	Service Program	Location	Lead Time
79458	2.1 Mil PP TIRE TC WHITE/ TS8000/50# MF	65	Full Gum	Custom Coat	PTC	5 Days
79465	2.1 Mil PP TIRE TC WHITE/ TS8000 SGP/50# MF	65	6" Pattern	Custom Coat	PTC	5 Days
79462	2.1 Mil PP TIRE TC WHITE/ TS8000A/50# MF	58	Full Gum	Custom Coat	PTC	5 Days
79324	2.1 Mil PP TIRE TC WHITE/ TS8000A SGP/50# MF	58	5" Pattern	Custom Coat	PTC	See your Sales Rep
79466	2.1 Mil PP TIRE TC WHITE/ TS8000A SGP/50# MF	58	6" Pattern	Custom Coat	PTC	5 Days
79484	2.1 Mil PP TIRE TC WHITE/ TS8000 SGP/50# MF	50	5" Pattern	Custom Coat	PTC	5 Days
79811	3.0 Mil TIRE AUTO DISPENSE/ TS8000/45# BG	48	6" Pattern	Run & Hold	NEE	Run & Hold

For our full line of tire labeling offerings please visit our website or speak with your Avery Dennison Sales Representative.
PTC=Peachtree City, GA NEE=Neenah, WI

Appliance Portfolio



Functional constructions developed to perform on a variety of difficult-to-adhere-to surfaces

Portfolio Characteristics

- Advanced adhesives that perform on difficult-to-adhere-to surfaces that are heavily textured; feature brushed metal, powder coatings and velvet finishes; or have come in contact with chemical cleaning agents
- Materials that offer branding and point-of-purchase performance, while providing abrasion, tear, and moisture and environmental resistance
- Voidable film facestocks and tamper-evident vinyls designed for counterfeiting and security functionality
- Removable adhesives for quick, clean removal
- Constructions suited for laser and thermal transfer printing

Applications

- Washers and dryers
- Refrigerators
- Microwaves
- Coffee makers
- Televisions
- Toasters/toaster ovens
- Trash compactors

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
78385*	2 Mil White PET TC/S8001/50#SCK	EXACT™/5000	NEE	1 Day
78387*	2 Mil Chrome PET TC/S8001/50#SCK	EXACT™/5000	NEE	1 Day
77844*	1 Mil Clear PET Overlamine	EXACT™/2500	PVL	1 Day
		EXACT™/2500	WCT	1 Day
78401*	3 Mil Synthetic Paper/S8001/50#SCK	EXACT™/5000	PVL	1 Day
78403*	2.3 Mil White BOPP TC/S8001/50#SCK	EXACT™/5000	NEE	1 Day
78947*	2 Mil Clear PET TCRC/S8015LW/50#MF	Stock 6/2500	PVL	1 Day
79327*	2 Mil Clear PET TCRC/S8025/50#MF	Custom Coat 60	PVL	7-10 Days
77921*	2 Mil Clear PET TC/S8025/50#SCK	EXACT™/5000	NEE	1 Day
78064**	2.3 Mil White BOPP TC/I406KB/40#BG	Custom Coat 60	PVL	7-10 Days
79648*	4 Mil Vinyl TCD/S8025/50#SCK	Stock 54/1668	PVL	1 Day
18328	60# Semi-Gloss Elite™/R5195/40#SCK	EXACT™/5000	FTW, PTC, QTN, DAL, WCT	1 Day
		EXACT™/10000	FTW, QTN	1 Day
78149	2.3 Mil White BOPP TC/R3500/40#SCK	EXACT™/5000	PVL	1 Day
78826	2 Mil Clear BOPP TC/R1490/1.2 Mil PET	Stock 54/1668	NEE	1 Day

*UL®-recognized **UL-recognition pending

NEE=Neenah, WI PVL=Painesville, OH WCT=West Coast FTW=Fort Wayne, IN
 PTC=Peachtree City, GA QTN=Quakertown, PA DAL=Dallas, TX

Drum Portfolio



Durable, proven materials featuring BS 5609 Section 2 and 3 certification

Portfolio Characteristics

- Consistent adherence to a range of drum surfaces
- Strong enough to withstand ongoing outdoor exposure
- Weather- and temperature-resistant
- Impervious to contact with aggressive chemicals and saltwater
- Highly adaptable to varying container sizes and diameters
- A range of cost and performance options
- Materials suitable for thermal transfer and laser printing
- Repositionable adhesives

Applications

- Containers
- Drums

Spec#	Product Description	Width/ Length (In./Ft.)	Location	Lead Time
Print Method: Laser				
78037	3.4 Mil Lasercode DL TC/S4600/79#CCK BS 5609 Section 2 Yes BS 5609 Section 3 Lexmark C792E, Primera CX1200, NeuraLabel 500e	EXACT™/5000	PVL	Next Day
54162	2 Mil White Laser PET/S4600/66#PK BS 5609 Section 2 Yes BS 5609 Section 3 Lexmark C792E BS 5609 Section 2&3 Ricoh C830	Stock/1668	PVL	Next Day
Print Method: Thermal Transfer & UV Inkjet				
79572	3.7 Mil Smudgeproof Kimdura®/S4600/50#SCK BS 5609 Section 2 Yes BS 5609 Section 3 Cab: ITW B324 Black +B324 Red Resin, ITW B128 Black+B120 Red, Zebra: ITW B128 Black+B120 Red, Zebra: limak SP330 Black+DC300 Ruby Red, Zebra: Armor AXR 8 Black+AXR600R Red, Zebra: ITW B324 Black +B324 Red Resin, Zebra: ITW CP TR5940 Black+TR5440 Red, Datamax: Armor AXR 8 Black+AXR600R Red, Datamax: ITW B324 Black +B324 Red Resin, Datamax: ITW CP TR5940 Black+TR5440 Red, Microplex: AXR7/600, Jetrion: 4000 Series for 4900 Press, Jetrion: 4950, DNP TRX-50 Black, Durst Tau330 Black, Zebra: Armor AXR1/AXR600R	EXACT™/5000	PVL/FTW/ WCT	Next Day
Print Method: Thermal Transfer & UV Inkjet				
72197	Fasson® 4 Mil TransCode®/S475/50#SCK BS 5609 Section 2 Yes BS 5609 Section 3 Zebra: DNP R300 Black+R510 Red, Zebra: ITW B128 Black+B120 Red, Zebra: limak SP330 Black+DC300 Ruby Red, Zebra: Armor AXR 8 Black+AXR600R Red, Zebra: limak SP575 Black+DC300 Ruby Red, Zebra: ITW B324 Black+B324 Red Resin, Zebra: ITW CP TR5940 Black+CP TR5440 Red, Zebra: Astromed RY Black+RAE Red, Datamax: DNP R300 Black+R510 Red, Data: limak SP330 Black+DC300 Ruby Red, Datamax: Armor AXR 8 Black+AXR600R Red, Data: limak SP575 Black+DC300 Ruby Red, Datamax: ITW B324 Black +B324 Red Resin, Datamax: ITW CP TR5940 Black+CP TR5440 Red, Durst Tau330, Jetrion: 4000 Series for 4900 Press, Jetrion: 4950, Mark Andy Digital One, Zebra: Armor AXR1/AXR600R , Zebra: Armor AXR1/AXR600R	EXACT™/5000	NEE/WCT	Next Day
79480	2.6 Mil Synthetic Paper/8020/50#SCK BS 5609 Section 2 Yes BS 5609 Section 3 Zebra: ITW B324 Black +B324 Red Resin, Zebra: DNP, R300 Black+R510 Red, Zebra: ITW B128 Black+B120 Red, Zebra: Armor AXR 8, Black+AXR600R Red, Datamax: ITW B324 Black +B324 Red Resin, Datamax: Armor AXR 8 Black+AXR600R Red, Jetrion: 4000 Series for 4900 Press, Zebra: AXR1/AXR600R, limak SP330 Black/ DC300 Ruby Red	Stock/1000	PVL	Next Day

Spec#	Product Description	Width/ Length (In./Ft.)	Location	Lead Time
Print Method: Inkjet				
79348	Fasson® 5 Mil Matte Inkjet DL Kimdura®/S4600/50#SCK BS 5609 Section 2 Yes BS 5609 Section 3 Epson C831, TMC3400, TMC3500, NeuraLabel 300x	EXACT™/2500	PVL	Next Day
79724	Fasson® 3.4 Mil Matte White SYN WBIJ/S4600/50#SCK BS 5609 Section 2 Epson C831, TMC3400, TMC3500	EXACT™/10000	PVL	Next Day
Print Method: Flexo				
79572	3.7 Mil Smudgeproof Kimdura®/S4600/50#SCK BS 5609 Section 2 Yes BS 5609 Section 3 Flint corona treatment: Flint Force (all colors) - No Varnish, Flint Force (all colors) - Varnish (Flint UVF 02052) Environmental Ink (corona treated): DR III FR Ink (all colors) - No Varnish, Films III Ink (all colors) - No Varnish, Wikoff: PolyTech XR (all colors) - No Varnish	EXACT™/5000	PVL/FTW/ WCT	Next Day
72197	Fasson® 4 Mil TransCode®/S475/50#SCK BS 5609 Section 2 Yes BS 5609 Section 3 Flint no corona treatment: Flint Force (all colors) - Non Varnish, Flint Force (all colors) - Varnish (Flint UVF 02052) Environmental Ink (corona treated): DR III FR Ink (all colors) - No Varnish, Films III Ink (all colors) - No Varnish Actega: Optifilm Ink (all colors) - Varnish (Flint UVF 02052), Versifilm Ink (all colors) - Varnish (UVF 02052) Wikoff: PolyTech XR (all colors) - No Varnish	EXACT™/5000	NEE/WCT	Next Day
79480	2.6 Mil Synthetic Paper/8020/50#SCK BS 5609 Section 2 Yes BS 5609 Section 3 Flint no corona treatment: Flint Hydrofilm Ace (all colors)- Varnish (Flint UVF 02052) Environmental Ink (corona treated): DR III FR Ink (all colors) - No Varnish, Films III ink (all colors) - No Varnish, Wikoff: PolyTech XR (all colors) - No Varnish	Stock/1000	PVL	Next Day

PVL=Painesville, OH WCT=West Coast NEE=Neenah, WI FTW=Fort Wayne, IN PTC=Peachtree City, GA

Fire Extinguisher Portfolio



New UL® 299 recognized solutions

Portfolio Characteristics

- Two solutions with UL recognized inks, ribbons and adhesives for labeling portable dry chemical and powder fire extinguishers (Class D), and stainless steel water-based units (Class A)
- UL recognized label system allows you to file for a label adoption, significantly reducing the time, cost and effort of adding a product to a UL file

Applications

- Fire extinguishers
- Safety equipment

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
77536	2.3 Mil White BOPP/S6600/50#SCK	EXACT™/5000	PVL	Next Day
77844	1 Mil Clear Print-Treated Polyester/S8020/40#BG	EXACT™/2500	PVL, WCT	Next Day
		EXACT™/5000	PVL	

PVL=Painesville, OH WCT=West Coast

HVAC Portfolio



Materials designed to perform on a broad range of surfaces under intense conditions

Portfolio Characteristics

- Materials that showcase branding and point-of-purchase; with adhesives that remove cleanly over time
- Excellent abrasion and tear resistance; moisture resistance; environmental resistance (temperature extremes / UV / chemicals)
- Advanced adhesives for difficult-to-adhere-to surfaces
- Compatibility with oily surfaces
- Compatibility with laser, thermal transfer, inkjet and conventional printing methods

Applications

- Air conditioners/air handlers
- Furnaces
- Water heaters
- Heat pumps
- Radiant flooring
- Thermostats
- Dehumidifiers
- Ventilation

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
78385*	2 Mil White PET TC/S8001/50#SCK	EXACT™/5000	NEE	Next Day
78387*	2 Mil Chrome PET TC/S8001/50#SCK	EXACT™/5000	NEE	Next Day
77844*	1 Mil Clear PET Overlam	EXACT™/2500	PVL, WCT	Next Day
		EXACT™/5000	PVL	Next Day
78401*	3 Mil Synthetic Paper/S8001/50#SCK	EXACT™/5000	PVL	Next Day
78403*	2.3 Mil White BOPP TC/S8001/50#SCK	EXACT™/5000	NEE	Next Day
77921*	2 Mil Clear PET TC/S8025/50#SCK	EXACT™/5000	NEE	Next Day
79648*	4 Mil Vinyl TCD/S8025/50#SCK	Stock 54/1668	PVL	Next Day
18328	60# Semi-Gloss Elite™/R5195/40#SCK	EXACT™/5000	QTN, NEE, PTC, FTW, WCT	Next Day
		EXACT™/10000		Next Day
78149	2.3 Mil White BOPP TC/R3500/40#SCK	EXACT™/5000	PVL	Next Day
78826	2 Mil Clear BOPP TC/R1490/1.2 Mil PET	Stock 54/1668	NEE	Next Day
79325*	1 Mil Clear UV PET/S3000/1 Mil PET	Stock 54/1668	PVL	Next Day

*UL®-recognized

NEE=Neenah, WI PVL=Painesville, OH WCT=West Coast

QTN=Quakertown, PA PTC=Peachtree City, GA FTW=Fort Wayne, IN

Lawn and Garden Portfolio



Designed for a breadth of applications, the portfolio's materials have been designed to meet the durability and versatility the outdoors demand

Portfolio Characteristics

- All specifications are UL 969 and cUL C22.2 recognized
- Weather- and temperature-resistant
- Impervious to contact with aggressive chemicals, including oils and gasoline
- Reliable adhesion performance on rough, dusty and oily surfaces
- Excellent adhesion on low surface energy substrates

Applications

- Lawn mowers
- Chainsaws
- Snow blowers
- Rototillers and more

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
79453	Fasson® 2 Mil White PET TC/S8049/50#SCK	Stock 54/1668	PVL	Next Day
78981	Fasson® 2 Mil White PET TCD/S8025	EXACT™/5000	PVL	Next Day
78385	Fasson® 2 Mil White PET TC/S800150#SCK	EXACT™/5000	NEE	Next Day
78668	Fasson® 2 Mil Matte Chrome PET ITC/ S8025/50#SCK	Custom Coat/5000	FTW	4 Days
78670	Fasson® 2 Mil Bright Chrome PET ITC/ S8025/50#SCK	Custom Coat/5000	FTW	5 Days
79590	Fasson® 4 Mil White Vinyl/S730/50#SCK	Run & Hold	PVL	Next Day
75849	Fasson® 3 Mil Velvet Lexan/S730/1.5 Mil PET	EXACT™/1668	NEE	Next Day
75850	Fasson® 5 Mil Velvet Lexan/S730/1.5 Mil PET	EXACT™/1668	NEE	Next Day
77844	Fasson® 1 Mil Clear PRT PET/S8020/40#BG Overlamine	EXACT™/2500	NEE/PVL	Next Day
79325	Fasson® 1 Mil Clear UV PET/S3000/1 Mil PET Overlamine	Stock 60/1668	PVL	Next Day
77843	Fasson® 1 Mil Matte PET/S8020/40#BG Overlamine	Stock 60/1668	PVL	Next Day

NEE= Neenah, WI PVL=Painesville, OH FTW=Fort Wayne, IN

Overlaminates Portfolio



An extensive collection of overlaminates, including Lexan®, clear print-treated, clear topcoated, clear UV and matte polyesters, built for a variety of end use applications

Portfolio Characteristics

- UL®-Recognized
- Tested to meet the requirements of a variety of environments, conditions, temperatures and OEM standards
- Ability to stiffen a construction for better application alignment creating a flush, no-label look

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
75859	Fasson® 3 Mil Velvet Lexan®/S730/1.5 Mil PET	EXACT™/1700	NEE	Next Day
75850	Fasson® 5 Mil Velvet Lexan®/S730/1.5 Mil PET	EXACT™/1700	NEE	Next Day
77955	Fasson® 1 Mil Clear Print-Treated Polyester/S8020/1 Mil PET	EXACT™/2500	NEE	Next Day
77842	Fasson® 1 Mil Clear TC Polyester/S8020/1 Mil PET	60/1668	NEE, PVL	1-2 Days
77844	Fasson® 1 Mil Clear Print-Treated Polyester/S8020/40#BG	EXACT™/2500	PVL, WCT	Next Day
		EXACT™/5000	PVL	Next Day
77843	Fasson® 1 Mil Matte Polyester/S8020/40#BG	60/1668	PVL	1-2 Days
77841	Fasson® 1 Mil Clear TC Polyester/S8020/40#BG	Ready Width™ 6/5000	PVL	1-2 Days
		Ready Width™ 12/5000	PVL	1-2 Days
77845	Fasson® 2 Mil Clear Print-Treated Polyester/S8020/40#BG	Custom Coat 60/5000	PVL	8-10 Days
77854	Fasson® 2 Mil Clear TC Polyester/S8020/40#BG	Custom Coat 60/5000	PVL	8-10 Days
79325	Fasson® 1 Mil Clear UV PET/S3000/1 Mil PET	60/1668	PVL	1-2 Days
77855	Fasson® 1 Mil Clear TC Polyester/S730/1 Mil PET	EXACT™/5000	NEE	Next Day

NEE=Neenah, WI PVL=Painesville, OH WCT=West Coast

Outdoor Overlaminates Portfolio



New specialized overlaminates offer longer-lasting legibility for critical product messaging

Portfolio Characteristics

- Enhanced durability, superior conformability excellent abrasion resistance for applications which require two-, three-, or even five-year durability
- Testing has been conducted on all elements of the label construction including inks, overlaminates and base label material to ensure performance

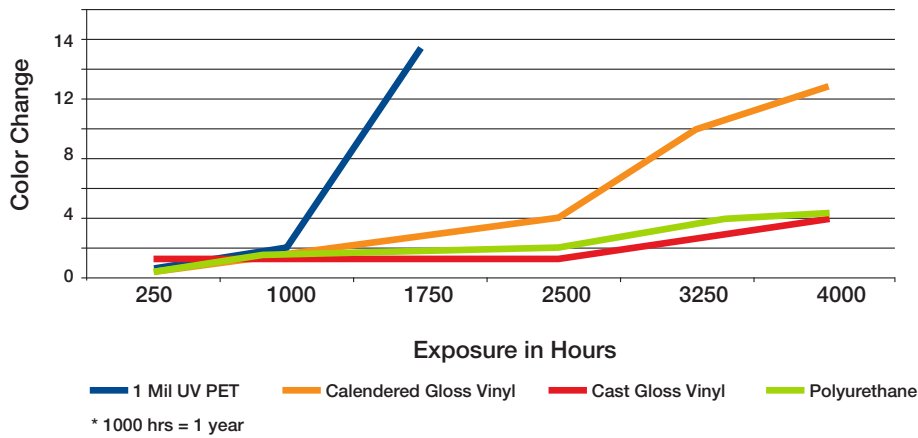
Applications

- Harsh environments and tough outdoor exposures to items, such as: heat, cold, rain, snow, chemicals, lubricating oils or gasoline

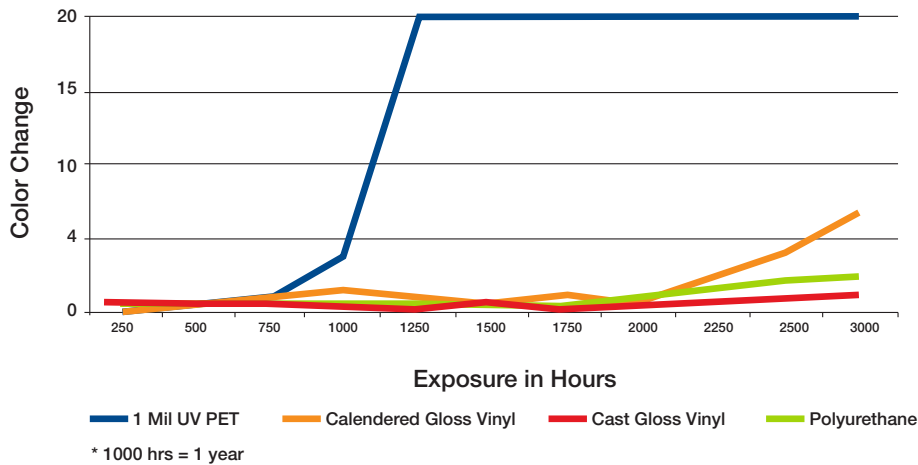
Spec#	Product Description	Width/ Length (In./Ft.)	Location	Lead Time
80051	2 Mil Cast Gloss Vinyl/S659/1.5 Mil PET	Stock 60/300	PVL	Next Day
80052	3 Mil Calendered Gloss Vinyl/S8072P/1.5 Mil PET	Stock 60/300	PVL	Next Day
80053	1.5 Mil Gloss Urethane/S659/1.5 Mil PET	Stock 60/300	PVL	Next Day
80054	3 Mil Calendered Matte Vinyl/S8072P/1.5 Mil PET	Stock 60/300	PVL	Next Day

PVL=Painesville, OH

Xe Arc Testing with TT Ribbon (DNP R510HF) - PVC Base



Xe Arc Testing UV Flexo Ink (Black) - PVC Base



Safety and Warning Labels Portfolio



Reliable solutions designed to perform on a broad range of surfaces commonly subjected to climate or chemical exposure

Portfolio Characteristics

- Reliable adhesion performance on rough, dusty and oily surfaces
- Weather- and temperature-resistant
- Impervious to contact with aggressive chemicals, oils and gasoline
- Highly adaptable to varying surface and application conditions
- Materials suitable for thermal transfer, digital and laser printing

Applications

- Appliances
- Lawn and garden
- Automotive
- Electronics
- Medical device applications

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
79453	Fasson® 2 Mil White PET TC/S8049/50#SCK	Stock 54/1668	PVL	Next Day
77920	Fasson® 2 Mil White PET TC/S8025/50#SCK	EXACT™/5000	NEE	Next Day
78385	Fasson® 2 Mil White PET TC/S8001/50#SCK	EXACT™/5000	NEE	Next Day
77922	Fasson® 2 Mil Matte Chrome PET TC/S8025/50#SCK	EXACT™/5000	FTW	4 Days
78403	Fasson® 2.3 Mil White BOPP TC/S8001/50#SCK	EXACT™/5000	NEE	Next Day
79404	Fasson® 3.0 Mil SYN PAPER WBIJ/S8001/50# SCK	EXACT™/2500	PVL	Next Day
79653	Fasson® 2 Mil White PET TC/S8049/EZ Liner	Stock 55/2500	PVL	5 Days
79651	Fasson® 4 Mil White Vinyl/S8025/EZ Liner	Stock 55/2500	PVL	5 Days
79246	Fasson® 4 Mil White Vinyl/S8025/50#SCK	Custom Coat/5000	FTW	4 Days
75849	Fasson® 3 Mil Velvet Lexan®/S730/1.5 Mil PET	EXACT™/1668	NEE	Next Day
75850	Fasson® 5 Mil Velvet Lexan®/S730/1.5 Mil PET	EXACT™/1668	NEE	Next Day
79325	Fasson® 1 Mil Clear UV PET/S3000/1.0 Mil PET Overlaminat	Stock 60/1668	PVL	Next Day
77843	Fasson® 1 Mil Matte PET/S8020/40#BG Overlaminat	Stock 60/1668	PVL	Next Day

NEE=Neenah, WI PVL=Painesville, OH FTW=Fort Wayne, IN

Validation Decal Portfolio



Portfolio Characteristics

- Available with 10 standard colors plus custom colors
- Avery Dennison SecureMark™ custom designed to prevent counterfeiting
- Tamper-evident and non-transferable
- High legibility day and night at various of entrance angles
- Omni-Directional
- Cold temperature performance
- High quality manufacturing - ISO certified - Lean Six Sigma

Applications

- Vehicle Tag and Sticker (car, boat, truck, RV)

50# SCK Liner

Non-watermarked			With Official Watermark	
	Spec#	Product Description	Spec#	Product Description
White	27995	WH VAL DECAL 50#	27252	WH VAL DECAL 50#
Red	27244	RED VAL DECAL 50#	27245	RED VAL DECAL PRT WM 50#
Orange	27246	ORANGE VAL DECAL 50#	27247	ORANGE VAL DECAL WM 50#
Yellow	27242	YELLOW VAL DECAL 50#	27243	YELLOW VAL DECAL PRT WM 50#
Green	24250	GREEN VAL DECAL 50#	27251	GREEN VAL DECAL PRT WM 50#
Blue	27248	BLUE VAL DECAL 50#	27249	BLUE VAL DECAL WM 50#
Magenta	25301	MAGENTA VAL DECAL 50#	27254	MAGENTA VAL DECAL PRT WM 50#
Yellow Green	25302	YEL GRN VAL DECAL 50#	27255	YEL GRN VAL DECAL PRT WM 50#
Lemon Yellow	25300	LEMON YEL VAL DECAL 50#	27253	LEM YL VAL DECAL WM 50#
Gold	25303	GOLD VAL DECAL 50#	27256	GOLD VAL DECAL PRT WM 50#

90# Stay-Flat Liner

Non-watermarked			With Official Watermark	
	Spec#	Product Description	Spec#	Product Description
White	27996	WH VAL DECAL 90#	27270	WH VAL DECAL PRT WM 90#
Red	27999	RED VAL DECAL 90#	28000	RED VAL DECAL PRT WM 90#
Orange	28001	ORANGE VAL DECAL 90#	28002	ORANGE VAL DECAL PRT WM 90#
Yellow	27997	YELLOW VAL DECAL 90#	27998	YELLOW VAL DECAL PRT WM 90#
Green	27268	GREEN VAL DECAL 90#	27269	GREEN VAL DECAL PRT WM 90#
Blue	28003	BLUE VAL DECAL 90#	28004	BLUE VAL DECAL PRT WM 90#
Magenta	25331	MAGENTA VAL DECAL 90#	27281	MAGENTA VAL DECAL PRT WM 90#
Yellow Green	25332	YEL GRN VAL DECAL 90#	27282	YEL GRN VAL DECAL PRT WM 90#
Lemon Yellow	25330	LEMON YEL VAL DECAL 90#	27280	LEMON YEL VAL DECAL PRT WM 90#
Gold	25333	GOLD VAL DECAL 90#	27283	GOLD VAL DECAL PRT WM 90#

All specs have a minimum order quantity of 48" x 3000'
 Lead time of 10-15 days out of PVL=Painesville, OH
 Custom watermarks are available

Select Solutions™ Food Safety and Rotation Portfolio







Dissolvables and Removables identify and safeguard

Portfolio Characteristics


- Food rotation labels help ensure compliance with FDA regulations
- Dissolvables disintegrate in water in seconds with slight agitation
- Dissolvable and removable labels are an excellent solution for food rotation or inventory management to help drive productivity

Applications

- Dissolvable / Removable
Inventory labels
Container date code labels
Days of the week labels
Use by labels

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
		45/1668	PVL/DAL	Next Day
 15666	Dissolvable PPR FSC®/S2600/40#SCK	Ready Width™ 15.5/5000	DAL	Next Day
		Ready Width™ 13/5000	DAL	Next Day
		Ready Width™ 9/5000	DAL	Next Day
 79751	Dissolvable Paper FSC®/S2600/69#MF	45/5600 Custom Coat	PVL	5 Days
 54353	Dispersable FSC®/S2600/40#SCK New!	54/1668	DAL/PVL	Next Day
 54443	DT Dissolvable FSC®/S2600/40#SCK New!	45/1668	PVL	Next Day

For removables products go to our removable guide on page 86

PVL=Painesville, OH DAL=Dallas, TX  =ClearIntent™

Rapid-Roll® Flexible Packaging Portfolio



Flexible packaging solutions for on-the-go convenience and single-use portions

Portfolio Characteristics

- Rapid-Roll FlexPak™ Portfolio features both film-faced and paper-faced pouch materials
- High-barrier sealant films keep contents safely inside
- Select from single-ply to multi-ply lamination combinations to best fit your needs
- New Stand Up Pouch laminations featuring 3 mil sealant films and PET facestocks. Great for direct form, fill and seal, as well as pre-made pouches.
- Converting and co-packer education and testing available
- High-impact graphic capability for maximum branding and shelf appeal
- Visit label.averydennison.com/rapidroll for the complete flexible packaging portfolio offering

Applications

- Consumer packaged goods
- Food & beverage
- Health & beauty
- Nutraceutical

Spec#	Product Description	Location	Lead Time
54025	ChemControl Ultra	NEE	Next Day
79537	ChemControl Premium Ultra	NEE	Next Day
79340	White StickPak LDPE 280 HB	NEE	Next Day
78432	White StickPak Metallocene 300 HB	NEE	Next Day
78831	Silver StickPak Metallocene 300 HB	NEE	Next Day
79343	White StickPak Surlyn® 280 HB	WCT	Next Day
79344	Silver StickPak Surlyn® 280 HB	NEE	Next Day
 79778	Easy Open WH Cello StickPak Surlyn®	NEE	Next Day
75758	White Cosmetic Web 350 SB	NEE/WCT	Next Day
75760	Silver Cosmetic Web 350 SB	NEE	Next Day
79332	White Cosmetic Web 350 HB	NEE/WCT	Next Day
79333	White Cosmetic Web 350 HB	NEE/WCT	Next Day
77553	White Cosmetic Ultra 370 HB	NEE	Next Day
78857	Silver Cosmetic Web 370 HB	NEE	Next Day
79334	White Cosmetic Ultra+ 530 HB	NEE	Next Day
79335	Silver Cosmetic Ultra+ 530 HB	NEE	Next Day
79122	White Multi-ply Snack Web 260 SB	NEE	Next Day
79123	White Multi-ply Snack Web 260 HB	NEE	Next Day
79125	Clear Multi-ply Snack Web 260 HB	NEE	Next Day
79850	25# PFP 305	NEE	Next Day
79851	35# PFP 360	NEE/WCT	Next Day
79852	25# PFP W-SURLYN 360	NEE	Next Day
75746	25# PPMOPP 260	NEE	Next Day
75742	35# PPMOPP 330	WCT	Next Day
78918	48GA GL PET FLEXPAC OVERLAM	NEE	5-7 Days
79934	Clear Multi-ply SUP 360 HB EXACT™ New!	NEE	Next Day
79935	White Multi-ply SUP 360 HB EXACT™ New!	NEE	Next Day
79936	Metallized Multi-ply SUP 360 HB EXACT™ New!	NEE	Next Day

NEE=Neenah, WI WCT=West Coast  =ClearIntent™





Select Solutions™ Reclosure Portfolio



Cost-effective, user-friendly resealing alternatives combining convenience with branding

Portfolio Characteristics

- Works with wet or dry applications
- Can be over-laminated with transparent PP or PET films for added stiffness
- Various types of seal strength and peel "feel"
- Good moisture, solvent, fat and oil resistance
- R1490 adhesive approved for direct food contact and suitable for microwave conditions

	<p>Applications: Dry Conditions (dry foods, cookies, crackers)</p> <p>Adhesive: R3400</p>	<ul style="list-style-type: none"> » Easy Peel Back » Low Odor » Meets FDA 175.105 requirements
	<p>Applications: Damp Conditions (deli meats)</p> <p>Adhesive:</p> <ul style="list-style-type: none"> • R3500 • R3525 - 25% higher peel than R3500 	<ul style="list-style-type: none"> » Economical Alternative » Good Initial Tack » More "grab" than R3400 » Low Odor » Meets FDA 175.105 requirements
	<p>Applications: High Moisture Conditions (wet wipes, cleaning pads, facial wipes)</p> <p>Adhesive:</p> <ul style="list-style-type: none"> • R1490 – Approved for Direct Food Contact FCN 1716 • R1450 – 40% lower peel than R1490 	<ul style="list-style-type: none"> » Stable, Smooth Peel Back » Low Odor » Excellent Adhesion Rebuild » Broad Substrate Performance
	<p>Applications: Heat Seal Reclosure with High Moisture Conditions (lettuce and other leafy greens)</p> <p>Adhesive: R1350</p>	<ul style="list-style-type: none"> » Stable, Smooth Peel Back » Low Odor » Excellent Adhesion Rebuild

Available with white and clear top coated BOPP. Available custom facestocks for tailored solutions.
For other FDA requirements please contact your Avery Dennison representative.

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
78632	Fasson® 2.3 Mil White BOPP TC/R3400/1.2 Mil PET	60/1668	PVL	Next Day
78860	2 Mil CL BOPP TC/R3400/1 Mil PET	60/1668	PVL	Next Day
79657	Fasson® 2 Mil MET BOPP TC/R3400/1.2 Mil PET	54/4630	PVL	5 Days
78149	Fasson® 2.3 Mil White BOPP TC/R3500/40#SCK	EXACT™/5000	PVL	Next Day
78148	Fasson® 2 Mil Clear BOPP TC/R3500/40#SCK	EXACT™/5000	NEE	Next Day
77461	Fasson® 2.3 Mil White BOPP TC/R3500/1.2 Mil PET	EXACT™/10000	PVL	Next Day
77462	Fasson® 2 Mil Clear BOPP TC/R3500/1.2 Mil PET	EXACT™/15000	PVL	Next Day
79625	Fasson® 2 Mil CL BOPP TC/R3525/1.2 Mil PET	60/4167	PVL	10 Days
78826	Fasson® 2 Mil Clear BOPP TC/R1490/1.2 Mil PET	60/1000	PVL	7 Days
		54/1668	NEE	Next Day
79008	Fasson® 2.3 Mil White BOPP TC/R1490/1.2 Mil PET	60/1000	PVL	7 Days
77652	Fasson® 2.3 Mil White BOPP TC/R143/1.2 Mil PET	60/1000	PVL	Next Day
78578	Fasson® 2 Mil Clear BOPP TC/R143/1.2 Mil PET	54/1668	NEE	Next Day
		60/1000	PVL	7 Days
79846	Fasson® 1 Mil Clear Print Treated Polyester/ R1490/.8M Heat Seal Polyester	60/1668	PVL	Next Day
79904	Fasson® 1 Mil Clear Print Treated Polyester/ R1450A/.8M Heat Seal Polyester New!	60/1668	PVL	Next Day
79892	Fasson® 1 Mil Clear Print Treated Polyester/ R3400/1.2M Heat Seal Polyester New!	60/1668	PVL	Next Day
79891	Fasson® 1 Mil Clear Print Treated Polyester/ R300A/1.2M Heat Seal Polyester New!	60/1668	PVL	Next Day
79987	Fasson® 1 Mil Clear Print Treated Polyester/ R1350/1.2M Heat Seal Polyester New!	60/1668	PVL	Next Day
79988	Fasson® 1 Mil Clear Print Treated Polyester/ R1350/1.2M Heat Seal Polyester Antifog New!	60/1668	PVL	Next Day

Rapid-Roll® Shrink Portfolio



Portfolio Characteristics

- High and medium shrink films to fit the contours of unique bottle shapes and cope with different shrink techniques
- All printable by UV & WB Flexo, Offset, Gravure, with an ITC coated option as well for Digital
- Offers tamper evident security
- Offers the real estate to use high impact graphics to create a 360 degree billboard for your brand on the packaging

Applications

- Alcoholic and Non-Alcoholic Beverage
- Food
- Household Chemicals
- Personal Care

Spec#	Product Description	Service	Width	Length (ft)	Location	Lead Time
79765	50 Micron Clear High Shrink PETG	EXACT™	52"	10000	DAL, QTN	1-2 days
79767	50 Micron Clear Medium Shrink PETG	Stock	52"	1668	DAL, QTN	1-2 days
79766	50 Micron Clear Med Shrink PETG ITC	Stock	13"	1668	NEE	1-2 days
79551	50 Micron PVC Shrink	Custom	Pre-Slit	Call	NEE	Call
79636	60 Micron PETG OPT Bright	Custom	Pre-Slit	Call	NEE, QTN	Call
80059	50 Micron Eklipse Shrink PETG	Stock	54.5"	1668	DAL	1-2 days
79943	45 Micron Clear High Shrink Co-Polyester	Stock	52"	1668	QTN	Call
79792	50 Micron Echo Medium Shrink Co-Polyester	Stock	52"	1668	DAL	1-2 days
79793	50 Micron Echo High Shrink Co-Polyester	Stock	52"	1668	DAL	1-2 days

DAL=Dallas, TX QTN=Quakertown, PA NEE=Neenah, WI

Intelligent Label Portfolio



Solutions for an intelligent, connected and interactive world

Portfolio Characteristics

- Field-proven inlay products
- Advanced research and testing capabilities
- Experienced engineering and technical resources
- Partnership with a deep understanding on what makes your application successful


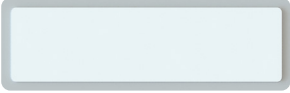
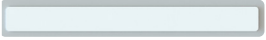








Applications

- Healthcare: Medical and pharmaceutical
- Transportation: Automotive and aviation
- Industrial logistics and manufacturing
- Supply chain, inventory and logistics
- Brand protection and product authentication
- Contactless cards and tickets
- Library, media, documents and files
- Item-level retail: Apparel, accessories, cosmetics, jewelry, food and general retail




UHF RFID INLAYS
860-960 MHz, ISO 18000-6C, EPC Class 1 Gen 2

Name	Design	Size	Chip	Applications
AD-160		2.36 x 0.16 in 60 x 4 mm	U7	- Cosmetics and item-level retail - Personal care products
AD-163			U8	
AD-171		1.06 x 0.55 in 27 x 14mm	M5	- Apparel and other item-level retail - Pharmaceutical and healthcare
AD-173			U8	
AD-172		0.87 x 0.49 in 22 x 12.5 mm	U7	- Jewelry - Supply chain, inventory and logistics
AD-180		1.02 in Diameter 26 mm Diameter	U7	- Cosmetics and item-level retail
AD-226		3.74 x 0.32 in 95 x 8.15 mm	G2iM	- Apparel and item-level retail - Supply chain, inventory and logistics - Returnable transport units (RTUs)
AD-229			R6/R6-P	
AD-236		2.76 x 0.57 in 70 x 14.5 mm	U7	- Supply chain, inventory and logistics - Apparel and item-level retail - Home essentials
AD-237			R6/R6-P	
AD-238			U8	
AD-301		1.18 x 0.59 in 30 x 15 mm	R6/R6-P	- Children accessories - Fashion jewelry and sunglasses
AD-310		1.63 x 1.14 in 41.4 x 29mm	U8	- Apparel and item-level retail - Supply chain, inventory and logistics - Home essentials
AD-320 ETSI AD-320 FCC			U7	
AD-321 ETSI AD-321 FCC		1.63 x 0.63 in 41.4 x 16 mm	R6/R6-P	- Apparel and item-level retail - Supply chain, inventory and logistics - Pharmaceutical and healthcare
AD-324 ETSI AD-324 FCC			U8	
AD-350		2.99 x 0.236 in 76 x 6 mm	U8	- Apparel and other item-level retail
AD-370		2.09 x 0.75 in 53 x 19 mm	U7	- Apparel and item-level retail *Also available in narrow-edge leading format
AD-372			U8	
AD-373			U7XM	- Aviation asset tracking - Automobile


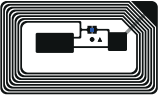

UHF RFID INLAYS
860-960 MHz, ISO 18000-6C, EPC Class 1 Gen 2

Name	Design	Size	Chip	Applications
AD-380		1.97 x 1.18 in 50 x 30 mm	G2iM	<ul style="list-style-type: none"> - Supply chain, inventory and logistics - Industrial and automotive - Apparel and other item-level retail - Home essentials - AD-383 is also available in narrow-edge leading format
AD-383			U7	
AD-384			R6/R6-P	
AD-385			U8	
AD-454		2.75 x 0.75 in 70 x 19 mm (label dimensions)	R6-P	<ul style="list-style-type: none"> - Metal and Liquids - Industrial & Electronics - Available in label format only
AD-456		2.52 x 0.709 in 64 x 6 mm (label dimensions)	U8	<ul style="list-style-type: none"> - Metal and Liquids - Food & Beauty - Available in label format only
AD-550		1.5 x 2.99 in 38 x 76 mm	M5	<ul style="list-style-type: none"> - Supply chain, inventory and logistics - Aviation baggage tracking
AD-661		3.55 x 0.75 in 90 x 19 mm	R6/R6-P	<ul style="list-style-type: none"> - Automotive and glass - Personal ID badges & race timing
AD-662			UCODE DNA	
AD-663			U7XM/ U7XM+	
AD-665			U8	
AD-680		1.97 x 1.97 in 50 x 50 mm	R6/R6-P	<ul style="list-style-type: none"> - Supply chain management - Package tracking
AD-681		1.97 x 1.97 in 50 x 50 mm	M4D/ M4QT M4i	<ul style="list-style-type: none"> - Asset tracking
AD-806		0.63 x 0.63 in 16 x 16 mm	U7	<ul style="list-style-type: none"> - Healthcare and item-level retail - Supply chain, inventory and logistics
AD-810		.63 in (diameter) 16 mm (diameter)	R6	<ul style="list-style-type: none"> - Pharmaceutical and healthcare - Cosmetics and other item-level retail
AD-850		0.406 in (diameter) 10.3 mm (diameter)	M4QT	<ul style="list-style-type: none"> - Pharmaceutical and healthcare - Near-Field applications

HF RFID INLAYS
13.56 MHz, ISO-15693, 18000-3 Mode 1

Name	Design	Size	Chip	User Memory	Applications
AD-709x		1.85 x 1.85 in 47 x 47 mm	NXP ICODE SLIX	896 bit EEPROM Read/Write	- Library, media, documents and files
AD-714x		1.77 x 3 in 45 x 76 mm	NXP ICODE SLIX	896 bit EEPROM Read/Write	- Contactless cards and tickets - Library, media, documents and files
AD-730x		1.22 x .55 in 31 x 14 mm	NXP ICODE SLIX	896 bit EEPROM Read/Write	- Pharmaceutical and healthcare

NFC RFID INLAYS
13.56 MHz, ISO-14443, Type A

Name	Design	Size	Chip	Memory	Applications
AD-721		0.827 in (diameter) 21 mm (diameter)	NXP NTAG213	144 bytes Read/Write	
AD-740		1.50 x 0.89 in 38 x 22.5 mm	NXP Ultralight EV1	384 bit Read/Write	- Retail environment - Print media - Miscellaneous applications
AD-750		0.709 x 0.315 in 18 x 8 mm	NXP NTAG213	144 bytes Read/Write	

Ask your Avery Dennison Sales Representative or visit label.averydennison.com/ilab to schedule a tour of the new iLab in Mentor, Ohio, where you and your customers can experience first-hand the power of Intelligent Label solutions.

* Drawings not to scale. The chart contained herein is only intended as a suggestive guide for preliminary inlay selection.

** TID Memory: 48-bit unique serialized TID Number.

Select Solutions™ Security Portfolio



Anti-tamper and anti-counterfeit solutions reinforce quality and assure authenticity

Portfolio Characteristics

- Customizable UV and IR print options
- Enhanced thermal transfer graphic solutions
- Chemical resistant coating for liquid products
- Adhesion to a wide range of substrates including paper, cardboard, metals, plastics, glass and even fabrics

Applications

- Home and personal care
- Consumer packaged goods
- Pharmaceutical
- Automotive
- Medical
- Durable goods
- Tamper evident

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
Tamper Evident Paper				
19348	Fasson® Tamper Resistant Litho/S814/40#SCK	EXACT™/5000	PVL	Next Day
08417	Fasson® Tamper-Resistant Litho/S246B/40#SCK	30/1668	PTC	10 Days
Void				
78194	Fasson® 2 Mil White Void Polyester TC/S8015W/50#SCK	EXACT™/1668	NEE	Next Day
78195	Fasson® 2 Mil Silver Void Polyester TC/S8015/50#SCK	EXACT™/1668	NEE	Next Day
78196	Fasson® 2 Mil Matte Chrome Void Polyester TC/S8015/50#SCK	54/1000	PVL	4 Days
Frangible Film				
79449	Fasson® 2 Mil Tamperfas™ Satin Vinyl/S730/50#SCK	48"/1668	PVL	Next Day
60097	Fasson® 2 Mil Clear Acetate/S730/50#SCK ABC	52/1668	PVL	Next Day
60091	Fasson® 1.5 Mil Clear Acetate/S730/50#SCK	52/5000	PVL	10 Days
SharpTear™				
77964	Fasson® 3 Mil Clear MDO/S692N/1.2 Mil PET	EXACT™/10000	QTN	Next Day
77980	Fasson® 3 Mil White MDO/S692N/1.2 Mil PET	EXACT™10000	NEE	Next Day

NEE=Neenah, WI PVL=Painesville, OH QTN=Quakertown, PA PTC=Peach Tree City, GA

Direct Mail Portfolio



Our newly launched translucent wafer seals and charity labels with improved throughput.

Portfolio Characteristics

- Reliable adherence to a range of substrates
- Weather- and temperature-resistant
- Charity labels offer excellent print quality for processes from flexo to digital

Applications

- Promotional address labels frequently sent by non-profit companies to spur donations
- Wafer seals for direct mail applications including promotional letters, circulars, coupon envelopes, postcards and self mailers

Spec#	Product Description	Service Program
54446	40# Translucent/S2501/40#SCK	EXACT™
54445	54# Semi-Gloss Laser FSC™ /S5800/53#LF	EXACT™
53057	54# Semi-Gloss Laser FSC™ /S2501/53#LF	EXACT™
53490	54# Semi-Gloss Laser FSC™ /S2501/41#LF	EXACT™



Select Solutions™ Fluorescent Portfolio



Fluorescents identify and safeguard

Portfolio Characteristics

- Fluorescents are available in many bold colors
- Silver and other colored labels help enhance shelf appeal
- Removables allow consumer to remove the promotional label from the packaging or place labels elsewhere for collecting or kiddie stickers

Applications

- Promotional
Fluorescent labels, discount or other promotional labels
- Inventory management
WIP labels or Quality Accepted labels

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
00940	ReDeem-a-LBL/S246/40#SCK	30/1500	PTC	4 Days
54249	Chart Fluor/C2500/40#SCK	EXACT™/5000	PTC	Next Day
54250	Green Fluor/C2500/40#CK	EXACT™/5000	PTC	Next Day
54251	Orange Fluor/C2500/40#CK	EXACT™/5000	FTW, PTC	Next Day
54252	Pink Fluor/C2500/40#SCK	EXACT™/2500	PTC	Next Day
		60/1668	TOR	Next Day
54253	Red Fluor/C2500/40#CK	EXACT™/5000	FTW, WCT, PTC	Next Day
54258	Red Fluor/AT20/40#SCK	78/1668	FTW	Next Day
54274	Green Fluor/S246/40#SCK	30/1500	PTC	4 Days
54275	Orange Fluor/S246/40#SCK	30/1500	PTC	4 Days
54276	Red Fluor/S246/40#SCK	30/1500	PTC	4 Days
54271	Red Fluor/R195/40#SCK	60/4200	PVL	10 Days
54267	Chart Fluor/R195/40#SCK	60/1000	PVL	Next Day
54268	Green Fluor/R195/40#SCK	60/4200	PVL	4 Days
54269	Orange Fluor/R195/40#SCK	60/1668	PVL	Next Day
54270	Pink Fluor/R195/40#SCK	60/1000	PVL	Next Day
54263	Chart Fluor/R128/40#SCK	30/1500	PTC	4 Days
54264	Green Fluor/R128/40#SCK	30/1500	PTC	4 Days
54265	Orange Fluor/R128/40#SCK	30/1500	PTC	4 Days
54266	Red Fluor/R128/40#SCK	30/1500	PTC	4 Days

For the removables products go to our removable guide on page 86

FTW= Fort Wayne, IN PVL=Painesville, OH PTC=Peachtree City, GA
 WCT = West Coast TOR=Toronto, ON, Canada

Select Solutions™ Bumper Sticker Portfolio



Durable constructions that get noticed

Portfolio Characteristics

- Consistent adherence to a range of substrates
- Weather- and temperature-resistant
- A range of cost and performance options
- Excellent dimensional stability
- Materials with a variety of processes from flexo to digital
- Ready-to-roll, lay-flat liner suited for sheet applications
- Topcoated and non-topcoated materials

Applications

- Automotives and fleet
- Promotional materials

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
78244	Bmpstk 4 Mil Vinyl NTC/S475/78#CCK	54/2500	PVL	4 Days
86272	4 Mil White Flex Vinyl/S475/65#MF	54/2500	PVL	4 Days
41168	4 Mil White Flex Vinyl/R143/50#	54/2500	PVL	10 Days

PVL = Painesville, OH



Select Solutions™ Kiddie Sticker Portfolio



Label constructions that help put smiles on faces

Portfolio Characteristics

- Thin and flexible
- Excellent dimensional stability
- Materials inherently printable with a variety of processes from flexo to digital
- Suitable for die cutting, laser cutting and embossing
- Ready-to-roll, lay-flat liner suited for sheet applications
- Adhesives compliant with toxicity standard
- Archival face stocks provide great option for scrapbooking due to its properties to prevent yellowing

Applications

- Books
- Toys and games
- Promotional materials
- Scrapbooking

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
18392	60# Archival Semi-Gloss/S490/40#LF	EXACT™/10000	FTW	Next Day
18559	60# Archival Semi-Gloss/R5195/40#LF	13/10000 Ready Width™	FTW	Next Day
54116	54# Semi-Gloss FSC®/R5195/46#LF	EXACT™/15000	NEE	Next Day
79374	2.3 Mil White BOPP TC/S490/69#LF	60/2500	PVL	5 Days
17311	2.3 Mil White BOPP TC/R195/65#LF	60/2500	PVL	4 Days
53623	MaxFlex™ Silver/S490/69#MF	60/2500	PVL	4 Days
53676	MaxFlex™ Silver/R195/65#MF	60/4167	PVL	9 Days

FTW=Fort Wayne, IN PVL=Painesville, OH NEE=Neenah, WI

Select Solutions™ Removables Portfolio



A proven core of multipurpose products, featuring general purpose and application solution adhesives, that address a range of application needs from simple to complex

Portfolio Characteristics

- More than 40 label constructions featuring nine adhesives that include technologies such as microsphere, solvent acrylic, emulsion acrylic and hot melt rubber
- Designed to perform in specific applications on various substrates, such as: plastic, glass, metal and paper

Applications

- Household items
- Reclosure
- Furniture
- Consumer electronics
- Credit/Debit cards
- Newspaper and inventory management

Paper



Removable Adhesives for Paper Components

Ultra Removable

LP1000 Ultra removable adhesive, featuring long-term, clean removability across wide variety of substrates. It offers economical solution for various opportunities. Designed to offer smooth peel and excellent die cutting and stripping characteristics. Particularly suited for applications like: retail information labels, inventory management or work-in-progress, point of sale promotions, newspapers, promotional labels, books, housewares, credit cards or glass.

UR3 Ultra-removable microsphere adhesive, featuring a consistent level of adhesion, as well as long term removability and repositionability across a wide variety of substrates. Fasson® UR3 remains removable for months with peel and reseal characteristics that provide consistent, secure positioning and clean removability.

Removable

**R423/
R5423** Removable, low peel adhesive featuring long-term removability, and excellent die cutting and stripping characteristics. Particularly suited for wallpaper promotional labels, high gloss book covers and shelf marking. R5423 is an excellent solution for Monroney labels.

R128 Removable rubber-based adhesive with high initial tack, internal strength and stable adhesion. R128 is recommended where clean removability is of primary importance. Adhesive can be used on a variety of substrates including glass, metal, plastic and others.

R5195 General purpose removable adhesive featuring moderate initial tack and minimal adhesion build over time. Its consistent level of adhesion and long-term removability make it suitable for applications on substrates such as glass and plastics. Proven successful for shelf and tote marking used in logistical tracking.

Continued →

Paper

		Removable				
		UR3	LP1000	R423	R128	R5195
Adhesive Technology		Emulsion Acrylic (Microsphere)	Emulsion Acrylic	Emulsion Acrylic	Hot Melt Rubber	Emulsion Acrylic
Minimum Application Temperature, °F		20	10	10	10	40
Service Temperature Range, °F		-40 to 160	-40 to 160	-40 to 160	-65 to 120	-40 to 160
Food Contact		Indirect	Indirect	Indirect	Indirect	Indirect
Peel* (PE/Stainless)		.52/.40	.28/.37	.60/.52	.74/.55	.73/.91
Tack* (PE/Stainless)		.60/.93	.01/.42	.25/.53	1.0/1.3	1.1/1.4
Plastic	Polypropylene (PP)					
	Polyethylene - High Density (HDPE)					
	Polyethylene Terephthalate (PET)					
Glass	Polyethylene Coated					
	Window (annealed)					
	Automotive (tempered)					
Metal	Powder Coated (smooth PET)					
	Painted (alkyd enamel)					
	Stainless Steel					
Paper	Recycled Corrugated					
	Bond (uncoated)					
	Glossy (coated)					

Based on 6 week testing of practical removability rating and failure mode

*Peel and tack are measured in lb./inch

Recommended - Test in actual application Recommended - Tighter adhesion Not Recommended

Paper Products and Service Programs

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
LP1000				
54148	Fasson® DT 200HD FSC®/LP1000/40#SCK NEW	EXACT™/5000	PVL	Next Day
54149	Fasson® 60# Semi-Gloss /LP1000/40#SCK NEW	EXACT™/5000	PVL	Next Day
UR3				
53421	Fasson® High Gloss Plus/UR3/40#SCK	EXACT™/5000	PVL	Next Day
53432	Fasson® Trans-Therm®/UR3/40#SCK	EXACT™/5000	PVL	Next Day
R423/R5423				
19714	Fasson® Semi-Gloss Elite™/R423/40#SCK	60/1668	PVL	Next Day
96546	Fasson® 60# Cast Gloss FSC®/R423/40#SCK	60/1668	PVL	Next Day
98203	Fasson® Trans-Therm® 1C/R423/40#SCK	60/1668	PVL	Next Day
18345	Fasson® Standard Laser-Rite™/Std R5423/50#MF	EXACT™/10000	FTW	Next Day
53763	Fasson® Durable Laser-Rite™ FSC®/ R5423/50#MF	EXACT™/5000	FTW	Next Day
R128				
01991	Fasson® 50# DSX™ FSC®/R128/50#SCK	30/1500	PTC	4 Days
07607	Fasson® High Gloss Plus/R128/40#SCK	60/1550	PTC	Next Day
07719	Fasson® High Gloss Plus/R128/50#SCK	30/1550	PTC	4 Days
15931	Fasson® Semi-Gloss Elite™/R128/40#SCK	30/1500	PTC	4 Days
96088	Fasson® Trans-Therm® 1C/R128/40#SCK	30/1667	PTC	6 Days
96174	Fasson® Trans-Therm® 2C/R128/40#SCK	30/1500	PTC	4 Days
19342	Fasson® Trans-Therm® 1C FasCover™ 2/R128/40#SCK	30/1500	PTC	4 Days
13645	Fasson® FasPrism™ Iridescent/R128/40#SCK	30/1500	PTC	4 Days

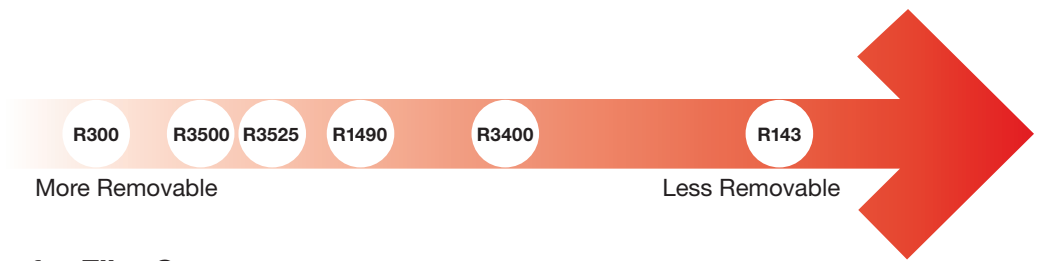
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Paper Products and Service Programs

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
R5195				
18303	Fasson® Laser Copy™ Jet FSC®/R5195/45#LF	EXACT™/10000	FTW	Next Day
18327	Fasson® Trans-Therm®1C/R5195/40#CK	EXACT™/10000	FTW, DAL, SEA	Next Day
18328	Fasson® 60# Semi-Gloss Elite™/R5195/40#SCK	EXACT™/5000	FTW, QTN, PTC, NEE, WCT	Next Day
		EXACT™/10000	SEA	Next Day
18329	Fasson® 50# DSX™ FSC®/R5195/50#CK	EXACT™/10000	FTW	Next Day
18444	Fasson® Matte Litho FSC®/R5195/40#SCK	EXACT™/2500	FTW	Next Day
18445	Fasson® 60# Cast Gloss/R5195/40#SCK	EXACT™/10000	FTW	Next Day
18558	Fasson® DT200GP FSC®/R5195/40#CK	EXACT™/10000 EXACT™/15000	FTW, MTL	Next Day
18559	Fasson® 60# Archival Semi-Gloss/R5195/40#LF	78/1668 Ready Width™ 13/10000	FTW	Next Day
18685	Fasson® DT200HD Plus/R5195/40#CK	EX- ACT™/5000/10000	FTW	Next Day
54116	Fasson® 54# Semi-Gloss FSC®/R5195/46#LF	EXACT™/15000	NEE	Next Day

DAL=Dallas, TX FTW=Fort Wayne, IN WCT=West Coast PVL=Painesville, OH PTC=Peachtree City, GA
 QTN=Quakertown, PA SEA=Seattle, WA NEE=Neenah, WI

Film



Removable Adhesives for Film Components

Ultra Removable	
R300	Ultra removable clear adhesive, suitable in applications requiring long-term removability. Particularly well suited for CD/DVD security labeling, oil change labels, housewares and glass.
Removable	
R3500	Specially formulated acrylic adhesive designed for ease of removability from plastic packaging while maintaining good peel performance. Suitable for many general-purpose applications.
R3525	Specially formulated acrylic adhesive designed for ease of removability from plastic packaging while maintaining good peel performance. Suitable for many general-purpose applications.
R1490	Specially formulated low odor acrylic adhesive with clean removability properties and a smooth, low noise peel. Smooth peel from flow-wraps, olefins and other plastics. Suitable for reclosure applications.
R3400	Removable adhesive featuring moderate initial tack and minimal adhesion build over time. It offers a consistent level of adhesion and long-term removability across a variety of substrates. An excellent choice for resealable packaging and multi-use labels. Suitable for wide range of substrates and applications.
R143	Specially formulated acrylic removable adhesive with versatile performance properties. Specific applications include durables, electronics assembly labeling and reclosures.

Continued →

Film

		Removable					
		R300	R3500	R3525	R3400	R1490	R143
Adhesive Technology		Emulsion Acrylic				Solvent Acrylic	
Minimum Application Temperature, °F		45	40	40	40	50	50
Service Temperature Range, °F		-40 to 176	0 to 200	0 to 200	-40 to 176	-40 to 250	-40 to 250
Food Contact		Indirect	Indirect	Indirect	Indirect	Direct	Pending
Peel* (PE/Stainless)		0.14/0.47	0.25/0.78	0.31/0.98	0.41/0.92	0.32/0.96	0.49/1.39
Tack* (PE/Stainless)		0.44/0.71	0.56/1.12	0.70/1.40	0.72/1.27	0.56/1.49	0.99/2.20
Plastic	Polypropylene (PP)						
	Polyethylene - High Density (HDPE)						
	Polyethylene terephthalate (PET)						
Glass	Polyethylene coated						
	Window (annealed)						
	Automotive (tempered)						
Metal	Powder coated (smooth PET)						
	Painted (alkyd enamel)						
	Stainless Steel						
Paper	Recycled Corrugated						
	Bond (uncoated)						
	Glossy (coated)						

Based on 6 week testing of practical removability rating and failure mode

*Peel and tack are measured in lb./inch

Recommended - Test in actual application Recommended - Tighter adhesion Not Recommended

Film Products and Service Programs

A list of our featured removable film constructions and service programs. Based on customer input and insight from Avery Dennison experts, the offering continues to evolve. If you are seeking a product that is not listed, please contact your sales or technical representative for information about our custom product development program - Engineered Solutions.

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
R300				
75150	Fasson® 2 Mil Clear BOPP TC/R300/1 Mil PET	60/1668	PVL	Next Day
77563	Fasson® 2.6 Mil White BOPP TC/R300/40#BG	EXACT™/5000	PVL	Next Day
R3500				
77461	Fasson® 2.3 Mil White BOPP TC/R3500/1.2 Mil PET	EXACT™/10000	NEE	Next Day
77462	Fasson® 2 Mil Clear BOPP TC/R3500/1.2 Mil PET	EXACT™/15000	NEE	Next Day
78148	Fasson® 2 Mil Clear BOPP TC/R3500/40#SCK	EXACT™/5000	NEE	Next Day
78149	Fasson® 2.3 Mil White BOPP TC/R3500/40#SCK	EXACT™/5000	PVL	Next Day
R3525				
79625	Fasson® 2 Mil CL BOPP TC/R3525/1.2 Mil PET	60/1668	PVL	4 Days
R1490				
79008	Fasson® 2.3 Mil White BOPP TC/R1490/1.2 Mil PET	60/1000	PVL	7 Days
R3400				
78201	Fasson® 2 Mil Clear BOPP TC/R3400/40#BG	60/1668	PVL	Next Day
78632	Fasson® 2.3 Mil White BOPP TC/R3400/1.2 Mil PET	60/1668	PVL	Next Day
79657	Fasson® 2 Mil Met BOPP TC/R3400/1.2 Mil PET	54/4630	PVL	5 Days
78860	Fasson® 2 Mil Clear BOPP TC/R3400/1 Mil PET	60/1668	PVL	Next Day
R143				
75394	Fasson® PRIMAX® 350/R143/1.5 Mil PET	EXACT™/5000	PVL	Next Day
77967	Fasson® PRIMAX® 350/R143/50#SCK ABC	EXACT™/5000	PVL	Next Day
78578	Fasson® 2 Mil Clear BOPP TC/R143/1.2 Mil PET	60/1000	PVL	Next Day
77652	Fasson® 2.3 Mil White BOPP TC/R143/1.2 Mil PET	54/2500	PVL	5 Days

PVL=Painesville, OH NEE=Neenah, WI

Select Solutions™ Apparel Portfolio



Thermal transfer printable options for sizing strips and other pressure-sensitive graphic apparel applications

Portfolio Characteristics

- A range of clear, white and natural-looking materials
- Brown and white liner materials in various weights and thicknesses
- Adhesives specifically designed for application to and easy removal from fabrics without residue

Applications

- Apparel
Jeans, pants, sportswear, menswear, women's apparel, children's wear, socks, shoes, sweaters and more
- Textiles
Blankets and bedding

	R5195	R120	S4900	S4600	S692N	AT20
Adhesive Technology	Emulsion Acrylic	Emulsion Acrylic	Emulsion Acrylic	Emulsion Acrylic	Emulsion Acrylic	Emulsion Acrylic
Service Temp Range	-65 to 185	-40 to 200	-40 to 200	-40 to 300	-20 to 200	-65 to 200
Minimum application temperature	40	50	25	10	23	-20
Cotton						
Denim						
Stretch Denim						
Polyester						
Rayon						
Nylon/Spandex						

Recommended - Test in actual application Recommended - Lower Peel Not Recommended

*Testing is recommended for all applications as there may be variation between colors, weaves and fabric blends
 NOTE: We do not recommend applying pressure-sensitive labels to satin, silk, suede, leather, felt, velour, corduroy or velvet materials. Adhesive testing is suggested for specific applications.

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
18559	60# Archival SG/R5195/40#LF	RW 13/10000	FTW	Next Day
79711	TransCode® White/R120/50#BRN	60/4167	PVL	5 Days
79712	TransCode® White II/R120/50#SCK	54/2500	PVL	4 Days
79713	TransCode® Clear/R120/50#BRN	60/1668	PVL	Next Day
79714	TransCode® + Clear/R120/50#BRN	60/2500	PVL	4 Days
74523	2 Mil Clear BOPP 7525/S4900/40#SCK	EXACT™/5000	PVL	Next Day
75617	TransCode®+ White/S4900/50#BRN	EXACT™/7500	PVL	Next Day
74087	TransCode® White II/S4900/50#	60/2500	PVL	Next Day
75616	TransCode®+ Clear/S4900/50#BRN	EXACT™/7500	PVL	Next Day
74106	TransCode® Clear II/S4600/50#BRN	60/1668	PVL	5 Days
75233	TransCode® White/S4600/50#BRN	60/4200	PVL	7 Days
79576	TransCode® + White/S692N/50#BRN	60/2500	PVL	4 Days
79575	TransCode® + Clear/S692N/50#BRN	60/2500	PVL	4 Days
79578	TransCode® + White/AT20/50#BRN	60/2500	PVL	4 Days
79577	TransCode® + Clear/AT20/50#BRN	60/2500	PVL	4 Days

FTW=Fort Wayne, IN PVL=Painesville, OH

Select Solutions™ Tag Stock Portfolio



Multipurpose for multitasking

Portfolio Characteristics

- Consistent adherence to uneven substrates and fabrics
- Apparel friendly; removes cleanly from fabrics
- Stiffness and high internal strength for more challenging applications

Applications

- Sock bands and garment labels
- Retail price tickets
- Information labels
- Work-in-process labels

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
00582	8 Pt. Tag/HMR/40#SCK	30/1500	PTC	4 Days
07541	8 Pt. Tag/R195/40#SCK	60/2500	PVL	5 Days
15258	8 Pt. Tag/AT20/40#SCK	EXACT™/5000	FTW	Next Day
17375	8 Pt. Tag/AT20A/40#SCK	EXACT™/5000	FTW	Next Day
17698	8 Pt. Tag/S246/40#SCK TNR	EXACT™/5000	PTC, NEE	Next Day
54047	10 Pt. Tag FSC®/AT20A/40#SCK	EXACT™/5000	FTW	Next Day
01021	8 Pt. Dry Tag	30/1500	PTC	4 Days
53539	8 Pt. Tag/S4600/40#SCK	60/2500	PVL	4 Days

FTW=Fort Wayne, IN NEE=Neenah, WI PVL=Painesville, OH PTC=Peachtree City, GA

Select Solutions™ Candle and Soap Portfolio



Withstands chemicals and wax exposure on candles, candle wrappers and jars, and soaps

Portfolio Characteristics

- Best-in-class adhesive works beautifully on waxy surfaces; provides long-lasting, reliable adhesion even if substrate is porous
- Materials withstand continued exposure to chemicals and fluctuating temperatures
- Top coated option for HP Indigo digital press printing
- Adapt well to specialty printing techniques like foil and hot stamping, embossing and silk screening

Applications

- Candles
- Candle wrappers and packaging
- Candle jars
- Soaps and soap packages

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
78363	1.5 Mil Clear Print-Treated PET/S2300/1.5 Mil PET	54/1000	PVL	4 Days
78382	2 Mil White Print-Treated PET/S2300/1.5 Mil PET	54/1000	PVL	4 Days
79350	2.6 Mil White BOPP TC/S2300/1.5 Mil PET	54/1000	PVL	4 Days

PVL=Painesville, OH



Select Solutions™ Holographic Portfolio



Light and reflection bring brands to life

Portfolio Characteristics

- Thin and flexible
- Excellent dimensional stability
- Diffracts normal white light into brilliant color
- Micro-embossable with images or patterns
- Seamless holographic rainbow

Applications

- Craft Beer / Beverage
- Home and personal care / Cosmetics
- Security labels
- Wine and spirits
- Confection / Food
- Nutraceuticals / Vitamins

	Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
Holographic Films	78976	2 Mil Powder PET/S692N/50#SCK	39/1000	PVL	4 Days
	78973	2 Mil Sparkles PET/S692N/50#SCK	39/1000	PVL	4 Days
	78971	2 Mil Crystals PET/S692N/50#SCK	39/1000	PVL	4 Days
	79016	2 Mil Rainbow OPP/S692N/40#SCK	EXACT™/5000	PVL	Next Day
	79072	2 Mil Crystal OPP/S692N/40#BG	54/1000	PVL	4 Days
	79579	2 Mil Rainbow Seamless PET/S692N/50#SCK	30/2500	PVL	4 Days
Holographic Papers	02391	Fasson® FasPrism™ Iridesc/S246/40#SCK	EXACT™/5000	PTC	Next Day
	08753	Fasson® FasPrism™ Shear/S246/40#SC	30/1500	PTC	4 Days
	10938	Fasson® FasPrism™ Ice/S246/40#SCK	30/1500	PTC	4 Days
	12071	Fasson® FasPrism™ Glitter + II/S246/40#SCK	30/1500	PTC	4 Days
	53786	Fasson® FasPrism™ Rainbow Seamless/ S246/40#SCK	30/1500	PTC	4 Days
	13645	Fasson® FasPrism™ Iridesc/R128/40#SCK	30/1500	PTC	5 Days
	19866	Fasson® FasPrism™ Irid/AT20/44#pk	61/4167	PVL	5 Days

FTW= Fort Wayne, IN PVL=Painesville, OH PTC=Peachtree City, GA

Select Solutions™ Natural Kraft Paper Portfolio



A kraft paper facestock, matched with a range of purpose-built adhesives, provides a premium, natural look for multiple applications

Portfolio Characteristics

- Five adhesives of varying strengths
- Unbleached, uncoated kraft brown paper facestock
- 40# SCK liner
- 44# poly coated kraft liner option

Applications

- Spirits
- Industrial
- Packaging

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
53470	Natural Label/SOX2/40#SCK TNR	78/1668	FTW	Next Day
04786	Natural Label/S246/40#SCK	30/1500	PTC	4 Days
16328	Natural Label/AT20/40#SCK	60/1668	PVL	Next Day
15788	Natural Label/S100R/44#PK	60/2500	PVL	5 Days
19725	Natural Label/HMR/40#SCK	60/1500	PTC	4 Days

FTW=Fort Wayne, IN PTC=Peachtree City, GA PVL=Painesville, OH



Select Solutions™ Piggyback Portfolio



Dynamic and versatile, multi-layer constructions featuring one self-adhesive label on top of another

Portfolio Characteristics

- Available in a wide variety of materials and adhesives, including removables
- Film piggybacks offer weather resistance and conformability
- Image liner piggybacks provide a carbon copy label that can be affixed to another surface
- Single customer development available

Applications

- Inventory management
- Promotional labels
- Work-in-process labels

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
74796	Fasson® 2.5 Mil Matte Clear Valtuff®/S3000/3 Mil Clear Polyester/S3000/44#PK	54/2500	PVL	5 Days
78428	Fasson® 3 Mil Matte White Synthetic Paper/S4600/1.2 Mil Polyester/S4600/50#SCK	54/2500	PVL	5 Days
79436	2 Mil CL BOPP PB/S692N/1.5 PET/S692N/50#SCK	60/2500	PVL	5 Days
78253	Fasson® PRIMAX® 250/S1000/1.5 Mil Polyester/S1000/40#SCK	60/2500	PVL	5 Days
13373	Fasson® 50# DSX™ PB/S2501/40#SCK/S2501/50#SCK	Ready Width™ 6.5/10000 Ready Width™ 9.25/10000	FTW	Next Day
16120	Fasson® Trans-Therm® 1C/S2501/40#SCK/40#SCK	78/1668 EXACT™/5000	FTW WCT FTW	Next Day
15485	Fasson® 60# Semi-Gloss Elite™/S2501/40#SCK/S2501/40#SCK	78/1668 Ready Width™ 6/5000 Ready Width™ 9.75/5000 Ready Width™ 13/5000	FTW FTW FTW FTW	Next Day
14814	Fasson® Trans-Therm® 1C/S246/40#SCK/S246/40#SCK	60/1668	WCT	Next Day
05252	Fasson® Trans-Therm® 1C /AT20/40#SCK/AT20/40#SCK	60/2500	PVL	5 Days
15484	Fasson® 60# Semi-Gloss Elite™/S2501/40#SCK/S2501/50#SCK	78/1668 Ready Width™ 6.5/5000	FTW FTW	Next Day
15219	Fasson® Direct-Therm 300HD/AT20/40#SCK/40#SCK	60/4167	PVL	5 Days

PVL=Painesville, OH WCT=West Coast FTW=Fort Wayne, IN

Select Solutions™ Transfer Tape Portfolio



From general-purpose tapes to custom engineered materials, Avery Dennison will work with you to create valuable solutions to meet your needs

Portfolio Characteristics

- Multiple liner and adhesive choices to create custom transfer tapes
- .25" of ungummed area on each roll facilitates easy handling and dispensing
- Custom pattern gum designs are required for new slit roll widths

Applications

- RFID application for logistics and transport
- Food and retail promotions

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
19188	FF 40#SCK/S490/40#SCK	60/2500	PVL, DAL	Next Day
19052	FF 40#SCK/At20/40#SCK	60/2500	PVL	5 Days
98819	FF 40#SCK/S246/40#SCK	30/2500	PTC	4 Days
78763	FF 40#SCK EZ/S490A/1.5 Mil PET	60/2500	PVL	4 Days

*Usable width is .25" less than size posted due to ungummed edges.

PVL=Painesville, OH PTC=Peachtree City, GA DAL=Dallas, TX

Wine and Spirits Portfolio



Wine application labeling solutions for a strong brand presence and maximum shelf appeal

Portfolio Characteristics

- Labels that stand up to wet environments
- Variety of speciality materials such as wood veneer, leather-feel, varnished, and metal foil
- Differentiation via pressure-sensitive offerings

Applications

- Wine
- Spirits

Uncoated Papers				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
19993	Fasson® 60# Uncoated Litho Wet-Strength FSC® /AT20N/1.2 Mil PET	EXACT™ 60/10000	FTW, WCT	Next Day
19995	Fasson® 60# Uncoated Litho Wet-Strength FSC® /S100R/1.2 Mil PET	EXACT™ 60/10000	WCT	Next Day
53330	Fasson® 60# Uncoated Litho Wet-Strength FSC® /Z3338/1.2 Mil PET	60/10000	FTW	5 Days
54104	Fasson® 60# Uncoated Litho Wet-Strength FSC® /Z1010/1.2 Mil PET	60/5000	PFF	10 Days
54187	Fasson® 60# Envi® 96 Bright White FSC® /Z1010/1.2 Mil PET	60/1668	PVL	Next Day
53290	Fasson® 60# Envi® 96 Wet-Strength FSC® 100% PCW/AT20N/1.2 Mil PET	60/2000	FTW	5 Days
19639	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® /S100R/1.2 Mil PET	60/1668	FTW, SEA	Next Day
		EXACT™ 60/5000	SEA	Next Day
19651	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® /AT20N/1.2 Mil PET	60/1668	FTW, WCT	Next Day
54142	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® /Z1010/1.2 Mil PET	EXACT™ 60/5000	PFF	Next Day
01533	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® /S100R/44#PK	EXACT™ 60/5000	WCT	Next Day
19650	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /AT20N/1.2 Mil PET	EXACT™ 60/5000	WCT	Next Day
		EXACT™ 60/10000	WCT, FTW	Next Day
15952	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /AT20/44#PK	60/1668	FTW, WCT	Next Day
		EXACT™ 60/7500	MTL	Next Day
19656	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /S100R/1.2 Mil PET	EXACT™ 60/5000	WCT	Next Day
		EXACT™ 60/10000	WCT	Next Day
		EXACT™ 60/5000	SEA, WCT	Next Day
02394	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /S100R/44#PK	60/1668	FTW	Next Day
		60/1668	FTW	Next Day
53339	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /S100R/44#PK	60/1668	FTW	Next Day
54141	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /Z1010/1.2 Mil PET	EXACT™ 60/5000	PFF	Next Day
53332	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /Z3338/1.2 Mil PET	60/1000	FTW	5 Days
10449	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC® /S246/40#SCK	30/1668	PTC	10 Days

Continued →

Uncoated Papers

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
53749	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC®/S100R/1.2 Mil PET	EXACT™ 60/5000	SEA	Next Day
		EXACT™ 60/1668	SEA	Next Day
11301	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC®/S100R/44#PK	EXACT™ 60/5000	FTW, WCT	Next Day
19740	Fasson® 60# Uncoated Litho Wet-Strength FSC®/AT20N/1.2 Mil PET	60/10000	FTW	5 Days
54186	Fasson® 60# Estate Label® No. 14 FSC® 100% PCW/AT20N/1.2 Mil PET	60/1668	FTW	Next Day
53957	Fasson® 60# Estate Label® No. 17 Martele Wet-Strength FSC®/S100R/1.2 Mil PET	60/1668	FTW	Next Day
12571	Fasson® 60# Classic® Linen Solar White Wet-Strength FSC®/S100R/44#PK	EXACT™ 60/5000	WCT	Next Day
		60/1668	WCT	Next Day
12623	Fasson® 60# Classic® Crest® Wet-Strength FSC®/S100R/44#PK	EXACT™ 60/5000	SEA, WCT	Next Day
19633	Fasson® 60# Classic® Linen Solar White Wet-Strength FSC®/S100R/1.2 Mil PET	EXACT™ 60/10000	WCT	Next Day
12649	Fasson® 60# Classic® Laid Solar White Wet-Strength FSC®/S100R/44#PK	EXACT™ 60/5000	WCT	Next Day
19657	Fasson® 60# Classic® Crest® Solar White Wet-Strength FSC®/S100R/1.2 Mil PET	60/1668	FTW	Next Day
		EXACT™ 60/5000	WCT	Next Day
18513	Fasson® 60# Classic® Crest® Solar White Wet-Strength FSC®/AT20N/44#PK	60/1668	FTW, WCT	Next Day
18842	Fasson® 60# Classic® Crest® Solar White Wet-Strength FSC®/S100R/40#BG	60/10000	FTW	5 Days
19648	Fasson® 60# Classic® Crest® Solar White Wet-Strength FSC®/AT20N/1.2 Mil PET	EXACT™ 60/5000	WCT	Next Day
		EXACT™ 60/10000	WCT	Next Day
54078	Fasson® 70# Classic® Crest® Solar White Wet-Strength FSC®/S100RB/1.2 Mil PET	EXACT™ 60/10000	WCT	Next Day
17499	Fasson® 60# Classic® Crest® Natural White Wet-Strength FSC®/S100R/44#PK	60/1668	WCT	Next Day
		EXACT™ 60/5000	WCT	Next Day
53963	Fasson® 70# Classic® Felt Natural White Wet-Strength FSC®/S100RB/1.2 Mil PET	60/1668	WCT	Next Day
54160	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/S100R/44#PK	EXACT™ 60/5000	WCT	Next Day
54167	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/S100R/1.2 Mil PET	60/1668	WCT	Next Day
54170	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/AT20N/44#PK	60/4167	PVL	10 Days
54171	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/AT20N/1.2 Mil PET	60/1668	FTW, WCT	Next Day
19203	Fasson® 70# Eggshell Felt Wet-Strength FSC®/S100RB/44#PK	EXACT™ 60/5000	SEA, FTW, WCT	Next Day

Uncoated Papers				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
19742	Fasson® 70# Eggshell Felt Wet-Strength FSC®/S100RB/1.2 Mil PET	EXACT™ 60/10000	WCT	Next Day
		EXACT™ 60/5000	WCT	Next Day
53331	Fasson® 70# Bright White Felt Wet-Strength FSC®/Z3338B/1.2 Mil PET	60/1000	FTW	5 Days
19917	Fasson® 70# Bright White Felt Wet-Strength FSC®/S100RB/44#PK	EXACT™ 60/5000	SEA, FTW, WCT	Next Day
53112	Fasson® 70# Bright White Felt Wet-Strength FSC®/S100RB/1.2 Mil PET	60/1668	FTW	Next Day
		EXACT™ 60/5000	WCT, FTW	Next Day
		EXACT™ 60/10000	WCT	Next Day
		ReadyWidth™ 10/5000	FTW	Next Day
		ReadyWidth™ 12/5000	FTW	Next Day
54143	Fasson® 70# Bright White Felt Wet-Strength FSC®/Z1010/1.2 Mil PET	EXACT™ 60/5000	PFF	Next Day
54189	Fasson® 60# Grape Touch/AT20N/1.2 Mil PET	60/1668	FTW	Next Day
53248	Fasson® 60# Luna Wet-Strength FSC®/S100R/1.2 Mil PET	60/1668	FTW	Next Day
53243	Fasson® 70# Royal White Wet-Strength FSC®/S100RB/1.2 Mil PET	60/1668	FTW	Next Day
53327	Fasson® 70# Royal White Wet-Strength FSC®/Z3338B/1.2 Mil PET	60/10000	FTW	5 Days
53964	Fasson® 74# Global White Wet-Strength FSC®/S100RB/1.2 Mil PET	39/1668	PVL	Next Day
Black Collection				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
54305	Fasson® Black Velvet/S100RB/1.2 Mil PET	39/1668	PVL	Next Day
16256	Fasson® 60# Black Vellum/S100R/44#PK	30/4200	PVL	5 Days
53949	Fasson® 70# Classic® Laid Epic Black FSC®/S100RB/1.2 Mil PET	30/1668	PVL	Next Day
53962	Fasson® 60# Estate Label® No. 25 Black Wet-Strength FSC®/S100R/1.2 Mil PET	EXACT™ 60/5000	FTW	5 Days
54304	Fasson® 74# Night Skye Black Wet-Strength FSC®/S100RB/1.2 Mil PET	60/1668	FTW	Next Day

Continued →

Luminous Collection				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
53663	Fasson® 67# Brushed Platinum Wet-Strength/AT20N/1.2 Mil PET	30/1668	WCT	Next Day
19923	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/44#PK	30/1668	PVL	Next Day
53301	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/1.2 Mil PET	30/1668	PVL	Next Day
54304	Fasson® 74# Night Skye Black Wet-Strength FSC®/S100RB/1.2 Mil PET	60/1668	FTW	Next Day
54303	Fasson® 74# Snowbound White Wet-Strength FSC®/S100RB/1.2 Mil PET	60/1668	FTW	Next Day
53328	Fasson® 64# Sparkling Asti Wet-Strength FSC®/Z3338/1.2 Mil PET	60/1668	WCT	Next Day
53246	Fasson® 64# White Pearl Wet-Strength FSC®/S100R/1.2 Mil PET	60/1668	FTW	Next Day
53607	Fasson® 64# White Pearl Wet-Strength FSC®/AT20N/1.2 Mil PET	60/10000	FTW	10 Days
16482	Fasson® 60# White Shursheen/S100R/44#PK	60/1668	WCT	Next Day

Sensorial Collection				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
53662	Fasson® 128# Birch Wood/AT20N/1.2 Mil PET	39/1000	PVL	5 Days
54305	Fasson® Black Velvet/S100RB/1.2 Mil PET	39/1668	PVL	Next Day
16912	Fasson® 70# Cambric Birch/S100RB/44#PK	30/1668	WCT	Next Day
53605	Fasson® 119# Cherry Wood/AT20N/1.2 Mil PET	39/1000	PVL	5 Days
54188	Fasson® 80# Cotton White Tree Free/S100RB/1.2 Mil PET	39/1668	PVL	Next Day
53988	Fasson® 60# Dappled White Wet-Strength FSC®/S100R/1.2 Mil PET	30/1668	PVL	Next Day
54284	Fasson® Ruby Velvet/S100RB/1.2 Mil PET	39/1668	PVL	Next Day

Matte Litho (Coated) Papers				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
19801	Fasson® 60# Matte Litho WN/S100R/44#PK	60/1668	SEA	Next Day
19803	Fasson® 60# Matte Litho WN/S100R/1.2 Mil PET	EXACT™ 60/5000	SEA	Next Day
15794	Fasson® 60# Matte Litho Wet-Strength/ S100R/44#PK	30/8883	WCT	10 Days
19298	Fasson® 60# Matte Litho Wet-Strength/ AT20/44#PK	78/1668	FTW	Next Day
		EXACT™ 78/5000	SEA	Next Day




















Glossy Papers				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
19525	Fasson® 70# Premium High Gloss/AT20/1.5 Mil PET	60/1668	WCT	Next Day
17351	Fasson® 60# Cast Gloss FSC®/AT20/44#PK	60/1668	FTW	Next Day
19637	Fasson® 60# Cast Gloss FSC®/AT20N/1.2 Mil PET	EXACT™ 60/10000	FTW, WCT	Next Day
19638	Fasson® 60# Cast Gloss FSC®/S100R/1.2 Mil PET	EXACT™ 60/7500	MTL	Next Day
		EXACT™ 60/10000	WCT	Next Day
53329	Fasson® 60# Cast Gloss FSC®/Z3338/1.2 Mil PET	60/1000	FTW	5 Days
01606	Fasson® 60# Cast Gloss FSC®/S100R/44#PK	60/1668	FTW	Next Day
		EXACT™ 60/5000	WCT	Next Day
19655	Fasson® 60# Semi-Gloss Elite™ WN FSC®/AT20N/1.2 Mil PET	60/1668	FTW	Next Day
		EXACT™ 60/10000	WCT	Next Day
53363	Fasson® 60# Semi-Gloss Elite™ FSC®/S100R/1.2 Mil PET	60/1668	WCT	Next Day

Laminated Foils and Metallized Paper				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
15789	Fasson® 70# Bright Silver Laminated Foil/S100R/44#PK	60/1668	PVL	Next Day
53459	Fasson® 70# Dull Silver Laminated Foil/AT20/1.5 Mil PET	60/1668	WCT	Next Day
		EXACT™ 60/10000	WCT	Next Day
53326	Fasson® 56# MaxFlex™ Bright Silver FSC®/Z3338/1.2 Mil PET	60/1000	FTW	5 Days
53351	Fasson® 56# MaxFlex™ Bright Silver FSC®/S100R/44#PK	60/1668	FTW, WCT	Next Day
		EXACT™ 60/5000	WCT	Next Day
53352	Fasson® 56# MaxFlex™ Bright Silver FSC®/AT20/40#SCK	EXACT™ 60/5000	FTW	Next Day
		EXACT™ 60/10000		Next Day
53380	Fasson® 56# MaxFlex™ Bright Silver FSC®/AT20/1.0 Mil PET	EXACT™ 60/10000	PVL	Next Day
53381	Fasson® 56# MaxFlex™ Bright Silver FSC®/AT20/1.2 Mil PET	EXACT™ 60/10000	PVL, WCT	Next Day
53397	Fasson® 56# MaxFlex™ Bright Silver FSC®/S100R/1.2 Mil PET	60/7500	FTW	8 Days


Continued →

Films				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
79113	Fasson® 2 Mil Clear BOPP TC/Z3300/1.2 Mil PET	60/4167	PVL	5 Days
79370	Fasson® 2 Mil Metallized BOPP TC/Z3300/1.2 Mil PET	60/4167	PVL	10 Days
79683	Fasson® High Performance FasClear® TC/S7000/1.2 Mil Polyester	EXACT™ 78/5000	WCT	Next Day
		EXACT™ 78/10000	QTN	Next Day
79684	Fasson® High Performance PRIMAX® TC/S7000/1.2 Mil Polyester	EXACT™ 78/10000	QTN	Next Day

HP Indigo Press Printable				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
19991	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® ITC/S100R/44#PK	ReadyWidth™12/5000	FTW	Next Day
19915	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® ITC/S100R/44#PK	ReadyWidth™12/5000	FTW, WCT, SEA	Next Day
		ReadyWidth™13/5000	FTW	Next Day
		ReadyWidth™10/5000	WCT, FTW	Next Day
19957	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® ITC/S100R/1.2 Mil PET	ReadyWidth™12/5000	FTW	Next Day
		ReadyWidth™10/5000	FTW	Next Day
		ReadyWidth™13/5000	FTW	Next Day
53338	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® ITC/AT20N/1.2 Mil PET FSC	ReadyWidth™12/5000	WCT, FTW	Next Day
19959	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC® ITC/S100R/44#PK	13/25000	FTW	4 Days
53271	Fasson® 60# Classic Crest® Solar White Wet-Strength FSC® ITC/S100R/1.2 Mil PET	12/5000	FTW	4 Days
			WCT	Next Day
19962	Fasson® 60# Classic Crest® Solar White Wet-Strength FSC® ITC/S100R/44#PK	12/5000	WCT, FTW	Next Day
19987	Fasson® 60# Cast Gloss ITC FSC®/AT20N/1.2 Mil PET	12/5000	WCT, FTW	Next Day
19961	Fasson® 60# Matte Litho ITC FSC®/ S100R/44#PK	12/5000	FTW	13 Days
53102	Fasson® 60# Matte Litho Wet-Strength ITC/ AT20/44#PK	10/5000	FTW	4 Days
53127	Fasson® 70# Bright White Felt Wet-Strength FSC® ITC/S100RB/44#PK	ReadyWidth™12/5000	FTW, SEA	Next Day
		ReadyWidth™10/5000	WCT, FTW, SEA	Next Day
		ReadyWidth™13/5000	WCT, FTW	Next Day
53384	Fasson® 70# Royal White FSC® ITC/ Z3338B/1.2 Mil PET	12/30000	FTW	7 Days
53340	Fasson® 70# Eggshell Felt FSC® ITC/ S100RB/1.2 Mil PET	12/5000	WCT, FTW	Next Day
		13/5000	WCT, FTW	Next Day
53493	Fasson® 128# Birch Wood ITC/A20N/40#SCK	13/10000	FTW	8 Days

Welded Papers				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
 53325	Fasson® 60# Uncoated Litho Wet-Strength FSC®/OPP Weld/Z3338/1.2 Mil PET	60/10000	FTW	5 Days
 53007	Fasson® 60# Uncoated Litho Wet-Strength FSC® /OPP Weld /AT20N/1.2 Mil PET	EXACT™ 60/10000	WCT	Next Day
 53918	Fasson® 60# Uncoated Litho Wet-Strength FSC®/OPP Weld/S100R/1.2 Mil PET	60/10000	FTW	5 Days
 53933	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC®/PET/AT20N 1.2 Mil PET	60/4167	PFF	10 Days
 53696	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® Weld/OPP Weld/S100RB/1.2 Mil PET	60/10000	FTW	5 Days
 53024	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC®/PET Weld/S100RB/1.2 Mil PET	EXACT™ 60/5000	WCT	Next Day
 53816	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC®/PET Weld/AT20N/1.2 Mil PET	60/4167	PFF	10 Days
 18523	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC®/PET Weld/AT20N/44#PK	60/4167	PFF	10 Days
 19838	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC®/PET Weld/S100RB/44#PK	60/4167	PFF	10 Days
 53817	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC®/PET Weld/AT20N/1.2 Mil PET	60/4167	PFF	10 Days
 53898	Fasson® 60# Classic® Linen Solar White Wet-Strength FSC®/OPP Weld/AT20N/44#PK	60/10000	FTW	5 Days
 53942	Fasson® 60# Classic Crest® Natural White Wet-Strength FSC®/PET Weld/AT20N/1.2 Mil PET	60/4167	PFF	10 Days
 54103	Fasson® 60# Envi Wet-Strength 100% PCW FSC®/OPP Weld/S100R/1.2 Mil PET	60/10000	FTW	5 Days
 54095	Fasson® 70# Bright White Felt Wet-Strength FSC®/OPP Weld/S100RB/1.2 Mil PET	60/1668	WCT	Next Day
 53232	Fasson® 70# Bright White Felt Wet-Strength FSC®/PET Weld/S100RB/44#PK	EXACT™ 60/5000	WCT	Next Day
 54072	Fasson® 60# Cast Gloss FSC®/PET Weld/S100R/1.2 Mil PET	60/4167	PFF	10 Days
 53945	Fasson® 70# Premium High Gloss/PET Weld/AT20N/1.2 Mil PET	60/4167	PFF	10 Days
53926	Fasson® 60# Matte Litho WN/PET Weld/AT20N/44#PK	60/4167	PFF	10 Days
53837	Fasson® 67# Brushed Platinum Wet-Strength/PET Weld /AT20N/1.2 Mil PET	30/8333	PFF	12 Days
 54236	Fasson® 60# Solar White FSC® / OPP/AT20/1.2 Mil PET	60/10000	WTC	5 Days
 79708	Fasson® 60# Semi Gloss FSC® / OPP/AT20/1.2 Mil PET	60/10001	FTW	5 Days

For our full line wine labeling offerings please visit our website or speak with your Avery Dennison Sales Representative.

PVL=Painesville, OH PTC=Peachtree City, GA WCT=West Coast FTW=Fort Wayne, IN SEA=Seattle, WA
 QTN=Quakertown, PA MTL=Montreal, QC PFF=Painsville, OH Films Facility  =ClearIntent™

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