

# AD Connect

## ClearIntent™ Sustainability Portfolio



Finding a  
Solution for  
Label Waste

Recycling Plastic  
Packaging



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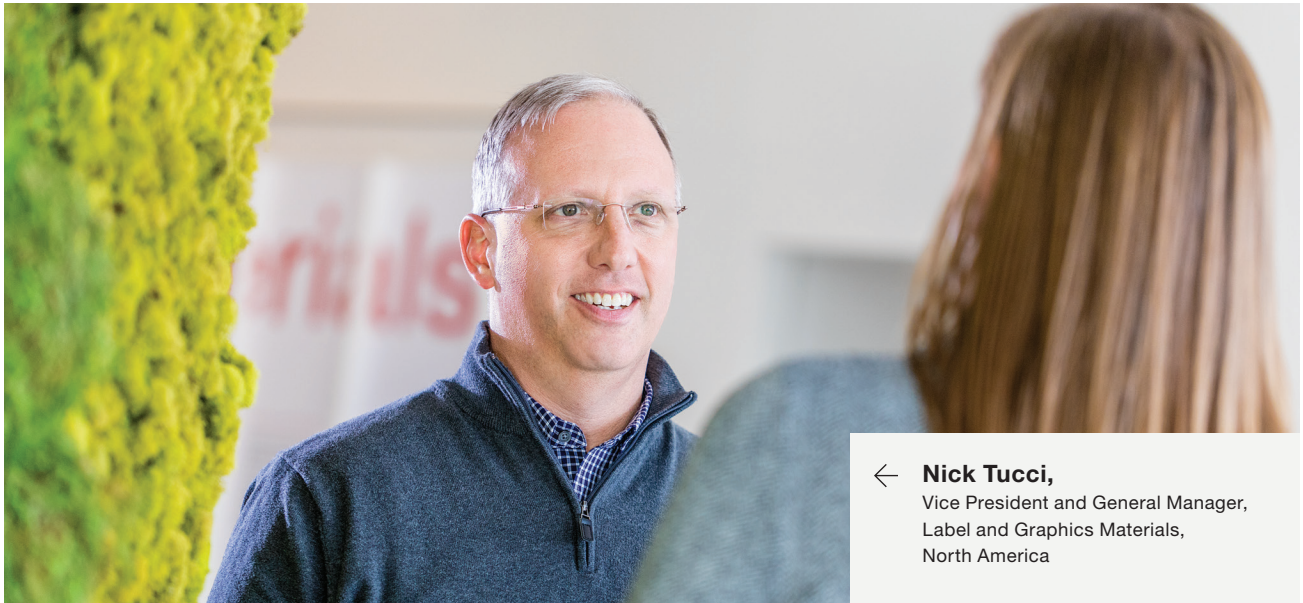
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← **Nick Tucci,**  
Vice President and General Manager,  
Label and Graphics Materials,  
North America

# All of us, every day

Hello and Happy New Year. In this issue, you'll be reading about Sustainability. It's no coincidence that we kick off 2019 with this important topic. It's the imperative for our industry to collaborate. We are not going to accomplish major strides on our own as individual organizations; lasting change requires commitment and contribution from across our entire value chain and broader ecosystem.

You'll hear about Avery Dennison's 2025 Sustainability Goals throughout this issue and see them listed on our back cover. We're collaborating with our suppliers, other value chain partners and you—our customer—to bring these to life. Take a look through this issue for just a few of the ways:

- On page 18, you'll read about the steps we're taking to reduce matrix and liner waste through recycling programs.
- You'll see a variety of products that offer meaningful sustainability improvements over other Avery Dennison products, including:
  1. CleanFlake™ Adhesive Technology (page 14)
  2. ThinkThin portfolio of papers (page 12)
  3. Direct Thermal Linerless technology (page 20)
  4. The Avery Dennison ClearIntent™ Portfolio (page 26)



Our industry's environmental sustainability mission is ramping up, and we look forward to working with you as we move into the future.

I also want to think of what else Sustainability can mean. Sustainability is how we build our businesses and sustain this entire industry for the long term. What legacy do we want to leave? How do we want the next generation to see us? I have some thoughts to share on other ways we will continue to work together for our future.

### **A sustainable workforce**

When was the last time you met someone who still had a job as a milkman (or a milkwoman, for that matter)? Twenty years ago, could you have imagined the concept of ride sharing like Uber and Lyft? What kind of jobs are we going to see in the future? What kind of jobs are going to be replaced by automation?

Our economy is a constantly changing landscape. The workforce strives to keep up and our industry benefits when we play a role in that. What do we need our workers to do differently in the next 5, 10 and 20 years? What are the gaps between the workforce of today and the workforce needed in the future? We can then invest in skill development, internship and apprenticeship programs to bridge those gaps.

Another area that comes into play here is diversity and inclusion. This means we work to build a culture that values and respects all backgrounds

and all points of view. These kinds of teams work better together, innovate more, and come up with superior customer solutions. They're more agile and prepared to face the constantly changing landscape we're talking about.

Statistical Research by Cedric Herring at the University of Chicago found that across hundreds of companies, diverse teams drive 6% greater revenue, 15% more customer wins, and create significantly higher market share.

It's also the right thing to do for our people and our communities. Within Avery Dennison, I'm proud to lead our North American Diversity & Inclusion council that is bringing together employees across our business to work on this topic. It's exciting work that will ultimately benefit our customers as we build a more inclusive, agile organization.

### **Sustainable Communities**

Last summer, a group of nearly 200 Avery Dennison volunteers went to a local YMCA park and built natural play features—logs to climb on, a sandpit to slide into, forts to play in.

We're no stranger to this at Avery Dennison. We like to get our hands dirty. We like to get involved. I felt incredibly proud of the work my team and I accomplished that day. It brought us together and taught us a lesson in collaboration.

Moreover, it helped us build relationships with our neighbors. It's so critical to be part of our

communities. That means taking a place at the table in important community discussions. It means connecting with local leaders to understand what role we play in our community's success. It means reaching a hand out for those who need help.

### **Sustained Results**

Finally, I want to touch on sustained results. Our industry is no stranger to challenges—and that's especially true in recent months. Between raw material inflation, supply shortages, looming tariffs and more, we are all working within a lot of uncertainty.

We are working through these challenges as we navigate all the critical sustainability work I've mentioned above. Sustained results means using lean thinking and process to build an ever-more efficient organization. It means investing to be ahead of the curve for future growth.

### **Stronger for the future**

Stan Avery built his first label machine with a \$100 loan and some washing machine parts. We're an industry built on ingenuity.

These are difficult challenges I've outlined above. They're also significant opportunities for us and our future. It's our collective ingenuity and collective efforts that will allow us to capture them.

I look forward to working with you as we move forward through 2019 and beyond. **AD**



# A deeper look at the “healthy living” trend

Our Market Research Department shares insights converters can use to adapt their business

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Hear the term “healthy living,” and your first thoughts might go to somebody (maybe you) who gets regular exercise, watches what he or she eats, and gets in to see a doctor every year.

For a growing number of consumers, however, the notion of “healthy living” cuts much deeper. It’s indeed a priority that extends beyond such simple habits, affecting how people shop for and buy the products they rely on. That, in turn, is driving a need for many brands to change the way they think about packaging and presenting their products.

As we get into 2019, here are a few aspects of the healthy living trend that converters should understand.

## **Health-conscious consumers continue to prioritize clean eating**

Consumers are moving away from heavily processed foods toward those perceived as healthier. According to a 2016 survey by Pew Research, 97 percent of Americans say healthy eating habits are “important” when it comes to living a long, healthy life; 72 percent consider it “very important.” Healthy eating rated generally higher, in the study, than exercise, housing conditions, and genetic factors.

## **They also seek greater transparency in the brands they choose**

While 37 percent of consumers say it’s important to understand ingredients on food labels, 91 percent believe products with recognizable ingredients are healthier. In other words, it’s not simply enough to say you’re healthy. Consumers are taking a good hard look at those ingredient labels, and often balking at ingredients that they simply don’t recognize.

## **Authenticity is becoming a brand differentiator**

In a recent presentation on healthy and sustainable packaging, EcoFocus Worldwide CEO Linda Gilbert focuses on the importance of authenticity. She defines it as a brand’s assurance to its consumers of an investment in quality and integrity, honesty and trustworthiness.

Authenticity, Gilbert states, can add value to packaging beyond the usual functionality. This authenticity can, in turn, be communicated through the design of a package, including materials. And, the most health-conscious consumers have more positive perceptions of glass and paper than plastic or metal when it comes to taste, health, freshness, nutrition and environmental impact.





### **Health-conscious consumers are more likely to make decisions based on packaging**

In the same presentation, Gilbert noted that the most health conscious consumers (which she dubs “Fresh Authentics”) are more likely than average shoppers to change to products to reduce exposure to chemicals from packaging, or because of the type/amount of packaging.

### **Healthy living and product packaging**

Food manufacturers and brand owners are taking note. For instance, chemical preservatives used to extend shelf life — but that are unrecognized to consumers — are being removed. They’re being replaced with materials and technologies to serve as an alternative.

One such technology is flexible/functional packaging. Flex packs, often incorporating pressure-sensitive adhesive reclosures, can be designed to help ensure a product’s freshness and safety, lengthen shelf life, and use less material use than traditional packaging. Avery Dennison offers a wide spectrum of film and paper flex pack materials as well as a portfolio of reclosure materials, including those with FDA approval for food contact.

To help bring additional authenticity to a brand’s sustainability credentials, such packaging can be produced with materials from our ClearIntent™ portfolio of products. The portfolio includes products that use less raw material, use recycled content, enable recycling, and/or are sourced responsibly (for example, films made from renewable resources).

These and other Avery Dennison products are backed with support from our ADvantage Technical Excellence teams. We encourage converters and brand owners to lean on our expertise to help you evolve your packaging for the healthy living trend. **AD**

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[http://www.pewinternet.org/2016/12/01/the-new-food-fights/ps\\_2016-12-01\\_food-science\\_1-03/](http://www.pewinternet.org/2016/12/01/the-new-food-fights/ps_2016-12-01_food-science_1-03/)







# Building value through sustainability

A more sustainable future may require taking a fresh look at how we use plastics; the ClearIntent™ Portfolio can help

Avery Dennison is committed to helping converters and brand owners deliver products that are more sustainable —products that use less raw material and greater amounts of recycled material, that produce less waste, and that enable recycling.

Our ClearIntent™ Portfolio makes it easier than ever to choose label and packaging solutions that align with these criteria. This constantly expanding portfolio is available as a growing movement encourages companies and consumers to re-think how the earth's resources are used.

## **A workhorse material ... but with a great cost**

Global plastic use has grown substantially since World War II, when shortages of natural materials prompted manufacturers to develop synthetic alternatives. Today, it's a workhorse raw material. In 2015, 448 million tons of plastic were produced for the consumer, industrial, transportation, building and construction, and packaging industries.

This reliance comes with a cost, however, and there's a realization that our current approach to plastic is not sustainable. According to the Ellen MacArthur Foundation, if nothing about our consumption changes, new plastics will require 20 percent of petroleum production within the next 35 years. This is up from 6 percent in 2014.

And, more than 80 percent of that plastic ends up in landfills, incinerators or sensitive environments. In fact, 8 million tons of plastic waste enters the ocean each year, according to the United Nations. By 2050, according to a calculation by the Ellen MacArthur Foundation, there will be more plastic in the oceans than fish, by weight!



Meanwhile, one of the world's most reliable sources for plastic waste handling and recycling has said "stop." In January 2018, the government of China—a nation that has imported about 45 percent of the world's plastics for recycling since 1992, according to United Nations Comtrade data—put into effect a policy known as the "National Sword." This bans the importation of PET and other plastic bottles and containers, along with mixed paper. That waste, which includes plastics generated by Europe and North America, now seems even more likely to end up in landfills or oceans.

**Governments are starting to respond**

There are reasons for optimism, though, as many countries have started to put strategies and legislation in place to tackle the problem.

The European Union is discussing a strategy to discourage use of single-use plastics—possibly taxing their use—and invest in research and development of modern, recyclable products. In the United Kingdom, the government has pledged to eliminate single-use packaging by 2025. India has made a pledge to do so by 2022. In fact, more than 60 countries have introduced bans and fees aimed at eliminating plastic waste.

Additionally, major U.S. brands such as Unilever, Procter and Gamble, and Coca Cola have pledged to employ more recycled, re-used, or compostable materials in the next decade. A wide

range of British companies have signed on to the UK Plastic Pact, making a similar pledge for recyclability and reduction.

**A new way of thinking about the economy**

Transcending all these efforts is, perhaps, a different way of thinking about the economy. It's a shift from the current linear model where products, including plastics, are manufactured from raw materials, used once, then discarded into landfills; to a circular model where products are designed and manufactured in a way that optimize them for reuse or recycling.

This approach could even benefit the economy. The Ellen MacArthur Foundation states, for instance, that the shift to a circular economy could result in a net economic gain in Europe alone of 1.8 trillion Euros (\$2.0 trillion USD) by 2030, compared to the linear approach.

The conditions for this shift thus may be ripe. "As the call for a new economic model based on systems-thinking grows louder," states the Ellen MacArthur Foundation, "an unprecedented favorable alignment of technological and social factors today can enable the transition to a circular economy."

**We want to be part of the solution**

The Label and Packaging industry has a tremendous opportunity to play a role in this shift, simply because we



play such a big role in the current state of affairs. We're plugged into a very broad, global, value chain that uses significant amounts of plastic. According to a feature story in the June 2018 National Geographic, plastic packaging accounts for nearly 40 percent of all plastic manufactured with a life cycle of less than 6 months.

We at Avery Dennison recognize the opportunity to be part of the solution. So we're developing and offering solutions that have sustainable improvements. These are products that use less material, eliminate unnecessary material, and maintain the levels of performance for which our products are known. They help enable a circular economy, providing recyclable solutions that have less impact on the local communities that handle sourcing.





**Reduce.**  
ClearIntent products use less material to help conserve limited natural resources.



**Use recycled content.**  
ClearIntent products incorporate materials that have already been used.



**Enable recycling.**  
ClearIntent products enable recycling of plastic packaging.



**Source responsibly.**  
The ClearIntent portfolio includes hundreds of facestocks made with paper certified by the Forest Stewardship Council or film and paper facestocks made from renewable resources.

**The ClearIntent Portfolio of products**

Such solutions are easier than ever to identify through our ClearIntent Portfolio.

It's a growing selection of competitively-priced products that aims to help converters and brand owners reduce materials consumption or shrink their environmental footprint while supporting safety, fairness and human rights.

It features label adhesives that enables the recycling of plastic bottles, papers certified by the Forest Stewardship Council®, and apparel labels made from renewable resources that are manufactured in factories that meet the industry's standards for worker safety and health, and more.

**Quantifiable sustainability**

The sustainability impact of many of these products is quantifiably measured through our Greenprint™ program. An objective, analytical and transparent approach, the Greenprint program compares each sustainable product offering to its standard counterpart across factors such as raw material and energy use, greenhouse gas emissions, and waste. It gives customers the assurance and confidence that their material choices are, indeed, more sustainable than the product to which it is compared.

To earn its place in our ClearIntent Portfolio, a product must demonstrably reduce environmental impact by meeting one of more of these criteria:

The bottom line is that using the ClearIntent Portfolio makes it easier to improve the environmental impact of packaging without sacrificing performance; and in many cases, without paying more. And, its focus on reduce-reuse-recycle helps our entire value chain align with the concepts of the circular economy.

This issue of AD Connect includes a full listing of the ClearIntent Portfolio, along with feature stories on many of the newest additions. It also discusses an important consumer trend related to sustainable packaging and explores a new effort to help converters and brand owners recycle liner and matrix waste.

Additional information about our ClearIntent Portfolio is available at [label.averydennison.com/sustainability](http://label.averydennison.com/sustainability), or through your Avery Dennison sales representative. **AD**



# Think Sustainability ... Think Performance ... ThinkThin

New portfolio includes sustainability-focused solutions for thermal printing

Our 2025 Sustainability goals are helping us shape change across our industry. In response, the Avery Dennison team is driven to bring innovative products to the marketplace that can help converters and brand owners operate with a lower overall environmental footprint.

One of the team's areas of focus includes taking a fresh look at many of our existing products. Applying materials science expertise, the team finds opportunities to reengineer those products to use a lower volume of raw materials while providing comparable levels of performance. In other words, the products do more with less.





### The ThinkThin™ portfolio

One of the many results of that work is the ThinkThin portfolio of products. It's built on a foundation of innovative, thinner facestocks and liners that provide greater sustainability—as measured against our Greenprint™ methodology—and comparable performance to the standard, thicker versions. ThinkThin also meets our “Reduction of Materials” standard within our broader (and ever-growing) ClearIntent™ Portfolio of sustainability focused solutions.

### New thermal transfer products prove “less is more”

The portfolio includes a variety of new products for thermal transfer and direct thermal printing.

### — TTC Eco Construction

TTC Eco™ is a top-coated thermal transfer label construction with a 2.1 mil paper facestock, and 1.5 mil liner.

These thinner components allow a 20,000 foot roll of TTC Eco to have the same outer diameter and weight as a 15,000 foot roll of the standard TTC product. This translates to serious benefits for converters. The additional length per roll enables converters to run longer quantities of material with less changeover. Customers will also save significantly on shipping costs, including freight and boxes.

There are end-user benefits as well. The TTC Eco construction allows 33 percent more labels per roll, compared to our standard product.\* This can reduce the amount of time and effort spent on changeovers: An 8-inch OD roll of TTC Eco can produce 750 feet of labels, instead of 500 feet of the standard product. So users need to change the label roll only twice, instead of three times, per ribbon roll.

The Avery Dennison Greenprint™ profile for TTC Eco is impressive. Compared to the standard, coated, thermal transfer construction (product number 53870), TTC Eco requires 16 percent less fossil material, 24 percent less biobased material, 21 percent less water, and 24 percent less energy to produce. Its production produces 27 percent less greenhouse emissions, and the product results in 26 percent less solid waste.

### — Thinner liners and linerless technology

The ThinkThin™ portfolio will also include a selection of thinner liner options for direct thermal (DT) printing, including a 1.7 mil SCK and a 1.2 mil PET. These options deliver point-of-use performance that's comparable to standard, thicker liners. Again, these thinner, lighter products require less fuel to ship, resulting in lower emissions and lower freight costs. And, they produce less waste for landfills. These products have been put through customer trials with satisfactory results.

Taking the “thinner” approach to its extreme is our DT Linerless technology. Through the application of a thin coating of release material to the paper or film facestock, the need for a liner is removed altogether. The absence of a liner has—as might be expected—a significant impact on the product's sustainability, both upstream and downstream from the point of use. For more about DT Linerless, see the Innovation feature in this issue of AD Connect.

### Try ThinkThin for yourself

Transparency is crucial, particularly when making claims about a product's sustainability. To that end, we're pleased to share Greenprint information about any of the products in our ThinkThin and ClearIntent portfolios.

We also invite converters to trial these products on their own presses, so they can be fully confident before putting them into production. Your Avery Dennison sales representative can help you get the information or product samples you need to get started. **AD**

\*Based on internal testing and converter feedback



# Recycling Plastic Packaging

## CleanFlake™ Adhesive Technology

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Avery Dennison CleanFlake™ Portfolio of labeling solutions significantly improves the rPET yield in the recycling process while maintaining the shelf appeal that pressure-sensitive labels are known for. Pressure-sensitive labels typically limit PET recyclability into food-grade rPET due to adhesive contamination. However, CleanFlake™ technology cleanly separates in reaction to the caustic bath, leaving no adhesive residue on the PET flake.

Avery Dennison has expanded its CleanFlake™ portfolio to include clear and white Global MDO and BOPP films as well as paper facestocks. It passes the highest form of testing available from the Association of Plastic Recyclers for films that conform with the PET recycling process. **AD**

To learn more about this or any of our other sustainable solutions, get in touch with our sustainability team:



**Sarah Sanzo**  
Compliance and Sustainability Manager



**Michael Bearer**  
Recycling Program Lead



**Matt Wilkinson**  
APR Technical Committee Lead

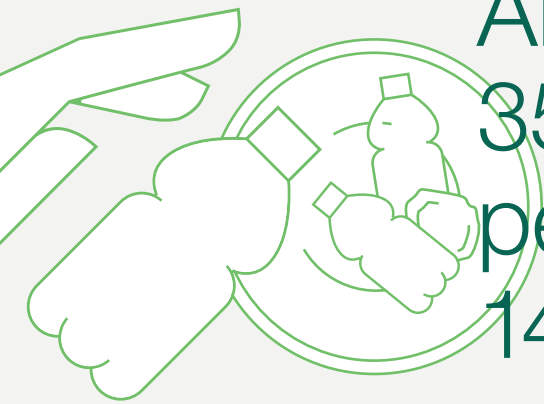


**Mitch Rackovan**  
APR Technical Committee Lead



**Tim Bohlke**  
Brand Owner Relationship Manager

93% of all plastic packaging is for the food, beverage and HPC segments



Americans throw away 35 billion plastic bottles per year, leaving only 14.6% to be recycled

25% of all plastic received by recyclers ends up in landfills



91% of plastic in the US is not recycled

# Application Consultants

Get to know the team providing customers with real-time technical support via phone, email or web chat

This is the next piece in the series looking at our **ADvantage** technical teams. In this issue, we'll meet our Application Consultants.

## **High quality recommendations tailored to the customer**

Avery Dennison Application Consultants (AC) provide pre-order technical support to customers via phone, email or web chat. Leveraging both deep product knowledge and customer-specific data, they make timely recommendations on the best product(s) to test for an application, and that are tailored to the customer's existing inventory and capabilities. The team also provides technical training through offerings such as our PS101 and Technical Symposiums.

## **Real-time support from a real person**

Based out of the Avery Dennison LGM headquarters in Mentor, Ohio, our 10 ACs plays a critical role in our technical service strategy—a real-time, easy-to-reach source of reliable information and guidance.

ACs can, for instance, provide extra confirmation to a customer who already knows which product they want to test. They can consult on substrate adhesion, product compliance information, environmental conditions, durability, product cost comparison, or provide other information to help the customer choose the best product to test for an application.

“We understand how important it is to be able to contact a ‘real person’ for support at the moment it’s needed,” says Brandi Davis, Senior Technical Services Manager. “So, we track our response time carefully to help the team learn and improve. For instance, we know we respond to 99.6 percent of incoming customer emails within two-and-a-half hours, and resolve the customer’s issue more than 73 percent of the time through that first response.”

## **Getting it right the first time**

That first-response—getting it right the first time—is key. Doing so requires a special combination of experience, teamwork and knowledge.





**Integrity**

We are driven by doing the right thing. Always.

- We do what we say.
- We put ethics above all else.
- We are honest and transparent in all we do.

**Courage**

We are brave in the face of adversity and the unknown.

- We think big and set ambitious goals.
- We stand and speak up for what is right.
- We acknowledge and recognize the contributions of others.

**External Focus**

We get out to get better.

- We are motivated by our customers' success.
- We explore the external environment to stretch our perspective and inform our thinking.

**Diversity**

We gain strength from diverse ideas and teams.

- We require different viewpoints and debate.
- We create an inclusive and respectful environment for people of all backgrounds and orientations.

The team boasts an average Avery Dennison tenure of over 15 years, and each AC has a core area of expertise that he or she shares with the others. Each team member also receives ongoing training to be knowledgeable in all product lines and applications.

Additionally, the team partners with peer technical groups such as our Regional Technical Managers (profiled in the previous AD Connect), and works closely with our Marketing and Sales teams to stay on top of market and product trends.

**High-talent, high motivation**

“This is a collection of highly talented and motivated individuals,” says Brandi. “Collectively, they offer

diverse and complementary skill sets, a passion for customer advocacy, and an insatiable curiosity for how things work. Most importantly, they have a work ethic that just won’t quit.”

Continues Brandi: “Customers consistently and frequently tell us that this team is one of the key reasons they contact Avery Dennison first with new opportunities. Their commitment to service excellence and dedication to our customers is inspirational. They are the best pre-order tech support team, in the industry—period!” **AD**

To reach an Application Consultant:



**Call**

1-800-944-8511, choose option 2.

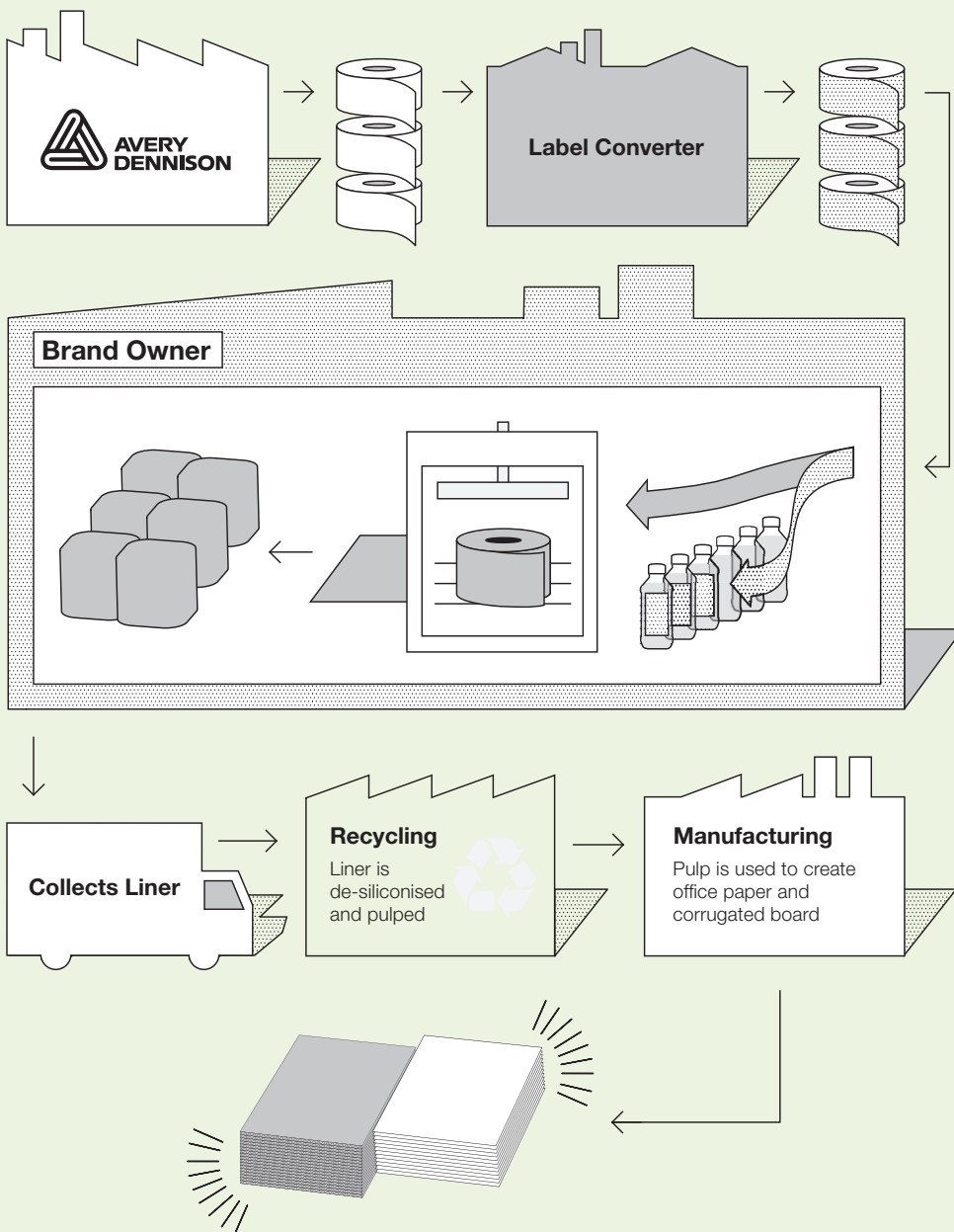


**Web Chat**

Click on the “Live Chat” link on product pages at [label.averydennison.com](http://label.averydennison.com)

# Finding a solution for label waste

## How we're helping the industry tackle the challenge of liner and matrix waste



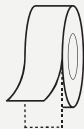
Avery Dennison has launched our Global Matrix and Liner Waste Recycling program. This exciting effort is designed to help both converters and brand owners reduce their label waste disposal costs, meet regulatory requirements, and achieve landfill reduction targets. From a branding standpoint, it may help companies build their reputation for environmental responsibility.

### Connecting customers with matrix and liner waste recyclers

The program centers on helping connect label converters and brand owners with recyclers through an interactive, global recycling map available on our website. The map shows the location and contact information for companies with recycling capabilities for paper, film and PET liner and matrix materials.

These include recyclers that are equipped to process the waste into raw materials for new products, or transform it into fuel pellets (more about that below). The easy-to-use map is supplemented with a printable list of recyclers and their contact information, broken down by global region. Both resources are updated regularly, to help ensure customers have current information at their fingertips.

To help converters be aware of all their recycling options, Avery Dennison is also working closely with TLMI by joining the Environmental committee. The organization recently announced its own PET release liner recycling program. Working together, we believe we can accelerate the rate at which matrix and liner waste recycling is adopted.



There's a misconception that matrix and liner waste is not recyclable. It's actually very recyclable

### Liner waste is a significant issue

The Global Matrix and Liner Waste Recycling program addresses a key sustainability issue in our industry: What to do with the significant volume of liner and matrix waste we're producing.

That volume is, indeed, significant. According to a 2017 study by Alexander Watson Associates (AWA), industry in the U.S. produces: 273 kilotons of paper-based liner waste. 68 percent of it is landfilled.

31 kilotons of film-based liner waste. 71 percent of it is landfilled. 46 kilotons of paper-based matrix waste. 38 percent is landfilled. 6 kilotons of film-based matrix waste. 45 percent is landfilled.

### Breaking down the challenge

Such numbers may seem overwhelming. But as we look deeper at the liner and matrix waste challenge at an industry level, some specific issues emerge.

First is the misconception that these materials are not recyclable. Actually, liners and matrix waste—whether paper or film, and whether siliconized or not—can be recycled in most cases.

One of the more intriguing uses for these recycled materials is in the production of fuel pellets. According to Tedd Vancamp of Convergen Energy, one of the recyclers in our program, "Matrix waste pellets can be cost competitive with coal and natural gas for the amount of energy produced, while the adhesive component—which can help the pellet stick together—is often a welcome part of the pellet production process."

A second issue is that converters who do have a desire to recycle often lack the strategy and process for getting it done. Such a strategy should begin with an understanding of the type and amount of waste being produced and its associated disposal costs, matched to an understanding of the recycling options and their costs. When

companies think more strategically about recycling, they can better evaluate the options and develop the goals and processes needed to execute.

Finally, there's a the lack of infrastructure to make recycling a viable option for converters and brand owners who've done that strategic thinking. The recyclers are out there. But shipping waste materials to a specialized recycling plant that may be several states away is often not cost effective for many converters.

### Taking a strategic approach

The fact is, there's no one-size-fits all solution to the challenge of label waste. What works for a converter supporting major brands at a regional or national level may be very different from what's needed by a smaller converter with a more local footprint.

In either case, however, there are options. Our Global Matrix and Liner Waste Recycling Program can help.

We encourage brand owners and converters to take a strategic approach when exploring their label waste recycling options. It may not be an easy path, but the outcomes can be rewarding. Your Avery Dennison representative can provide guidance to get you started.

To learn more about how we're working to tackle the label waste challenge, and view our interactive recycler map, visit [label.averydennison.com/sustainability](http://label.averydennison.com/sustainability). **AD**

# Introducing Direct Thermal Linerless Technology



## How Direct Thermal Linerless works, and how it helps

Direct Thermal Linerless technology is available in self-wound rolls. It's designed for both linerless enabled hand apply and auto apply printers, and offers excellent thermal sensitivity and consistent release.

The key to the technology is the application of a thin release coating on the facestock. This coating prevents the adhesive from sticking to the layer underneath it, eliminating the need for a liner and matrix.

According to Avery Dennison Greenprint™ methodology, when compared to our standard product, Direct Thermal Linerless technology can make a significant impact on sustainability.

- 32 percent reduction of water use
- 32 percent reduction of greenhouse gas emissions
- 30 percent reduction in use of biobased materials
- 31 percent reduction in energy use
- 36 percent reduction in waste

## More than waste reduction

The sustainability impact of using Direct Thermal linerless can be significant and the advantages don't end there.

As the technology uses less material, the self-wound rolls are 35 percent thinner than standard products, and offer up to 60 percent more labels per roll. This can translate to a range of productivity benefits, including fewer roll changes and more printer uptime. Labor is reduced, as there is no liner waste to eliminate. Safety increases with the disappearance of that "slick" liner waste on the shop floor. Because each roll of Direct Thermal linerless yields more labels, there's less to ship. This helps converters manage their shipping costs.

## Use of linerless labels is growing

While linerless label materials still make up a small portion of the market both in the US and worldwide, use of the technology is indeed growing. According to the AWA 2017 Linerless Report and Avery Dennison's own research, the industry can expect a 5.1 percent global CAGR between 2016 and 2021 for linerless, and a

1.6 percent CAGR in the US across the same time period.

Leading applications include postal and shipping labels, warehouse, weigh scale, and mobile printers. But regardless of where and how they're used, linerless technology offers a benefit of significantly less waste. Release liners and matrix account for more than half of the label waste created during label application. That's a lot of material providing virtually no value from the point of application onward.

## Solutions for greater sustainability

Direct Thermal Linerless is an important addition to our ClearIntent™ Portfolio of products, which can help converters and brand owners realize greater sustainability in their own products and processes.

For more information about Direct Thermal Linerless and other sustainable conversion solutions, contact your Avery Dennison representative, or visit [label.averydennison.com/sustainability](http://label.averydennison.com/sustainability). **AD**



Introduced at Labelexpo 2018, Avery Dennison Direct Thermal Linerless technology offers a combination of sustainability, productivity and convenience. It's engineered to help converters and end users get more done with less, while minimizing their environmental impact.

# Bringing a concept to life

How a creative agency leveraged the Avery Dennison Concept Lab to turn its vision to reality







# Thirst

Glasgow, Scotland-based Thirst is a strategic packaging and design agency focusing on the craft beverage segment. To help bring to life a label design for its client, Barren River Distilling Company, the Thirst team reached out to the Avery Dennison Concept Lab for guidance on materials. We asked Eamon Cameron, Senior Designer for Thirst, a few questions about the project and process.



**Eamon Cameron**  
Senior Designer

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*Q: Tell us a little about Thirst and what your agency specializes in?*

We're a strategic drinks packaging design agency that builds creatively rare, commercially right brands. We were born from a love of drink and design, working across all elements of brand strategy, design and execution—from powerful positionings right through to flawless finishes and anything in between! →





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*Q: How did you hear about the Avery Dennison Concept Lab?*

Heard about it straight from the source when we first met Alex at the 2017 Craft Brewers Convention in Washington DC.

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*Q: Tell us a little about the Barren River project*

Our Barren River project is our first foray into the world of American whiskey. We set the brief internally to stretch and develop the skills of the team and provide an opportunity to execute a challenging print spec. It was also an exciting opportunity to develop a solid brand story with a voice to go with it.

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*Q: Can you explain the overall process of this project?*

It all started with a typographic collaboration, working with our friend Craig Black who is an amazing lettering artist based here on the West coast of Scotland (@\_craigblack). He developed a beautiful typographic style for the project with the main display typeface referencing the old American West. A labour

of love internally was the overall execution of the typography. Originally we favoured a stippled style to add depth the type, but with test prints this style unfortunately wasn't conducive with the type of finish we were hoping to achieve. At this point we decided to keep the bones of the type composition but develop the style toward a



*Q: How did you collaborate with the Concept Lab to create this?*

more clinical execution—making sure we could achieve the detailed print finishes we had in mind. We then created a branding suite to compliment the label and weaved river flown filigree around the typography which influenced the overall shape of the label. From there, the mission was to get this new work off of our screens and into our hands ... up steps the Concept Lab!

The Concept Lab were integral to the realisation of this project. We had all of these wild thoughts brewing around how we could realize the design on label and right off the bat they provided an excellent sounding board for these ideas. Through multiple video calls, we hashed out potential finishes on various substrates to experiment with. The team at the Concept Lab then tested these out and sent us physical samples which were always incredibly exciting for us to receive.

*Q: How do you choose Avery Dennison materials?*

We have a suite of the latest Avery Dennison material swatch books. These are a key resource in our conversations with the Concept Lab as we can get hands on with the materials we are discussing and really dig down into the details of each material, its pros, cons and potential alternatives.

*Q: What value does the Concept Lab bring to your agency/brands when you work together?*

Incredible value. The opportunity to work with a team so knowledgeable about their craft can only act to elevate the work we're doing here at Thirst. Having the work we do supported with the Concept Lab's expert resource of material and finishing knowledge is a powerful partnership to bring to any project we work on. **AD**



# ClearIntent™ Portfolio

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Our ClearIntent™ Portfolio contains hundreds of products that help our customers and their end users reduce materials consumption; shrink their environmental footprint; and support safety, fairness and human rights. Our ClearIntent™ products include product labels made with paper certified by the Forest Stewardship Council®, label adhesives that make plastic bottles recyclable, apparel labels made from renewable resources and manufactured in factories that meet the industry's most stringent standards for worker safety and health, and more. All ClearIntent™ label materials enable you to do one or more of the following:

↘ ↙ **R** ↗ ↖ **Reduce.**  
Use less material to help conserve limited natural resources (and capture lower costs).

↻ **R** ↻ **Recycled Content.**  
Give a second life to what we have already used.

↻ **R** ↻ **Enables Recycling.**  
Make your packaging recyclable. What we use can be used again.

↓ **R** **Responsibly Sourced.**  
Choose from hundreds of facestocks made with paper certified by the Forest Stewardship Council or film and paper facestocks made from renewable resources.



# Reduce.

**ClearIntent™ Category: Reduce Material Usage**

Spec#	Product Description
79007	FASCLEAR 250 SLV/S7000/1.2M PET
79711	Fasson® TransCode® White/R120/50# Brown SCK
79712	Fasson® TransCode® White II/R120/50#SCK
79713	Fasson® TransCode® Clear/R120/50#Brown SCK
79714	TRANSCODE PL CL/R120/50# BRN PLB
79715	Fasson® Lasercode White/R120/80#CC
79720	Fasson® 2.6 Mil White BOPP/R120/50#SCK
79740	Fasson® TransCode® Plus White/R120/50#NK
79856	HPF FASCLEAR TC/S692N/1.2M
79857	HPF PRIMAX TC/S692N/1.2M
53873	TT2C/S2550/40#CK
53874	TT2C/S2550/40#CK
54061	DT300LD/S2550/40#
54062	DT300LD/S2550/40#
54219	DT200NIR/S2550/40#
54220	DT300NIR/S2550/40#
54221	DT200HD FSC/S2550/40#
54222	DT330HD/S2550/40#
54231	DT200HD Rx/S2550/40#
54278	DT300HD LL/S2045
78635	1.6 Mil Clear BOPP TC/S7400/.92g PET
78870	1.6m CL Bopp TC/S7000/.92
78875	Global Mdo Cl/S7000/Pet23
78876	Global Mdo Wh/S7000/Pet23
78887	2.4m WH Bopp TC/S7000/.92
78888	2.0M WH Bopp TC/S7000/.92
78889	2.0M MET Bopp TC/S7000/1.2 PET
78890	Global Mdo Cl Tc/S7000/Pe
78891	Global Mdo Wh Tc/S7000/Pe
78892	3.0M CL MDO/S7000/1.2 PET
78893	3.0M WH MDO/S7000/1.2 PET

Spec#	Product Description
78940	1.6M MET BOPP TC/S7000/.92 PET
78997	2m Wh Bopp Tc/S7000/1.2m
78998	2m Cl Bopp Tc/S7000/1.2m
78999	2.4m Wh Bopp Tc/S7000/1.2
79098	2m Cl Bopp Tc/S7000/40#Bg
79099	2.4m Wh Bopp Tc/S7000/40#
79100	2.0m Wh Bopp Tc/S7000/40#
79101	2m Met Bopp Tc/S7000/40#B
79683	High Performance FasClear/S7000/1.2M PET
79684	High Performance Primax/S7000/1.2M PET
79717	Fasson® NTC Lasercode 3478-XL/R120/78#MF
79718	Fasson® Laser Code™II 3483 XX NTC/R120/80#CC
79719	Fasson® 2 Mil Clear BOPP TC/R120/50#SCK
79721	Fasson® 2.6 Mil White BOPP TC/R120/40#SCK
79795	High Performance FASCLEAR TC/S7000/40#BG
79797	High Performance PRIMAX TC/S7000/40#BG



# Recycled Content.

**ClearIntent™ Category: Increases Recycled Content**

Spec#	Product Description
53678	Fasson® 54#Semi-Gloss PCW/C2500/40#NK
54186	EST#14 PCW/AT20N/1.2M PET
54189	60# GRAPE/AT20N/1.2M PET
54233	EST#14 PCW ITC/AT20N/1.2M

Continued →





# Enables Recycling.

## ClearIntent™ Category: Improves Recyclability

Spec#	Product Description
18821	Fasson® Rapid-Roll® 7.2 Mil Polyolith®
19543	Fasson® Rapid-Roll® 8 Mil Yellow Polyolith®
53946	Fasson® 54# Semi-Gloss FSC®/SR3020/40#SC
53996	54#SG FSC/SR3020/.92M PET
54028	Fasson® 54# Semi-Gloss FSC®/SR3020/40#SCK
75735	8MIL POLYLITH GC2
75736	10MIL POLYLITH GC2
75822	6MIL POLYLITH GC2
78168	10MIL POLYLITH GC-3
78232	7M POLYLITH GC-3
78250	4M POLYLITH GC-3

Spec#	Product Description
78251	6M POLYLITH GC-3
79085	6MIL POLYLITH PA-1
79126	2.6 wht bopp ntc/sr3010/.92pet
79127	1.6 clr bopp tc/sr3010/.92pet
79128	2.6 wht bopp ntc/sr3010/.75pet
79129	1.6 clr bopp tc/sr3010/.75pet
79400	1.6 clr pp ntc/sr3010/.75pet
79598	0.75m CI Pp/Sr3010/0.75m
79692	2.0m CI Bopp Tc/Sr3010/.9
79730	1.6m CI Bopp/Sr3010/.75m
79760	Fasson® Rapid-Roll® 7.1 Mil Yellow Polyolith®
79791	1.6m CI Bopp/Sr3010/0.92m



# Responsibly Sourced.

## ClearIntent™ Category: Responsible Sourcing

Spec#	Product Description
00050	MATTE LITHO FSC/S246/50#
00625	UNCTD LTHOFSC/S246/40#CK
00805	MATTE LITHO FSC/HMR/40#
01150	D5 300HD FSC/S246/40#SCK
01535	DT 200HD FSC/R128/40#SCK
01667	MAT LITHO FSC/R128/50#SCK
01703	DT 200HD FSC/HMR/40#SCK
01991	50# DSX FSC/R128/50#SCK
02026	50# DSX FSC/FA20B/40#SCK
02134	MAT LITHO FSC/R128/40#SCK
02165	60#SGE FSC/AT20/44#PK

Spec#	Product Description
02608	50# DSX FSC/HMR/50#SCK
03048	MATTE LITHO FSC/S246/50#M
03146	MATLITHOFSC/AT20/40#
03168	DT 300HD FSC/R128/40#SCK
03172	DT 300HD FSC/HMR/40#SCK
03174	DT 200HD FSC/S246/40#SCK
03180	DT 200HD FSC/R128/40#SCK
03426	MAT LITHO FSC/R130/40#SCK
03558	MATTE LITHO FSC/S246/40#
03617	UNCT LITH FSC/HMR/40#SCK
03736	MATTE LITHO FSC/TL2/40#

**ClearIntent™ Category: Responsible Sourcing**

<b>Spec#</b>	<b>Product Description</b>	<b>Spec#</b>	<b>Product Description</b>
03949	UNCT LITHFSC/R128/40#SCK	15582	DT 300HD FSC/AT20N/40#SCK
04639	50# DSX FSC/S246B/50#SCK	15592	MAT LITHO FSC/S814B/50#
07132	50# LITHO FSC/HMR/40#SCK	15837	LASERCOPY JET FSC/AT20/46#LF
07355	MAT LITHO FSC/R195/40#SCK	15852	DT 200HD FSC/AT20N/40#SCK
07611	HG+ FSC/R130/40#SCK	15862	DT 300HD FSC/FA20B/40#SCK
07627	UL GLOSS FSC/S730/40#SCK	15952	60# EL#8 FSC/AT20/44#PK
07852	LSRITE PREM FSC/R195/50MF	16567	DT 300LD FSC/AT20N/40#
08043	SG Elite/AT20B/40#SCK	16640	70#EGGSH WS FSC/S246B/44#
08237	LASERITE DUR/R195/50#MF	16784	ESTATE #8 FSC/S246/44#PK
09096	HG+ FSC/AT20/1.5M PET	16980	DT 300HD FSC/C2500/40#CK
10072	50# DSX FSC/S246/50#SCK	17011	50# DSX FSC/P900/50#MFRB
10169	DT 200HD FSC/FA20B/40#SCK	17169	ESTATE #4 FSC/AT20/44#PK
10254	60# UL LITHO FSC/S730/40#	17286	10PT TAG DRY BASE FSC
10449	ESTATE#9 FSC/S246/40#SCK	17287	10PTDRYTAG FSC PB/S246/50#
10699	50# DSX FSC/R130/50#SCK	17351	60# CASTGLOSS FSC/AT20/44#PK
10844	50# DSX FSC/AT20/50#MF	17406	54#SG FSC/S2501/40#CK
11203	DT 200HD FSC/TL2/40#SCK	17562	ESTATE#9 FSC/AT20/44#PK
11988	50# PM FSC/R195B/40#SCK	17617	DT 200HD BAGTAG FSC/AT20/40#SCK
12353	MAT LIT FSC/S246/50#TNR	17670	60# SGE FSC/AT20/40#
12377	DT 200HD PB FSC/S246B/40#SCK	18117	LCJ300 FSC/S9010N/44#LF
14156	DUR LASER FSC/AT20/50#MF	18285	60# CASTGLOSS FSC/AT20/40#BG
14401	MATTE LITHO FSC/S246/44#	18303	LCJ300 FSC/R5195/46#LF
14440	54#SG FSC/C2500/40#	18329	50# DSX FSC/R5195/50#CK
14470	SF 54#SG FSC/C2500/40#	18351	DT200GP FSC/S2501/40#SCK
14471	54#SG FSC/AT20/40#	18444	MAT LITHO FSC/R5195/40#
14472	SF 54#SG FSC/AT20/40#CK	18447	LCJ300 FSC/S8511/46#LF
14532	MATTE LITHO FSC/C2500/40#	18468	DT200GP FSC/C2510/40#CK
14613	DT 200NIR FSC/S2501/40#	18513	CLASS CREST FSC/AT20/44#
15010	50# DSX FSC/AT20B/50#SCK	18558	DT200GP FSC/R5195/40#
15033	MATTE LITHO FSC/AT20/1.5M	18610	DT200GP FSC/AT20N/40#SCK
15319	UNCT LITFSC/C2500/40#SCK	18618	ESTATE #8FSC/AT20/1.5M PET
15338	SF 60# SGE FSC/AT20/40#	18671	TTC FSC/S2501/40#
15479	60# SGE FSC/AT20A/40#	18877	ESTATE#9 FSC/AT20/1.5M
15523	60#SGE FSC/AT20/50#CK	18884	LCJ300 FSC/S9010N/46#LF
15571	DT 200HD FSC/S3025/40#SCK	18890	SCRIP LABEL FSC/S9010N/46#LF

Continued →

**ClearIntent™ Category: Responsible Sourcing**

<b>Spec#</b>	<b>Product Description</b>
18906	HG+ FSC/R130/44#PK
18936	50# DSX FSC/S9010N/45#BK
18980	50# DSX FSC/AT20/50#CK
18996	CLASS CREST NWFSC/AT20/44#
19025	DT200HD FSC/S2501/40#
19046	SF 50#DSX FSC/S9010/45#BK
19092	CLASS CRESTNWFSC/AT20/1.2M
19133	60# SGE FSC/C2500/1.2M PET
19185	54# SG FSCV2 FSC/C2500/40#
19340	60#SGE FSC/AT20/50#MF
19356	54# SD FSC/AT20/1.2M PET
19403	LT WT BANANA FSC/C2500B/40#CK
19408	SF 50# DSX FSC/AT20/50#CK
19457	54#SG FSC/C2500/1.2M PET
19494	BRT WH PM/R5195/40#SCK
19574	50#FM LIT FSC/Z3000B/40#
19600	MAT LITHO BAG TIE FSC
19603	TTC FSC/S9010N/40#CK
19637	60# CASTGLOSS FSC/AT20N/1.2M PET
19640	54#SG FSC/AT20N/1.2M PET
19641	60# SGE FSC/AT20N/1.2M PET
19648	CLASS CRESTSWFSC/AT20N/1.2M
19650	60# EL#8 FSC/AT20N/1.2M
19651	ESTATE #4 FSC/AT20/1.2M
19652	CLAS FLT NW FSC/AT20N/1.2M
19717	ESTATE#8 FSC/AT20/50#MF
19740	ESTATE #9 FSC/AT20N/1.2M
19761	MAT LITHO FSC/R195/65#MF
19809	DT 300HD FSC/S246/40#SCK
19811	DT 300HD FSC/S246/40#SCK
19815	DT 300HD FSC/S246/40#SCK
19826	UNCTD LITHO FSC/R128/40#SCK
19876	TTC FSC/C2500/40#CK
19886	MATTE LITHO FSC/S246/40#
19892	50# DSX FSC/R130/50#MF

<b>Spec#</b>	<b>Product Description</b>
19923	FOD FSC/AT20/44#PK
19934	SF 300LD FSC/AT20N/40#
19956	MAT LITHO FSCITC/S246/40#
19958	MAT LIT FSC ITC/C2500/40#
19965	54#SG FSC/AT20/40#SCK
19993	UNCTD LTH WS FSC/AT20N/1.2M
53033	70# BRT WH FELT WS FSC/AT20N/1.2M
53057	54# SG LASER FSC/S2501/53#LF
53066	MAT LITHO FSC/S246/50#MF
53080	TTC FSC/S2501/1.2M PET
53115	54# SGE FSC/S692N/0.92 PET
53138	SF 50#DSXFSC/S9010N/50#CK
53139	SF 50#DSXFSC/S9010N/50#CK
53140	50#DSX FSC/S9010N/50#CK
53153	DT200GP FSC/AT20/50#CK
53170	54#SG FSC/C2500/0.92M
53177	ESTATE #8 FSC
53203	MAT LITHO FSC/R195/65#MF
53208	BRT WH PM/AT1/40#SCK
53230	60# UL LITHO FSC/S730/40#
53241	MAXFLEX SLV FSC/S2501/1.2M PET
53255	MAXFLEX SILVER FSC/C2500/1.2M PET
53258	54#SG FSC/S2501/1.2M PET
53290	60# Envi 100%Pc/At20n/1.2
53298	MAXFLEX SLV FSC/S246B/40#SCK
53301	FOD FSC/AT20N/1.2M PET
53309	SF DAIRY PRINT FSC/C2510/40# NK
53310	DAIRY PRINT FSC/C2510/40#NK
53312	MAXFLEX SILVER FSC/S246/1.2M PET
53319	54#SG FSC ITCC2500/40#CK
53320	54#SG ITC FSC/AT20/40#CK
53326	MAXFLEX SLV FSC/Z3338/1.2M PET
53327	70# ROYAL WH FSC/Z3338B/1.2M
53328	SPARKLING ASTI FSC/Z3338/1.2M
53329	60# CASTGLOSS FSC/Z3338/1.2M PET



Spec#	Product Description
53330	60# UNCTD LTH WS FSC/Z3338/1.2M PET
53331	70# BRT WH FELT FSC/Z3338B/1.2M
53332	ESTATE#8 FSC/Z3338/1.2M PET
53338	ESTATE#8 FSC ITC/AT20N/1.2M PET
53342	TTC FSC/AT20N/40#SCK
53345	DT200HD FSC/AT20/40#SCK
53352	MAXFLEX SLV FSC/AT20/40#SCK
53354	MAXFLEX BRT SLV FSC/S246/40#
53355	MAXFLEX BRT SLV FSC/C2500/40#
53356	MAXFLEX BRTSLV FSC/C2075/40#SCK
53375	50#UNCTDLITWS FSC/AT20N/1.2M
53380	MAXFLEX BRIGHT SLV FSC/AT20/1M PET
53381	MAXFLEX BRIGHT SLV FSC/AT20/1.2M PET
53384	70#ROYAL WH FSC ITC/Z3338B/1.2M
53386	8 PT C1S SEMI-GLOSS FSC
53387	8PT C1S SEMI-GLOSS FSC
53388	12 PT C1S SEMI-GLOSS FSC
53389	8 PT C2S SEMI-GLOSS FSC
53390	10 PT C2S SEMI-GLOSS FSC
53392	MAXFLEX BRT SLV FSC/S2001/1M
53393	MAXFLEX SLV FSC/S2001/40#
53395	IF MAXFLEX BRT SLV FSC/S246/40#SCK
53396	MAXFLEX SLV FSC/AT20/44#PK
53401	MAXFLEX BRT SLV FSC/HMR/40#SCK
53402	MAXFLEX BRT SLV FSC/S246/44#PK
53403	MAXFLEX BRT SLV FSC/S246/1.5M PET
53404	MAXFLEX BRT SLV FSC/R128/40#SCK
53416	FRZN DMNDFSCDITC/AT20/1.2
53417	ESTATE#8FSC ITC/Z3338/1.2M PET
53449	54#SG FSC/S246/40#CK
53460	MATTE LITHO FSC/AT20/1.2M
53463	MAXFLEX BRIGHT GOLD FSC/S246/40#SCK
53464	MAXFLEX BRIGHT GOLD FSC/C2500/40#SCK
53490	54# SG LASER FSC/S2501/41
53542	DT 300HD FSC/S246/40#SCK

Spec#	Product Description
53559	DT 300HD FSC S4600/40#BG
53568	DT 300HD FSC/S4600/69#MF
53607	PEARL WHITE FSC/AT20N/1.2M PET
53610	60# CASTGLOSS FSC/4600/40#SCK
53615	60# CASTGLOSS FSC/S4600/50#SCK
53621	60# CASTGLOSS FSC/S4600/69#MF
53626	MAXFLEX SLV FSC/C2510/1.2M PET
53628	MAXFLEX SLV FSC/S246/1.2M PET
53632	MAXFLEX SLV FSC/C2510/40#SCK
53635	MAXFLEX SLV FSC/S246/50#SCK
53639	SPARKLINGASTIFSCITC/Z3338/1.2M
53645	50#FM LITHO FSC/Z3000/40#SCK
53646	DAIRY PRINT FSC/C2510B/NK
53647	DAIRY PRINT FSC/C2510/1.2M
53650	50# BEVERAGE LABEL
53651	DAIRY PRINT FSC/C2510/40#CK
53653	DT 200GP FSC/AT20A/34#CCK
53654	DT200GP FSC/AT20N/40#SCK
53670	50# DSX FSC/S246/50#SCK
53671	MAXFLEX SLV FSC/S246/50#SCK
53676	MAXFLEX SLV FSC/R195/69#MF
53686	DAIRY PRINT FSC/C2510/.92M
53698	LCJ300 FSC/S9010N/46#LF
53700	DT 200GP FSC/AT20A/40#SCK
53703	14PT C2S SEMI-GLOSS FSC
53710	DT330 TM FSC/S9010N/40#
53738	UNCTD LTH WS FSC/S2501/1.2M PET
53741	90# INDEX WHITE FSC
53742	7PT RETURN REPLY CARD FSC
53744	9 PT C1S+ THERMAL TRANSFER TAG FSC
53745	8 PT C2S THERMAL TRANSFER W/OB FSC
53746	MAT LITHO FSC/S246/1.2M
53751	3 PT C1S THERMAL TRANSFER FSC
53752	5 PT C1S THERMAL TRANSFER FSC
53753	7 PT C1S THERMAL TRANSFER FSC

Continued →

**ClearIntent™ Category: Responsible Sourcing**

Spec#	Product Description
53754	7 PT C2S SEMI-GLOSS FSC
53761	SF DAIRY PRINT FSC ITC/C2510/40#
53792	54#SG FSC/AT20N/0.92PET
53794	DT330 MP FSC/S9010N/1.7MBG
53796	MATTE LITHO FSC/R195B/40#
53814	ESTATE#8 FSC ITC/AT20/44#
53815	50# DSX FSC/S2501/1.2M
53816	ESTATE#8FSC/1M/AT20N/1.2M
53822	ESTATE#8 FSC ITC/S246/44#
53825	IF MAXFLEX SLV FSC/S246/40#SCK
53850	50#DSX FSC/AT20/40#SCK/50#SCK
53854	10PT TAG FSC/C258/40#SCK
53870	SF TTC FSC/S2550/40#CK
53871	TTC FSC/S2550/40#CK
53872	SF TTC FSC/S2550/40#CK
53892	TT1C FSC/S2501/40#BG FSC
53898	CLASS LINFSC/OPP/AT20N/44
53909	MXFLX BRTSLV FSCITC/AT20/40#
53910	MXFLX BRTSLV FSCITC/AT20/1M
53911	MXFLX BRTSLV FSCITC/AT20/1.2M
53914	MXFLX BRTSLV FSCIT/Z3338/1.2M
53915	MXFLX BRTSLV FSCITC/S246/44#
53920	5.5M TT TAG FSC/S246/40#SCK
53921	10PT TAG FSC/C2580/40#SCK
53924	40#/BLK VEL FSC PB/HMR/40#
53930	54#SG FSC/AT20B/40#SCK
53947	TTC FSC PB/S2501/40#CK
53961	60# MATTE LITHO FSC
53984	DT 200HD FSC/C2580/40#SCK
53989	LCJ300 FSC/S9010N/50#MF
53990	300LD DIRECT THERMAL FSC
54020	SG LASER FSC/S9010N/50#MF
54028	54# SG FSC/SR3020/40# TNR
54033	SF60# SGE FSC/C2510 40#
54034	60# SGE FSC/C2510/40#

Spec#	Product Description
54036	DT200GP FSC/S2550/40#
54037	DT200GP FSC/S2550/40#
54047	10PT TAG FSC/AT20A/40#SCK
54048	SF54# SG LSR FSC/S2501/53#
54050	54# SEMIGLOSS FSC
54053	ESTATE #4 FSC
54069	54#SG FSC ITC/C2500/.92M
54070	3MIL THERMAL TRANSFER FSC
54076	MAT LITHO FSC/AT20N/.92M
54077	MAT LITHO FSC ITC/AT20N/.92
54085	CTD TT FSC/S717P/40#/50#
54101	70# EGG SHELL FELT WS FSC
54102	10PT TAG FSC/AT20N/1.2M
54104	60# UC LTH WS FSC/Z1010/1.2
54107	60# SGE FSC/C2510/1.2M
54113	54# SG FSC/AT20/40#SCK
54116	54#SG FSC/R5195/46#LF
54120	60# CLASSIC LINEN WS FSC
54123	60# SGE FSC/C2500/40#
54124	SF 60# SGE FSC/C2500/40#
54131	50# UNCTD LASER FSC
54140	TTC FSC/S9010/36#CK
54141	60# Estate Label® #8 WetStrength FSC®
54142	EXT #4 WS FSC/Z1010/1.2M
54143	70# Bright White Felt WetStrength FSC®
54146	54# SG FSC/S2550/40#
54148	DT200HD FSC/LP1000/40#SCK
54155	TTC FSC/AT20N/0.92PET
54157	50# DSX FSC/S2550/40#
54164	MAXFLEX BRT SLV FSC/S2501/1.2
54170	CLASS FLT NW WS FSC/AT20N/44#
54171	CLAS FLT NW WS FSC/AT20N/1.2M
54174	DT 200GP FSC/AT20N/0.92PET
54177	54#SG FSC/AT20/40#SCK
54181	TTC FSC/S2550/40#SCK

Spec#	Product Description
54196	DAIRY FSC/C2510LF/40#NK
54198	CLASS CREST SW FSC/S727/1.2M
54201	54#SG FSC/AT20/40#SCK
54210	MAXFLEX SLV FSC/AT20N/92
54217	TT1C FSC/AT20N/1.2M PET
54218	DT 200NIR FSC/S2550/40#
54224	54# SG FSC/AT20/40#SCK
54239	50#DSX FSC/S9010N/50#CK
54246	FOD ITC WS FSC/AT20N/44#
54279	54# SG LASER FSC/S9010N/53#LF
54282	54#SG FSC/C2500/40#
54283	LASERCOPY JET FSC/AT20/46#LF
54288	MAXFLEX SLV FSC/AT20B/40#
54306	55# WH BELLA WS FSC/AT20N
74873	60# UL LITHO FSC/FDA815S/50#

Spec#	Product Description
79642	55#WH SM WS FSC/Z3338/1.2M
79643	55#NATSM WS FSC/Z3338/1.2M
79644	55# WH VEL WS FSC/Z3338/1.2M
79645	55#NAT VEL WS FSC/Z3338.1.2M
79646	55#WH LD WS FSC/Z3338/1.2M
79647	55#NAT LD WS FSC/Z3338/1.2M
79816	Rapid-Roll® 6M C2S Premium Matte WBIJ FSC
79817	10M C2S CAST GLOSS/MATTE WBIJ FSC PAPER TAG
96134	50# DSX FSC/S246B/40#SCK
96919	DT 300HD FSC/R128B/50NK
98261	50# DSX FSC/AT20/FASIMAGE
98760	DT 200HD FSC/AT20B/40#SCK
98832	DT 300HD FSC/AT1B/40#SCK



# Customization is an Expert Away

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# 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](http://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



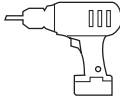


### Unique product examples

- 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	C2510	S490	S4600	S2501	S692N	S8001	S8015
Low Surface Energy		Orange	Orange	Orange	Orange	Light Orange	Orange	Light Orange	Light Orange	Orange	Orange
High Surface Energy		Orange	Light Orange	Orange	Light Orange	Orange	Light Orange	Light Orange	Light Orange	Orange	Orange
Tough Substrates		White	White	White	White	Light Orange	Orange	Light Orange	White	Light Orange	Orange
Curved (>1")		Light Orange	Light Orange	Orange	Light Orange	Light Orange	Orange	Light Orange	Light Orange	Orange	Orange
Curved (<1")		White	White	White	White	White	Orange	White	White	Orange	Orange



Continued →

		40#SCK	50#SCK	40#BG	69#MF	1.2 Mil PET	1.5 Mil PET
<b>Prime Paper</b>							
60# Cast Gloss	S246	07655					07732
	C2510	53631					
	R423	96546			53876		
	S490		53614		07693		
	S4600	53610	53615	53617	53621		
Bright Silver Foil	S246		01734				
	C2510		53530			53510	
	R423	53865					
	S490				53578	53537	
Dull Silver Foil	S246	02861	10751			53503	
	C2510		53528				
	S4600	53540					
Bright Gold Foil	S246	53522					
MaxFlex™ Bright Silver	S246	53354	53635			53628	53403
	C2510	53632				53626	
	R423	53868					
	S490				53623		
Inverted-Face MaxFlex™ Bright Silver	S246	53825					
8 Pt. Tag	S2501				53573		
	S4600	53539					
<b>Variable Information</b>							
TT1C	S246		14443			53507	
	C2510	53527				53512	
	R423	98203					
	S4600		53551		53569		
TT2C	S246		02329				
	R423	96029					
DT 300HD	S4600	53542		53559	53568		
	R423	53869					
<b>Prime Film</b>							
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			
	C2510		79141			
	R3400			79486	79496	
	S692N				79270	
	S2501		79205	79224	79272	79187
	S4600			79215		
	S8001			79235	79273	79154
2.6 Mil White BOPP TC	C2510		79142			
	S692N				79274	76999
	R3400			79487		
	S2501		79206		79276	79188
	S4600		79201	79216	79275	
	S8001			79236		
	S8015			79315		
2 Mil Metallized BOPP TC	S246		79143			
	C2510		79144			
	S2501				79285	
	S4600		79203	79218	79284	
	S8001		79211	79233	79266	
	S8015		79310			
	R3400					79657
Primax® 250	S692N					76993
	S2501		79207		79280	79167
	R3400				79499	
	S8001		79213	79237	79281	
FasClear® 250	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
	R3400				79508	
2 Mil Matte Chrome PET TC	S2501				79260	
	S4600				79261	
	S8001				79262	79159
	S2501				79263	
3 Mil Synthetic Paper	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

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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

# Select Solutions™ Automotive Portfolio

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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

# Select Solutions™ 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



# Select Solutions™ Appliance Portfolio

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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

# Select Solutions™ Drum Portfolio

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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
<b>Print Method: Laser</b>				
78037	3.4 Mil Lasercode DL TC/S4600/79#CCK <b>BS 5609 Section 2</b> Yes <b>BS 5609 Section 3</b> Lexmark C792E, Primera CX1200, NeuraLabel 500e	EXACT™/5000	PVL	Next Day
54162	2 Mil White Laser PET/S4600/66#PK <b>BS 5609 Section 2</b> Yes <b>BS 5609 Section 3</b> Lexmark C792E	Stock/1668	PVL	Next Day
<b>Print Method: Thermal Transfer &amp; UV Inkjet</b>				
79572	3.7 Mil Smudgeproof Kimdura®/S4600/50#SCK <b>BS 5609 Section 2</b> Yes <b>BS 5609 Section 3</b> 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
<b>Print Method: Thermal Transfer &amp; UV Inkjet</b>				
72197	Fasson® 4 Mil TransCode®/S475/50#SCK <b>BS 5609 Section 2</b> Yes <b>BS 5609 Section 3</b> 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 <b>BS 5609 Section 2</b> Yes <b>BS 5609 Section 3</b> 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

Continued →



Spec#	Product Description	Width/ Length (In./Ft.)	Location	Lead Time
<b>Print Method: Inkjet</b>				
79348	Fasson® 5 Mil Matte Inkjet DL Kimdura®/S4600/50#SCK <b>BS 5609 Section 2</b> Yes <b>BS 5609 Section 3</b> Epson C831, TMC3400, TMC3500, NeuraLabel 300x	EXACT™/2500	PVL	Next Day
79725	Fasson® 3.4 Mil Matte White SYN WBIJ/C2580/50#SCK <b>BS 5609 Section 3</b> Epson C831, TMC3400, TMC3500	EXACT™/10000	PTC	Next Day
<b>Print Method: Flexo</b>				
79572	3.7 Mil Smudgeproof Kimdura®/S4600/50#SCK <b>BS 5609 Section 2</b> Yes <b>BS 5609 Section 3</b> <b>Flint corona treatment:</b> Flint Force (all colors) - No Varnish, Flint Force (all colors) - Varnish (Flint UVF 02052) <b>Environmental Ink (corona treated):</b> 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 <b>BS 5609 Section 2</b> Yes <b>BS 5609 Section 3</b> <b>Flint no corona treatment:</b> Flint Force (all colors) - Non Varnish, Flint Force (all colors) - Varnish (Flint UVF 02052) <b>Environmental Ink (corona treated):</b> DR III FR Ink (all colors) - No Varnish, Films III Ink (all colors) - No Varnish <b>Actega:</b> 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 <b>BS 5609 Section 2</b> Yes <b>BS 5609 Section 3</b> <b>Flint no corona treatment:</b> Flint Hydrofilm Ace (all colors)- Varnish (Flint UVF 02052) <b>Environmental Ink (corona treated):</b> 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

# Select Solutions™ 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

# Select Solutions™ HVAC Portfolio

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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



# Select Solutions™ Lawn and Garden Portfolio

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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

# Select Solutions™ Overlaminates Portfolio

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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



# Select Solutions™ Outdoor Overlaminates Portfolio

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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

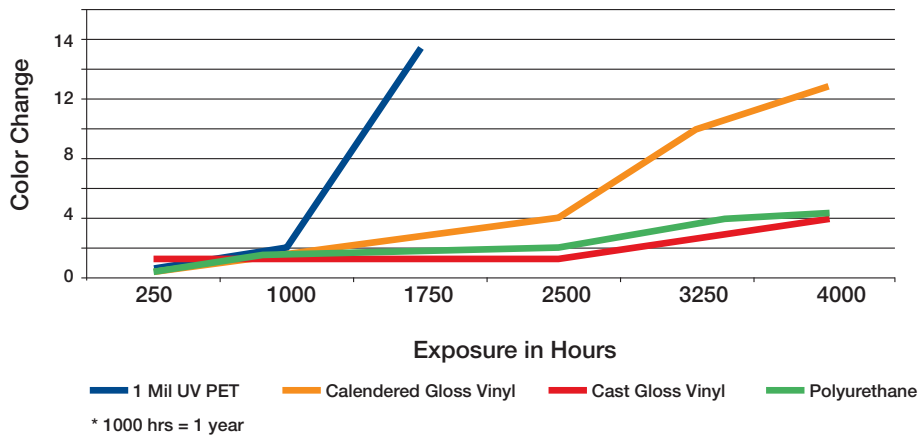
### **Applications**

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

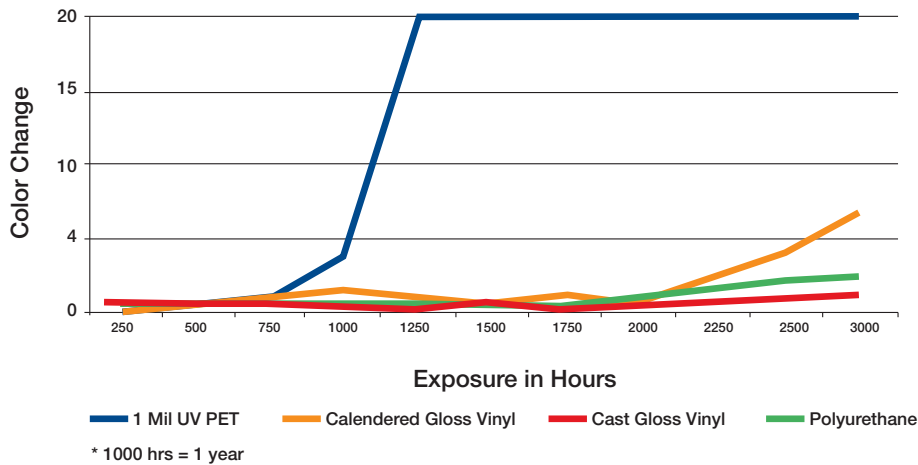
Spec#	Product Description	Width/ Length (In./Ft.)	Location	Lead Time
80051	2 Mil Cast Gloss Vinyl/S659/1.5 Mil PET	Stock 60/300	PVL	Next Day
80052	3 Mil Calendered Gloss Vinyl/S8072P/1.5 Mil PET	Stock 60/300	PVL	Next Day
80053	1.5 Mil Gloss Urethane/S659/1.5 Mil PET	Stock 60/300	PVL	Next Day
80054	3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



# Select Solutions™ Safety and Warning Labels Portfolio

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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



# Select Solutions™ Food Rotation Portfolio

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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	Next Day
15666	Dissolvable PPR SC/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
53538	DT DISLV PPR/S2600/40#SCK	45/1668	PVL	Next Day

For removables products go to our removable guide on page 81

PVL=Painesville, OH DAL=Dallas, TX

# Rapid Roll® Flexible Packaging Portfolio

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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
- Converting and co-packer education and testing available
- High-impact graphic capability for maximum branding and shelf appeal
- Visit [label.averydennison.com/rapidroll](http://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
54026	ChemControl Ultra Plus	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
79345	Easy Open WH OPS StickPak Surlyn® Co-Ex 300 HB	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
78918	48GA GL PET FLEXPak OVERLAM	NEE	5-7 Days

NEE= Neenah, WI WCT=West Coast



# Select Solutions™ Reclosure Portfolio




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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><b>Applications: Dry Conditions</b> (dry foods, cookies, crackers)</p> <p><b>Adhesive:</b> <b>R3400</b></p>	<ul style="list-style-type: none"> <li>» Easy Peel Back</li> <li>» Low Odor</li> <li>» Meets FDA 175.105 requirements</li> </ul>
	<p><b>Applications: Damp Conditions</b> (deli meats)</p> <p><b>Adhesive:</b></p> <ul style="list-style-type: none"> <li>• R3500</li> <li>• R3525 - 25% higher peel than R3500</li> </ul>	<ul style="list-style-type: none"> <li>» Economical Alternative</li> <li>» Good Initial Tack</li> <li>» More “grab” than R3400</li> <li>» Low Odor</li> <li>» Meets FDA 175.105 requirements</li> </ul>
	<p><b>Applications: High Moisture Conditions</b> (wet wipes, cleaning pads, facial wipes)</p> <p><b>Adhesive:</b> <b>R1490 – High-Performance, Approved for Direct Food Contact</b></p>	<ul style="list-style-type: none"> <li>» Stable, Smooth Peel Back</li> <li>» Low Odor</li> <li>» Excellent Adhesion Rebuild</li> <li>» Broad Substrate Performance</li> <li>» <b>NEW</b> FCN 1716 Direct Food Contact and Reheating of Prepared Food Compliant</li> </ul>

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	60/1668	PVL	4 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	60/1668	PVL	4 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
		54/1668	NEE	Next Day
78578	Fasson® 2 Mil Clear BOPP TC/R143/1.2 Mil PET	60/1000	PVL	7 Days
		54/1668	NEE	Next Day
79846	Fasson® 1 Mil Clear Print Treated Polyester/ R1490/.8M Heat Seal Polyester	60/1668	PVL	Next Day
79904	Fasson® 1Mil Clear Print Treated Polyester/ R1450A/.8M Heat Seal Polyester <b>New!</b>	60/1668	PVL	Next Day
79892	Fasson® 1Mil Clear Print Treated Polyester/ R3400/1.2M Heat Seal Polyester <b>New!</b>	60/1668	PVL	Next Day
79891	Fasson® 1Mil Clear Print Treated Polyester/ R300A/1.2M Heat Seal Polyester <b>New!</b>	60/1668	PVL	Next Day

NEE = Neenah, WI PVL = Painesville, OH

# Select Solutions™ Intelligent Label Portfolio

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Solutions for an intelligent, connected and interactive world

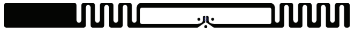







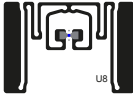




### Portfolio Characteristics

- 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
- Transportation
- 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-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			U7	
AD-237		2.76 x 0.57 in 70 x 14.5 mm	R6/R6-P	- Supply chain, inventory and logistics - Apparel and item-level retail - Home essentials
AD-238			U8	
AD-301		1.18 x 0.59 in 30 x 15 mm	R6/R6-P	- Children accessories - Fashion jewelry and sunglasses - Pharmaceutical and healthcare
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			U7	
AD-321		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			U8	
AD-370		0.75 x 2.09 in 53 x 19 mm	U7	- Apparel and item-level retail *Also available in narrow-edge leading format

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


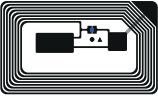

Name	Design	Size	Chip	Applications
AD-380		1.97 x 1.18 in 50 x 30 mm	G2iM	<ul style="list-style-type: none"> <li>- Apparel and other item-level retail</li> <li>- Supply chain, inventory and logistics</li> <li>- Library, media, documents and files</li> </ul>
AD-383			U7	
AD-384			R6/R6-P	
AD-385			U8	
AD-550		1.5 x 2.99 in 38 x 76 mm	M5	<ul style="list-style-type: none"> <li>- Supply chain, inventory and logistics</li> <li>- Aviation</li> </ul>
AD-661		3.55 x 0.75 in 90 x 19 mm	R6/R6-P	<ul style="list-style-type: none"> <li>- Automotive</li> <li>- Personal ID badges</li> <li>- Glass</li> <li>- Race timing</li> </ul>
AD-662			UCODE DNA	
AD-663			U7XM/ U7XM+	
AD-680		1.97 x 1.97 in 50 x 50 mm	R6/R6-P	<ul style="list-style-type: none"> <li>- Supply chain management</li> <li>- Package tracking</li> <li>- Asset tracking</li> </ul>
AD-681		1.97 x 1.97 in 50 x 50 mm	M4D/ M4Q T M4i	
AD-806		0.63 x 0.63 in 16 x 16 mm	U7	<ul style="list-style-type: none"> <li>- Healthcare and item-level</li> <li>- Supply chain, inventory and logistics</li> </ul>
AD-810		.63 in (diameter) 16 mm (diameter)	R6	<ul style="list-style-type: none"> <li>- Pharmaceutical and healthcare</li> <li>- Cosmetics and other item-level retail</li> </ul>
AD-850		0.406 in (diameter) 10.3 mm (diameter)	M4QT	<ul style="list-style-type: none"> <li>- Pharmaceutical and healthcare</li> <li>- Near-Field applications</li> </ul>



**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	- Retail environment - Print media - Miscellaneous applications
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	- Retail environment - Print media - Miscellaneous applications

Ask your Avery Dennison Sales Representative or visit [label.averydennison.com/ilab](http://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.

# Select Solutions™ Security Portfolio

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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
<b>Tamper Evident Paper</b>				
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
<b>Void</b>				
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
<b>Frangible Film</b>				
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
<b>SharpTear™</b>				
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

# Select Solutions™ Fluorescent Portfolio

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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 xx

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



# Select Solutions™ Bumper Sticker Portfolio

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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

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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

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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**

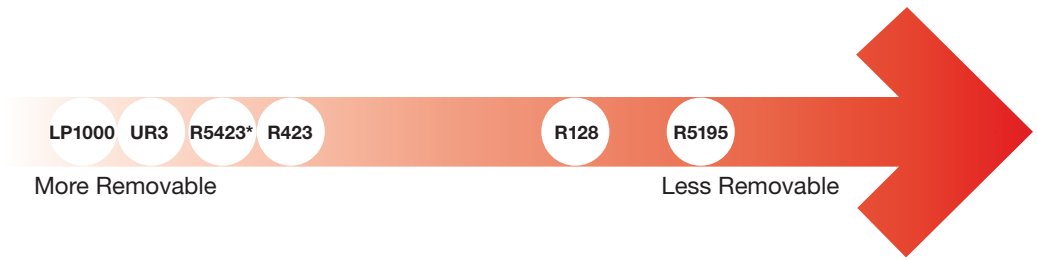
- More than 40 label constructions featuring nine adhesives that include technologies such as microsphere, solvent acrylic, emulsion acrylic and hot melt rubber
- Designed to perform in specific applications on various substrates, such as: plastic, glass, metal and paper

### **Applications**

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



# Paper



## Removable Adhesives for Paper Components

### General Purpose

**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.

### Application Solution

**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.

**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.

**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.

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
<b>R5195</b>				
18303	Fasson® Laser Copy™ Jet/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™/R5195/50#CK	EXACT™/10000	FTW	Next Day
18444	Fasson® Matte Litho/R5195/40#SCK	EXACT™/2500	FTW	Next Day
18445	Fasson® 60# Cast Gloss/R5195/40#SCK	EXACT™/10000	FTW	Next Day
18558	Fasson® DT200GP/R5195/40#CK	EXACT™/10000	FTW, MTL	Next Day
		EXACT™/15000		
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
<b>UR3</b>				
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
<b>LP1000</b>				
54148	Fasson® DT 200HD FSC/LP1000/40#SCK	EXACT™/5000	PVL	Next Day
54149	Fasson® 60# Semi-Gloss /LP1000/40#SCK	EXACT™/5000	PVL	Next Day
<b>R423/R5423</b>				
19714	Fasson® Semi-Gloss Elite™/R423/40#SCK	60/1668	PVL	Next Day
96546	Fasson® 60# Cast Gloss/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

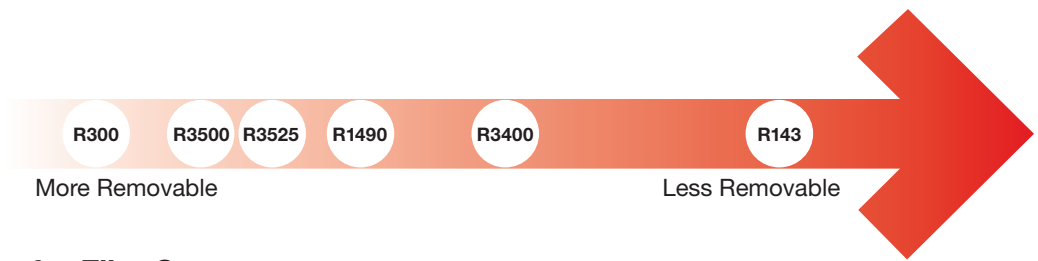
Continued →

## Paper Products and Service Programs

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
<b>R128</b>				
01991	Fasson® 50# DSX™/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

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

### General Purpose

**R3500** Specially formulated acrylic adhesive designed for ease of removability from plastic packaging while maintaining good peel performance. Suitable for many general-purpose applications.

### Application Solution

**R143** Specially formulated acrylic removable adhesive with versatile performance properties. Specific applications include durables, electronics assembly labeling and reclosures.

**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.

**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.

**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.

**R3525** Specially formulated acrylic adhesive designed for ease of removability from plastic packaging while maintaining good peel performance. Suitable for many general-purpose applications.

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
<b>R3500</b>				
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
<b>R143</b>				
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
<b>R1490</b>				
79008	Fasson® 2.3 Mil White BOPP TC/R1490/1.2 Mil PET	60/1000	PVL	7 Days
<b>R300</b>				
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
<b>R3400</b>				
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
78860	Fasson® 2 Mil Clear BOPP TC/R3400/1 Mil PET	60/1668	PVL	Next Day
<b>R3525</b>				
79625	Fasson® 2 Mil CL BOPP TC/R3525/1.2 Mil PET	60/1668	PVL	4 Days

PVL=Painesville, OH NEE=Neenah, WI

# Select Solutions™ Apparel Portfolio

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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

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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



<b>Spec#</b>	<b>Product Description</b>	<b>Width/Length (In./Ft.)</b>	<b>Location</b>	<b>Lead Time</b>
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

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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

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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**

- Standout labels
- Home and personal care
- Security labels
- Wine and spirits
- Flexible packaging
- Food

	Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
<b>Holographic Films</b>	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
	79079	2 Mil Rainbow ITC/S692N/50#SCK	13/5000	FTW	7 Days
	79579	2 Mil Rainbow Seamless PET/S692N/50#SCK	30/2500	PVL	4 Days
<b>Holographic Papers</b>	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
	19437	Fasson® Inverted-Face FasPrism™/S246/44#PK	30/1500	PTC	4 Days

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



# Select Solutions™ Natural Kraft Paper Portfolio

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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
17574	Fasson® 50#DSX/AT20/Image Liner/AT20/50#SCK	60/2500	PVL	5 Days

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

# Select Solutions™ Transfer Tape Portfolio

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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



<b>Spec#</b>	<b>Product Description</b>	<b>Width/Length (In./Ft.)</b>	<b>Location</b>	<b>Lead Time</b>
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

# Select Solutions™

## Wine and Spirits Portfolio

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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
19639	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® /S100R/1.2 Mil PET	60/1668	FTW, SEA	Next Day
		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
		EXACT™ 60/5000	WCT	Next Day
01533	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® /S100R/44#PK	60/1668	FTW	Next Day
		Ready Width™ 13/5000	FTW	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
02394	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /S100R/44#PK	EXACT™ 60/5000	SEA, WCT	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

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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®/Z1010/1.2 Mil PET	60/10000	FTW	5 Days
53957	Fasson® 60# Estate Label® No. 17 Martele Wet-Strength FSC®/S100R/1.2 Mil PET	60/1668	FTW	Next Day
53962	Fasson® 60# Estate Label® No. 25 Black Wet-Strength FSC®/S100R/1.2 Mil PET	60/5000	FTW	5 Days
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® Linen Solar White 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
18513	Fasson® 60# Classic® Crest® Solar White Wet-Strength FSC®/AT20N/44#PK	60/1668	FTW, WCT	Next Day
		Ready Width™10/10000	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	60/7500	FTW	5 Days
54170	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/AT20N/44#PK	60/4167	PVL	10 Days

Uncoated Papers				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
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
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	Next Day
		EXACT™ 60/10000	WCT	Next Day
		Ready Width™ 10/5000	SEA, FTW	Next Day
		Ready Width™ 12/5000	SEA, FTW	Next Day
54143	Fasson® 70# Bright White Felt Wet-Strength FSC®/Z1010/1.2 Mil PET	EXACT™ 60/5000	PFF	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

Unique Papers				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
54186	Fasson® 60# Estate Label® No. 14 FSC® 100% PCW/AT20N/1.2 Mil PET <b>New!</b>	60/1668	FTW	Next Day
54187	Fasson® 60# Envi® 96 Bright White FSC®/Z1010/1.2 Mil PET <b>New!</b>	60/1668	PVL	Next Day
54188	Fasson® 80# Cotton White Tree Free/ S100RB/1.2 Mil PET <b>New!</b>	39/1668	PVL	Next Day
54189	Fasson® 60# Grape Touch /AT20N/1.2 Mil PET <b>New!</b>	60/1668	FTW	Next Day
53290	Fasson® 60# Envi® Wet-Strength FSC® 100% PCW / AT20N/1.2 Mil PET	60/20000	FTW	5 Days
53988	Fasson® 60# Dappled White Wet-Strength FSC®/ S100R/1.2 Mil PET	30/1668	PVL	Next Day
19715	Fasson® 60# Tramado Blanco Wet-Strength/ S100R/44#PK	39/1000	PVL	5 Days

Continued →



Unique Papers				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
19903	Fasson® 60# Tramado Blanco Wet-Strength/ S100R/1.2 Mil PET	ReadyWidth™13/5000	PVL	Next Day
16482	Fasson® 60# White Shursheen/S100R/44#PK	60/1668	WCT	Next Day
16912	Fasson® 70# Cambric Birch/S100RB/44#PK	30/1668	WCT	Next Day
19923	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/44#PK	30/1668	PVL	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
53328	Fasson® 64# Sparkling Asti Wet-Strength FSC®/Z3338/1.2 Mil PET	60/1668	WCT	Next Day
53248	Fasson® 60# Luna Wet-Strength FSC®/S100R/1.2 Mil PET	60/1668	FTW	Next Day
53605	Fasson® 119# Cherry Wood/AT20N/ 1.2 Mil PET	39/1000	PVL	5 Days
53662	Fasson® 128# Birch Wood/AT20N/1.2 Mil PET	39/1000	PVL	5 Days
53663	Fasson® 67# Brushed Platinum Wet-Strength/ AT20N/1.2 Mil PET	30/1000	WCT	Next Day

Glossy Papers				
Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
19525	Fasson® 70# Premium High Gloss/AT20/1.5M PET	60/1668	WCT	Next Day
17351	Fasson® 60# Cast Gloss FSC®/AT20/44#PK	60/1668	FTW, WCT	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

<b>Matte Litho (Coated) Papers</b>				
<b>Spec#</b>	<b>Product Description</b>	<b>Width/Length (In./Ft.)</b>	<b>Location</b>	<b>Lead Time</b>
19801	Fasson® 60# Matte Litho WN/S100R/44#PK	EXACT™ 60/5000	SEA	Next Day
19803	Fasson® 60# Matte Litho WN/S100R/1.2 Mil PET	ReadyWidth™10/5000	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
<b>Laminated Foils and Metallized Paper</b>				
<b>Spec#</b>	<b>Product Description</b>	<b>Width/Length (In./Ft.)</b>	<b>Location</b>	<b>Lead Time</b>
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
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
		ReadyWidth™10/5000	WCT	Next Day
		ReadyWidth™12/5000	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
<b>Films</b>				
<b>Spec#</b>	<b>Product Description</b>	<b>Width/Length (In./Ft.)</b>	<b>Location</b>	<b>Lead Time</b>
79113	Fasson® 2 Mil Clear BOPP TC/Z3300/1.2 Mil PET	60/4167	PVL	Next Day
79370	Fasson® 2 Mil Metallized BOPP	60/4167	PVL	Next Day
79683	Fasson® High Performance FasClear® TC/S7000/1.2 Mil Polyester	EXACT™ 78/5000	WCT	5 Days
		EXACT™ 78/10000	QTN	Next Day
79684	Fasson® High Performance PRIMAX® TC/S7000/1.2 Mil Polyester	EXACT™ 78/10000	QTN	Next Day

Continued →

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	WCT, 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
53417	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® ITC/Z3338/1.2 Mil PET	10/5000	FTW	7 Days
19959	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC® ITC/S100R/44#PK	12/25000	FTW	4 Days
53271	Fasson® 60# Classic Crest® Solar White Wet-Strength FSC® ITC/S100R/1.2 Mil PET	10/5000	FTW	4 Days
		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
53081	Fasson® 60# Cast Gloss ITC FSC®/S100R/44#PK	60/5000	FTW	3 Days
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
		13/5000	WCT, FTW	Next Day
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
53499	Fasson® 60# Luna Wet-Strength FSC® ITC/S100R/1.2 Mil PET	13/20000	FTW	4 Days
53493	Fasson® 128# Birch Wood ITC/A20N/40#SCK	13/10000	FTW	8 Days
53606	Fasson® 119# Cherry Wood ITC/AT20N/1.2 Mil PET	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	PFF	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	60/10000	FTW	5 Days
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

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

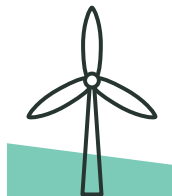
EXACT™, ReadyWidth™, and Custom Service Programs available

# Avery Dennison 2025 Sustainability Goals



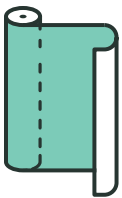
## 1 Products and Solutions

70% of products we sell will conform to, or will enable end products to conform to, our sustainability principles\*



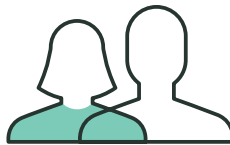
## 2 Greenhouse Gas Emissions

We will reduce absolute greenhouse gas emissions by 3% every year.



## 5 Films

70% of the films we buy will conform to our sustainability principles\*



## 6 People

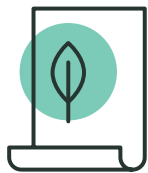
We will maintain world class safety and engagement scores and cultivate a diverse workforce with 40% of leadership positions filled by women.



# Eight objectives and one single pledge to transform our world

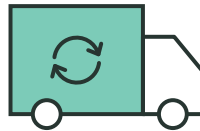
As we serve as a force for good and work to achieve our sustainability goals, we are applying our collaborative spirit, passion for innovation and technical expertise to transform our operations, products, industry, and, ultimately, our world.

**For more information, visit [averydennison.com/sustainability](https://averydennison.com/sustainability)**



## Paper

We will source **100%** certified paper, of which 70% will be Forest Stewardship Council®-certified.



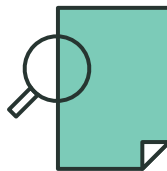
## Waste

Our operations will be **95%** landfill-free, with 75% of our waste repurposed, and we will help our customers reduce the waste from our products by 70%.



## Chemicals

**70%** of the chemicals we buy will conform to our sustainability principles\*.



## Transparency

We will be public and transparent in the reporting of our progress.

\*Our sustainability principles are based on The Natural Step, which provides a science-based framework for a sustainable society.



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