

POWER UP!

Labelexpo
Americas
2016



Smart Solutions Zone

The common thread that connects innovation at Avery Dennison is a focus on the customer. We're driven by questions such as: How can we make consumers' lives easier? How can we give brand owners new ways to differentiate in a crowded marketplace? How can we provide converters the products, support and tools that help them save time, meet customer needs, and grow?

At Labelexpo, we'll showcase some of our "smart solutions." These are sets of products that fundamentally involve innovation. All have been created as a response to one or more of those questions.

Technology that simplifies a complex conversion job

Avery Dennison Photo-Reactive™ Adhesive Technology offers simplification and reliability when permanent and removable functionality is needed.



With Photo-Reactive Adhesive Technology, you can easily transform the adhesive from permanent to removable. You simply print a black graphic, or "shadow mask," on the backside of the liner. The adhesive properties can then be irreversibly modified by exposing it to a high-intensity ultraviolet light during conversion. The area under the mask remains permanent while the exposed area becomes removable.

This two-in-one adhesive lets you more easily create extended content, removable variable information and decorative labels. You save time, as there's no need to use additional deadening agents or release varnishes. And, the process is one pass. So there's shorter changeover time and less cleanup.

A versatile Photo-Reactive construction, 2 Mil White BOPP TC/PR1000/40#BG, will be available in the Select Solutions™ Removables Portfolio August 1, 2016.

Packaging that's as functional as it is appealing



The Avery Dennison Select Solutions™ Reclosure Portfolio is one of the most advanced in the industry. A key is our selection of adhesives, which are engineered to perform across a broad spectrum of applications and product types. They can combine with a variety of facestocks and liner combinations to meet your application needs.

The portfolio means you can help brand owners respond more quickly and precisely to consumer needs. A reclosure on a package of deli meat can be made with a stronger peel, to give the buyer even greater confidence in the seal. Or, a reclosure on a package of disposable cleaning cloths marketed to seniors can be made with a smoother, buttery peel, to reinforce its ease of use.

Labels that inform and engage

It's estimated that 1.2 billion smartphones will have near-field communication (NFC) capabilities by 2018. With NFC, a phone can interact with a paper-thin chip that's embedded into a product, simply by holding the phone near the chip. Two Avery Dennison "Smart Solutions" feature this emerging technology.

TT Sensor Plus™ is an easy-to-use and cost-effective way to record the temperatures an item is exposed to throughout the supply chain. It's a credit-card sized label that can be adhered to or placed inside of a shipping package. Temperature data is logged at intervals and stored in an embedded NFC chip. That data then is accessible via an NFC-enabled smartphone.

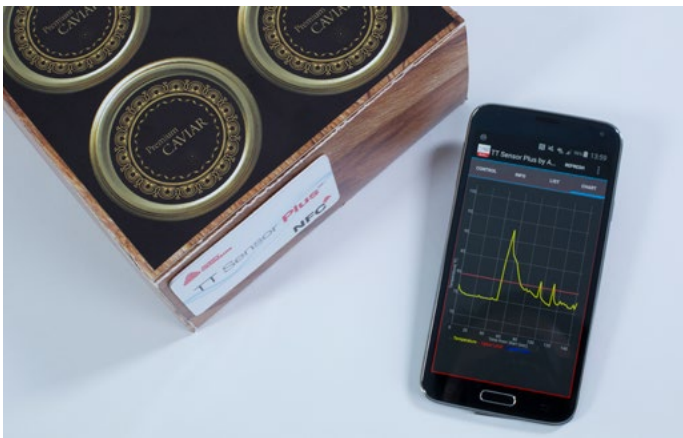
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at any point in the journey. It's designed primarily for use in industries such as pharmaceuticals or food/beverage, where routine and careful monitoring protocols ensure compliance and/or quality.



An easier way to choose label constructions

The Select Solutions™ Collection now includes more than 20 application-specific portfolios, with label constructions engineered and optimized for specific needs. It makes the label selection process much easier, offering off-the-shelf constructions in portfolios including Food Safety and Promotion, Drum, Apparel, Holographic, and many more.

We've recently expanded the offering with four new portfolios: Appliance, Lawn and Garden, Fire Extinguisher and Overlaminates. The expanded selection helps you quickly and easily meet the needs of clients operating in multiple industries.

Like all Select Solutions Collection portfolios, these new portfolios offer low MOQs, four-day shipping, and rapid pricing.