POWER UP!
Labelexpo
Americas
2016

Productivity Zone

In today's increasingly competitive marketplace, converters can often benefit by trimming excess costs, avoiding wasted resources and effort, and operating more efficiently.

Avery Dennison is committed to helping you be more productive, especially as technology and the areas you serve evolve. At Labelexpo, we'll showcase solutions aimed at helping you get even more out of your digital printing capabilities, while operating your flexographic presses more efficiently. And, we'll highlight some innovative, new adhesive technologies designed to address all-too-common issues in brand owners' production and supply chains.

Expanded Inkjet Portfolio helps you benefit from digital printing

Digital printing has grown dramatically since the technology was introduced almost four decades ago. It's now seeing an average 25 percent annual growth.

Digital offers a variety of productivity benefits compared to flexographic printing. Print orders can be modified in real-time, with minimal impact on workflow. Operators avoid time-consuming work with plates and cylinders, can do faster changeovers, and spend less time and effort on cleanup. Digital also offers unprecedented flexibility. Brand owners can specify variable printing, shorter runs (with an added benefit of less product obsolescence), and faster turnaround times. It all comes with high quality.

We're expanding our digital Inkjet portfolio to help you take even greater advantage of these many benefits. Our broad and easy-to-use UV and water-based portfolios will each soon include an additional six new constructions. The UV constructions have been tested and optimized for EFI Jetrion, Domino and Durst; while the water-based are optimized for Epson, Colordyne and Primera.

The Avery Dennison portfolio can help you enjoy these productivity benefits and grow your digital printing business.

Select Solutions™ Fas-Flex™ plate mounting tapes help increase pressroom efficiency

Avery Dennison Fas-Flex plate mounting tapes offer an extremely consistent caliper—critical for minimizing dot gain. And, its closed cell foam structure easily rebounds from compression during printing. The tape is designed to minimize vibration, gear chatter, and bouncing at high press speeds. Fas-Flex is also simple to use. Once applied, it can be easily removed or repositioned; and it peels cleanly when the run is finished, leaving little to no adhesive residue.

All this helps your press operators save time and effort otherwise spent prepping the cylinders, fixing mistakes, and cleaning up between runs.

Air Egress technology reduces rework related to label air-bubbling

Fasson® Air Egress is the ideal way to keep both hand-applied and auto-dispensed labels bubble-free. It can help you avoid costly and time consuming re-work related to smoothing or reapplying.

POWER UP!
Labelexpo
Americas
2016

Productivity Zone

Air Egress features a custom, micro-embossed texture found on the facing side of the adhesive—our S8049 rubber/acrylic hybrid. This creates a complex grid that allows any trapped air to escape when the label is applied. Labels go on smoothly and stay that way. The risk of bubbling when the label substrate is exposed to temperatures over 40°C is also significantly reduced.

TrueCut™ adhesive technology improves efficiency across a broad range of conditions

TrueCut is a new, general purpose permanent adhesive technology for paper labels. It builds on our history of adhesive leadership, helping you be even more efficient.

Tested and proven by many converters running thermal transfer jobs, TrueCut provides better initial tack and adhesion. It also supports high-speed conversion across a broad range of operating conditions and provides excellent adhesion on substrates, including: corrugated, plastics, HDPE, LDPE and glass. Initial tack at 32°F is four times higher than typical alternatives, and ultimate adhesion at that temperature is eight times higher. It can match or even improve on speeds achieved using our most popular existing adhesives - including S2501.

With TrueCut, there's no longer a need to compromise. You can continue high-speed production—maintaining efficiency and productivity— while providing end users a reliable solution for difficult environmental conditions.