

AD Connect

Avery Dennison insights and perspective to help your business grow

What We Have Our Eyes On

New Wine
Materials
Offer a Toast to
Sustainability

Adopting the
Customer-
Ready™
Durables
Portfolio

+

With Special
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What We Have Our Eyes On

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New Wine Materials Offer a Toast to Sustainability

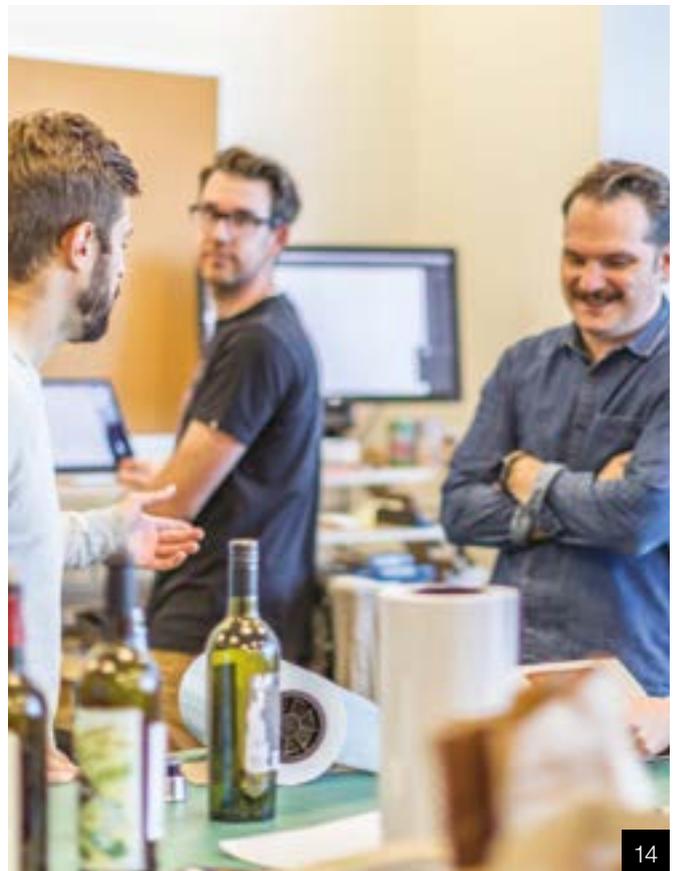
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How Can We Provide Even More Value?

Nick Tucci,

Vice President and General Manager,
Label and Graphics Materials,
North America



On behalf of Avery Dennison, thank you for your business, and welcome to the first edition of AD Connect.

I took on my current role in June 2017. Since then, I've challenged my team to find even more ways to connect and engage with you — our customers. As part of that, we took a long look at our quarterly magazine, formerly known as Select Solutions Collection.

We asked a simple, but important, question: How can we update the quarterly message to make it even more valuable to our readers? Our work to revise the magazine has been focused on answering that question. You hold the result in your hands.

Changing the name was just the start. Look for this and future issues of

AD Connect to go into even greater depth on business opportunities in the labeling industry. It'll also do more to tap Avery Dennison internal experts — based on your challenges and needs — to help you understand our views on the industry. We want you to have clarity when it comes to our perspective on growth, the sustainability of our technologies, the challenges our industry is facing, and the things we're doing to meet these challenges to help you be successful for the long term.

AD Connect will also help you better understand our capabilities, get to know some of the people who make our business capable of solving your problems, and gain an even greater appreciation of all we can do to help you grow.

Finally, you'll get to know some of our leadership team. We want to connect, and want to be transparent about what we do. This space will offer our thoughts and insights on our shared business goals, the trends driving change in our industry, and the ways we're helping you succeed as you reward us with your business every single day.

So, whether you read AD Connect cover to cover ... or only have time to skim the headlines and highlights, I hope you like the way we've tried to answer that simple, but important, question. I hope you find it even more valuable.

If you have any suggestions or concerns, please let your Avery Dennison representative know. I also invite you to reach out to me on LinkedIn — I'm happy to connect. **AD**



What We Have Our Eyes On

**Key consumer and
packaging trends for 2018**

**Our Market Research department
shares its insights for the new year.**

More than ever, it's important to have an understanding of the trends shaping our world and our shared business.

Avery Dennison puts significant resources into developing, maintaining, and evolving just such an understanding. We sponsor and conduct our own research, and leverage the work of trusted, third-party, consumer insights leaders. Our goal is to keep a finger on the pulse of trends in labeling and packaging, and the



consumer attitudes and behaviors that shape those trends.

The purpose of AD Insights is to share some of that understanding: Information that can affect your business, and impact how you think about the industry.

In that spirit, here are some key insights for 2018, recently prepared by our Market Research department for our product marketing teams. These insights incorporate data from Mintel, Industrial Packaging, and Avery Dennison primary research, along with others where noted.



Key consumer trends for 2018

Trust is becoming a strong driver of brand loyalty

Consumers want more than just a transaction. Increasingly, they're seeking out companies whose actions, beliefs, and morals match with their own. And they expect companies to prove they deserve trust by taking a stand and speaking out.

Competitive opportunities are created when companies lose consumers' trust, and others are prepared to fill the void. Product innovation that listens to and addresses customer needs can help build or redeem trust. Transparency can as well, such as when brands add more information to packaging, or share content that sheds light on production methods.

Brands are starting to influence healthy behaviors

The interest in health and fitness is booming. According to the International Health, Racquet and Sportsclub Association, about one in five Americans has a gym membership; and Google searches for the term "self care" reached a five-year high in the past year. In what seems to many to be an uncertain time, consumers are creating their own sense of stability through a more proactive approach to health. The opportunity is ripe for brands in virtually any sector to provide support to consumers seeking to better themselves and get ahead of health concerns.

Consumers are turning to technology to make life more manageable

A third of U.S. consumers consider their smartphone or tablet as a tool to make life more convenient. Now, systems such as Amazon's Alexa use voice command and image recognition to deliver an even more seamless, smarter experience. These technologies will vastly transform e-commerce as well, with orders going from idea-to-doorstep with just a few spoken words. That presents both a challenge and an opportunity for brands.

Convenience is driving e-commerce

Two decades after the dawn of the Web, consumers expect to be able to purchase any product, in any way they want. Both e-commerce and traditional retailers are working to meet that expectation.

This, in turn, is pushing logistics companies to invest in technology, operations and packaging innovations to keep up with the demand, and pushing CPG companies to modify packaging and labeling to be more consumer - and less retail-focused.

Key packaging trends for 2018

An emerging segment – cannabis

An emerging segment to keep an eye on in 2018 is the legalized cannabis industry. According to Forbes, the U.S. legal cannabis industry increased by 30 percent in 2016, and is now valued

at \$6.7 billion. And once the Canadian recreational segment is operational (medical cannabis use is currently legal), it is predicted that by 2021 the North American cannabis segment's value will eclipse \$30 billion.

For converters interested in servicing the cannabis segment, there are many opportunities to provide label and packaging materials to the value chain. From the grower level, where high-performance variable information labels and RFID solutions help with

compliance and tracking, to the processor and retailer audiences that demand shelf appeal and functionality, there is a demand for proper, effective solutions and insight.

A few important areas of focus in the cannabis segment include: tight mandrel materials for tubes and containers, flexible packaging, tamper evident packaging, reclosure solutions, and digital printing options that address value chain and compliance complexity.

The craft revolution continues

Opportunities to grow in the craft beverage marketplace will continue to present themselves. The global market trends for localization and premiumization play a vital role regarding how converters can capitalize in this space. Localization, which in many instances translates to smaller runs, lends itself to the use of an organization's digital assets to serve areas like craft wine, craft spirits, craft beer and craft food.



↑ e-commerce

Logistics companies are investing in technology, operations and packaging innovations to keep up with the demand



The premiumization trend is especially relevant in the wine and spirits segments. Recent information from Euromonitor shows wine and spirits enthusiasts are yearning to spend more money on high-value beverages. Typically brands in these segments lack substantial advertising budgets, thus the label's ability to stand out and convey the brand's premiumization story is very important. From the converter standpoint, you can offer solutions featuring unique label materials and printing techniques to address the brand's need for maximum shelf appeal.

Light and flexible

The use of flexible packaging is growing globally. According to Euromonitor International, 190 billion retail units in the food industry will transition to flexible packaging in the next three to five years. Their lightweight helps brand owners lower costs and fuel use during shipping.

Our Rapid-Roll® Portfolio offers a wide range of film-and paper-based solutions for flexible packaging applications. And, flex packs often pair well with pressure-sensitive reclosure labels. Our Reclosure portfolio features an advanced selection of adhesives, engineered to perform across a variety of applications and product types.

Clean labeling and healthy food

Consumers are moving away from heavily processed foods, and toward those perceived as healthier. While 37 percent of consumers say it's important to understand ingredients on food labels, 91 percent believe products with recognizable ingredients are healthier.

Food brands have an opportunity to shift to better ingredients, while telling the "farm-to-fork" story of their products in ways that grow consumer confidence. The Avery Dennison TT Sensor Plus™ and TT Sensor Plus 2, for instance, use NFC RFID technology to record the temperature a food product is subjected to during shipping. The buyer can access that information, and enjoy his or her purchase with greater confidence in its freshness.

Creative packaging design

We're seeing a trend toward customization, and greater overall creativity when it comes to packaging design. This includes customized shapes, packaging designed to be repurposed and re-used by the consumer, along with a trend toward minimalism.

The Avery Dennison Concept Lab is a team of design experts who can collaborate with converters, designers, and brand owners to develop this sort of customized packaging. To learn more about how the Avery Dennison Concept Lab can help you with package design or other labeling

challenges, please see the profile article about that team on page 14.

A change to FDA label requirements

The U.S. Food and Drug Administration is starting the transition to new nutrition label guidelines for foods in 2018. Large manufacturers will have until July 26, 2018 to comply, while those with less than \$10 million in sales will have a one-year grace period.

The administration's website, fda.gov, has background on the transition. Avery Dennison representatives can also guide converters to the information they need to help customers comply with the new requirements.

"The only constant is change" may be a well-worn cliché, but it rings true to many label converters. Change is indeed continuous in our industry, and in the segments we serve. Long-term success often starts with keeping an eye on, and planning for, those trends. Avery Dennison is committed to sharing information and insight that can help you do just that. **AD**





New Wine Materials Offer a Toast to Sustainability

The sustainability movement has swept across countless product segments in recent years. The wine industry is no exception.

More wineries are responding by producing sustainable wines. For example, according to the 2015 California Wine Community Sustainability Report, a majority of surveyed wineries in the state (by far, the biggest winemaking state in the U.S.) have adopted sustainable practices for water and energy use, pest management and soil health.

Consumer attitudes are shifting as well. A 2017 paper released by the Food Distribution Research Society titled, *Segmenting the Sustainable Wine Consumer*, shows 42 percent of consumers surveyed found wines produced sustainably as an “extremely or very desirable” characteristic when making wine purchases. Natural wines are emerging as a response to the growing demand for more transparent, clean, and simple food and drink products.

Stepping up to the sustainability challenge

As more winemakers devote resources to sustainable winemaking, it follows they're seeking more sustainable packaging options.

In the past, this has presented a challenge to label converters: How do you provide such solutions while cost-effectively delivering the shelf appeal, performance, and overall quality that winemakers still demand?

Two new additions to the Avery Dennison Wine & Spirits Label Materials Collection are stepping up to that challenge. These materials will be introduced at the 2018 Unified Wine and Grape Symposium taking place in Sacramento, January 24 and 25.

Grape Touch

Exclusive to Avery Dennison, Grape Touch is made of 15 percent grape waste, sourced from actual wine production. With an attractive, natural color, it represents shelf appeal come full circle: what's on the bottle is actually what's in the bottle.

Estate Label® No. 14

If you still have reservations about the aesthetics and performance of post-consumer-waste (PCW) products, then consider Estate Label® No. 14. It's a 100 percent PCW paper facestock that maintains color and strength even when wet.

The Estate Label brand has long represented a standard of excellence in wine labeling. Estate Label No. 14 successfully combines that standard with the sustainability more consumers now expect.

Your source for sustainable solutions

Avery Dennison offers an ever-growing selection of sustainable products made with fewer inputs, certified and renewable materials, and other performance-enhancing innovations.

To learn more about our Wine & Spirits Label Materials Collection, and to get samples of these new materials, contact your Avery Dennison sales or technical representative. **AD**



Adopting the Customer-Ready™ Durables Portfolio to your product line

Navigating the complexities of UL® – recognized labeling with a collection of pre-approved materials

Cost-effective short runs and quick lead times define success for converters in the durable goods segment. When nearly every OEM's specifications are unique, and high-mix, low-volume requests are the norm, converters need flexible solutions to their end users' challenges.

Despite opportunity for growth, some converters shy away from durable applications because of previous experiences with the UL® approval process. They see it as an expensive, time consuming process of investing in the resources to print sample labels, then spending at least \$2,000 and waiting at least 12 weeks to receive test results. Then, if the label fails UL testing, you'll need to repeat the process — reprinting, retesting, repaying and waiting longer, without any guarantee of approval.

End-users won't wait that long for UL-approved label solutions, especially when competitors have certified labels in stock. Rather than forfeiting opportunities in durables, converters can simply adopt a pre-approved label system. The Avery Dennison Customer-Ready™ Durables Portfolio gives converters the ability to quickly and cost-effectively supply UL-approved labels for durables applications, unleashing a market of new business opportunities.

Time and cost savings

By adopting a UL file of pre-approved label systems rather than starting from scratch, converters significantly reduce the time, expense, resources and risk required for UL



approval. File adoption lowers the testing price as much as 75 percent, shortens the wait to as little as two weeks and guarantees certification of labels constructed with pre-approved systems.

The Customer-Ready Durables Portfolio contains a mix of high-performance substrates, ranging from standard materials to high-performance options, covering nearly 80 percent of end-user applications. The substrates are pre-approved by UL, not only as raw materials but also in combination with printing systems of common inks, thermal transfer ribbons, overlaminates and adhesives.

File adoption enables cost and time savings, which boosts the bottom line and allows converters to bid on durables business that previously seemed too resource-intensive to pursue.

Simplified options

The Customer-Ready Durables Portfolio acclimates converters to UL by simplifying the process of material selection. While an entire catalog spanning thousands of UL-approved SKUs might be daunting for converters to manage, the refined Avery Dennison portfolio condenses the options for ease of selection.

When paired with the Avery Dennison service offering, the Customer-Ready Durables Portfolio is more than a setcollection of products — it's a learning tool that helps converters understand UL labeling specifications to better serve end-users.

Empowered sales process

The Customer-Ready Durables Portfolio is a self-contained guidebook to selling UL labels. By laying out the most broad-use approved materials, the portfolio helps converter sales reps hone in on the best options for certain label applications, based on specifications such as temperature ranges, required substrates and chemical exposure. Instead of getting lost in a catalog full of durables SKUs, the portfolio's core group of products provides a focus to start the sales conversation.

Along with quotes, end-users often request label samples, which are much easier to provide when you're only dealing with a handful of material options. Without a simplified portfolio, salespeople are forced to carry trunk loads of sample labels to every meeting. Avery Dennison representatives are available to make customer calls together with converters to offer additional guidance throughout the sales process.

Streamlined inventory management

Because the materials in the Customer-Ready Durables Portfolio cover nearly 80 percent of all applications in the durables segment, converters can significantly consolidate their inventories. Rather than building up expansive collections of SKUs that only work for certain projects, the streamlined portfolio is concise and offers a wider range of end uses.

With such a condensed portfolio, Avery Dennison is able to stock and

quickly ship any product, helping converters reduce their lead times while streamlining inventory management.

Additionally, all of the materials in the Customer-Ready Durables Portfolio are available through the EXACT™ service program, meaning converters can buy low minimum order quantities instead of purchasing full master rolls. EXACT eliminates excess inventory by allowing converters to order only as much as they need, allowing for precise estimating and lowering the total applied cost by reducing scrap.

Building a durable business

The benefits of the Customer-Ready Durables Portfolio help simplify the process of UL approval, empower the sales process and streamline inventory management — saving time and money — so converters can quickly realize growth in the durables market. The portfolio introduces savings that contribute to the bottom line, while opening avenues to additional revenue through bidding on new business.

As more than just a material supplier, Avery Dennison acts as a trusted advisor, working closely with converters to deliver best-fit label solutions every step of the way. By providing training and guidance for converters — including making sales calls to end-users together — Avery Dennison arms converters with the products and the and the knowledge they need to succeed in the durables segment. For more information about the Customer-Ready Durables Portfolio, visit label.averydennison.com/durables. **AD**

The Concept Lab

The Avery Dennison Concept Lab is a collaborative hub of design experts.

From Left

Brian Bornhoeft, Brent Boyd, Alex Kidd, and Aly Dodds



The Concept Lab handles in-house requests, and works with converters, brand owners, designers, and others, to develop creative, professional, package design solutions.

Alex Kidd is the Concept Lab’s creative design manager. He breaks down its activities into three areas.

Physical and digital prototyping

Working with the Avery Dennison portfolio, the team can create “almost anything” you’d expect to see on retail shelves, getting very close to the construction and quality of an actual end product.

In many instances, producing single-use or small-batch prototypes can be time and cost prohibitive. But with its deep knowledge of the Avery Dennison portfolio, and its direct access to the company’s engineering expertise, the Concept Lab can dramatically shave time and expense.

“We get many of our prototype requests from our own sales representatives,” says Alex. “So, if your Avery Dennison rep has ever shared with you a sleek prototype, then you’ve seen our work. We also collaborate directly with designers.”

Ideation sessions

Alex refers to an ideation session as a “custom-tailored event,” where the Concept Lab works with a customer to help develop an idea or concept, or tackle a specific packaging challenge. A session can look at a broad challenge, for example: “make this beer brand stand out on a crowded shelf.” Or, it can be very focused, such as: “we need to develop a frame that will adhere to a disinfected surface in a hospital operating room.” An ideation session can take place



in-person or virtually. Depending on the need, it may run two hours, a half-day, or a full day. The session typically includes the customer, the Concept Lab team, and other experts from Avery Dennison. Occasionally, Alex will invite Avery Dennison associates in unrelated job areas. Says Alex, “We’ve had, for example, participants from human resources. It’s simply to get a fresh and completely ‘outside’ point of view.”

The typical session is preceded by a research phase, in which Concept Lab team members look into trends relevant to the challenge at hand. Their findings kick off the day. The session then hits its stride with a brainstorm process.

“That brainstorm is the really powerful part,” says Alex. “We have a diverse

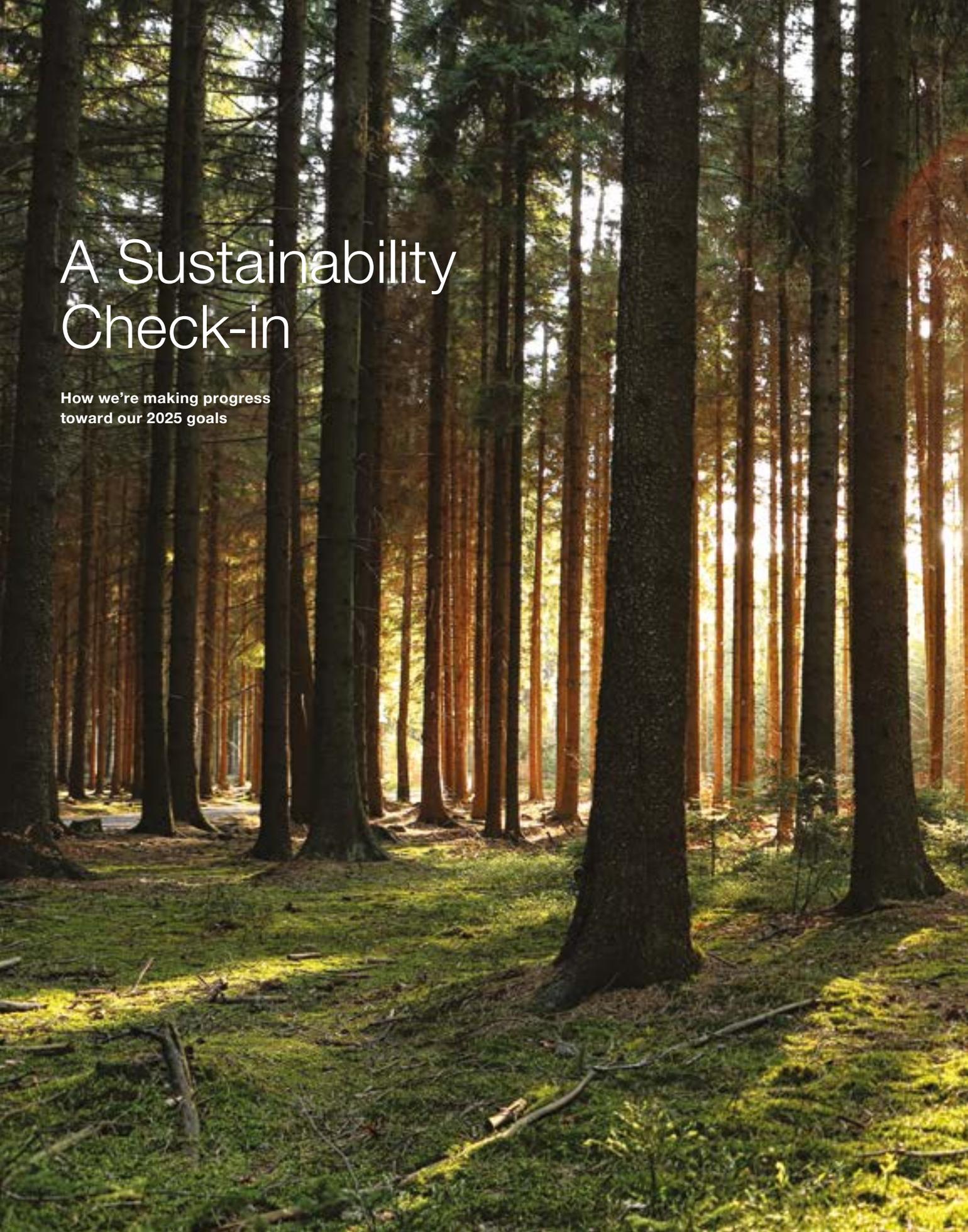
group of people in the room, and expect everybody to participate. We think of everything from ‘pie in the sky’ ideas to easily executed concepts. Then we work together to dissect and whittle down those ideas to the ones most likely to work for the customer.”

Internal design support

The Concept Lab also handles a wide variety of internal requests, from supporting Avery Dennison at major trade shows to everyday photography and presentation design. The 2017 craft beverage swatchbook was an example of its creativity and expertise. The layout and photography for the magazine you’re holding in your hands is another. Collectively, the Concept Lab team brings to the table a wide range of design experience, from boutique design

agencies to in-house consumer product and packaging design for major brands. Alex talks about the team’s passion. “This group really lives and breathes art and design. We’re in the office from 9 to 5. But from 5 to 9, we’re part of the broader community, pursuing our individual creative interests. I really encourage this. In fact, we make it a point to meet regularly, simply to talk about what’s inspiring us. It helps us gain additional experience and bring new perspectives to bear on our work with Avery Dennison customers.”

To find out more about the Concept Lab, its capabilities, and what it can do to help you uncover creative design solutions, contact your Avery Dennison sales representative. **AD**

A photograph of a dense forest with tall, thin trees and sunlight filtering through the canopy. The trees are mostly evergreens, and the ground is covered in moss and fallen branches. The lighting is warm and golden, suggesting late afternoon or early morning.

A Sustainability Check-in

How we're making progress
toward our 2025 goals

The Avery Dennison 2014 – 2016 sustainability report, “All of Us, Every Day,” was published in September. It highlights how we’re using our size and scale to drive change across our operations, industry, and communities.

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The report also outlines specific areas of progress toward our 2025 sustainability goals. Key achievements include:

- A reduction of location-based absolute CO2 emissions of 3.2 percent in 2016, and market-based absolute emissions (includes renewable energy instruments) by nearly 12 percent.
- An FSC® or PEFC claim for 78 percent of total volume of paper procured in 2016.
- A world-class safety record in 2016, with a recordable incident rate (RIR) of 0.25.

When we surpassed our original sustainability goals in 2015, we established new goals for 2025. These are very ambitious. They represent a dramatic commitment to change how we do things within the company, and to collaborate — as appropriate — with the industry, to move us all forward.

A paper-sourcing strategy with broad implications

Our increased use of FSC-certified paper, as described in the report, can

have important ramifications throughout the labeling and packaging industry.

We spend more than \$1 billion annually on paper, making us one of the industry’s largest global purchasers. We thus believe our actions can encourage greater availability, use, and cost parity industry-wide of FSC-certified products. This, in turn, can foster more sustainable forestry.

Greenhouse gas reduction through a combination of efforts

Taking into account the unique needs of our 180 sites worldwide, we’re pursuing variety of initiatives to make progress against our greenhouse gas emissions goal: a 3 percent absolute reduction, year-over-year. These include reducing energy intensity (7.2 percent reduction from 2015), sourcing renewable power, and procuring renewable energy certificates.

As noted above, these efforts reduced our market-based absolute emissions by nearly 12 percent in 2016.

Moving toward being landfill-free

Reducing waste is a key focus of our 2025 goals, both inside the company

and throughout the industries where we operate. At the end of 2016, 59 of our 180 sites were operating landfill-free. We’ve succeeded in diverting 91 percent of our waste from landfills.

We’re also addressing label waste throughout the value chain, working to facilitate creation of a global recycling infrastructure with our customers, recyclers, and other stakeholders.

Seizing the opportunity to lead our industry

“As materials science innovators committed to making a meaningful difference, we see sustainability not only as a responsibility but also as an opportunity — to lead, to invent, and to build a more resilient and profitable company,” said Mitch Butier, president and CEO of Avery Dennison. “We’re building momentum toward our goals by engaging our employees and business partners up and down the supply chain.”

To learn more about our 2025 sustainability goals, and to view the 2014-2016 report, visit averydennison.com/sustainability. **AD**

Built on Breakthroughs



Consumer trends are constantly changing. To grow and succeed in this environment, converters need a broad portfolio of label and packaging solutions that continually breaks ground in functionality, efficiency, and visual appeal; while being readily adaptable to new and evolving segments.

That's why our aim is to not merely respond to our industry's needs. We work to shape our industry by constantly pushing the limits of what labels can do.

Simply put, we're built on breakthroughs. And, converters around the world are putting those Avery Dennison breakthroughs to good use.

From shipping container labels that stand up to harsh marine environments ... to RFID airline luggage tags that let travelers track their checked bags ... to label constructions that provide a bold canvas for brand owners to engage buyers ... and more ... Avery Dennison is helping converters stay a step ahead of trends. **AD**



View "Built on Breakthroughs"

We invite you to get to know some of the materials scientists driving these breakthroughs. Check out "Built on Breakthroughs" to get a glimpse of R&D at Avery Dennison, and learn how we're working to help you succeed in an ever changing world. Just go to YouTube and search for "Built on Breakthroughs."

A Collection of Ideas from the Avery Dennison Concept Lab





Spec# 53962 Fasson® 60# Estate Label No. 25 Black WS FSC®/S100R/1.2 Mil PET



Spec# 54186 Fasson® Estate Label® No. 14 100% PCW/AT20N/1.2 Mil PET



Spec# 78889 Fasson® 2.0 Mil Metallized BOPP/S7000/1.2Mil PET



Spec# 19742 Fasson® 70# Uncoated Eggshell Felt WS/S100RB*/1.2 Mil PET
Spec# 78824 Fasson® Rapid-Roll® 50 Micron Clear High Shrink PETG









Customization is an Expert Away

Select Solutions™
Engineered Solutions

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 with Engineered Solutions.

Some applications call for a special material requirement, be it size, shape or performance criteria. With Engineered Solutions, 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



Application Portfolios

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Avery Dennison **AD**vantage: Technical Excellence

You can count on members of the Avery Dennison **AD**vantage: Technical Excellence Team to help you find the products and solutions that work for you and your customers. Our technical experts are dedicated to making your next application a success. Our people are there for you, helping with scale up, converting, application troubleshooting and employee training. We'll put the industry's most comprehensive offering of facestocks, adhesives and liners to work for you in the shortest possible time.

Contact your application consultant or sales representative to discuss how we can meet your needs. We have a team of technical solutions leaders dedicated to developing engineered solutions that fit your timeline and your bottom line.

Select Solutions™ Apparel Portfolio

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

Applications

Apparel

Jeans, pants, sportswear, menswear, women's apparel, children's wear, socks, shoes, sweaters and more

Textiles

Blankets and bedding



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

	R5195	R120	S4900	S4600	S692N	AT20
Adhesive Technology	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	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended
Denim	Recommended	Not recommended	Recommended	Recommended	Recommended	Recommended
Stretch Denim	Recommended	Not recommended	Recommended	Recommended	Recommended	Not recommended
Polyester	Recommended	Recommended	Not recommended	Not recommended	Recommended	Recommended
Rayon	Recommended	Recommended	Recommended	Not recommended	Recommended	Recommended
Nylon/Spandex	Not recommended	Not recommended	Recommended	Recommended	Not recommended	Recommended

- 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™ Appliance Portfolio

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

Applications

Washers and dryers
Refrigerators
Microwaves

Coffee makers
Televisions
Toasters/toaster ovens
Trash compactors



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

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 Overlaminate	EXACT™/2500	PVL	1 Day
		EXACT™/5000	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 54/16 68	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™ Automotive Portfolio

Performance that goes the distance

Portfolio Characteristics

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

Applications

Under-the-hood

Labels for heat/chemical-resistant warnings, engine component instructions, tracking, fluid containers, car batteries and cables

Exterior

Fuel cap, tire pressure and tracking/service labels

Interior

Airbag, security/anti-counterfeit, warning, instruction and tracking labels



Spec#	Product Description	Width/ Length (In./Ft.)	Location	Lead Time	Metal Substrates	Painted and Plastic Substrates	Rough/Low Surface Energy Substrates	Interior Use Only
76656	2 Mil White PET TC/S8015/50#SCK	Stock/5000 EXACT™/1668	NEE	1 Day	✓	✓		
76658	2 Mil Matte White PET TC/S8015/50#SCK	Custom Coat/5000	PVL	5 Days	✓	✓		
76660	2 Mil Matte Chrome PET TC/S8015/50#SCK	EXACT™/1668	NEE	1 Day	✓	✓		
*79453	2 Mil White PET TC/S8049/50#SCK ABC	Stock/1668	PVL	1 Day	✓	✓	✓	
79534	2 Mil Matte Chrome PET TC/S8049/50#SCK ABC	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	4 Days 1 Day	✓	✓	✓	

Overlaminates

77855	1 Mil Clear Print-Treated PET/S730/1 Mil PET	EXACT™/5000	NEE	1 Day				
		Ready Width™ 6/5000						
77841	1 Mil Clear PET TC/S8020/40# BG	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 Mil PET	Single Roll/850	PVL	1 Day				
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PVL=Painesville, OH NEE=Neenah, WI

*Single Slit Roll Service Program: Available in any width by 2500 ft. (3 in. core)
✓ = Performs on designated substrates

Select Solutions™ Bumper Sticker Portfolio

Durable constructions that get noticed

Portfolio Characteristics

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

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™ Candle and Soap Portfolio

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

Portfolio Characteristics

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

Applications

Candles
Candle Wrappers and Packaging
Candle Jars
Soaps and Soap Packages



Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
77410	2 Mil Metallized BOPP TC/S2300/1.5 Mil PET	54/1000	PVL	4 Days
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
79360	2.6 Mil White BOPP ITC/S2300/1.5 Mil PET	13/2500	FTW	7 Days

PVL=Painesville, OH FTW=Fort Wayne, IN

Select Solutions™ Cover-up Portfolio

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

Portfolio Characteristics

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

Applications

- Logistics and Transport
- Pharmaceutical
- Industrial Chemical Labeling
- Food and Retail Promotions
- Home and Personal Care



Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
15477	Semi-Gloss Elite™ FasCover™ 2/ AT20/40#SCK	EXACT™/5000	FTW	Next Day
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
06263	Matte Litho FasCover™ 2/ AT20/40#SCK	78/1668	FTW	Next Day
13601	Trans-Therm® 1C FasCover™ 2/ AT20/40#CK	EXACT™/5000	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
Single Slit Roll Service Program: Available in any width by 2500 ft. (3 in. core)

Select Solutions™ Drum Portfolio

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

Portfolio Characteristics

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

Application

Containers
Drums



Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time	BS 5609 Section 2	BS 5609 Section 3
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Print Method: Laser

78037	3.4 Mil Lasercode DL TC/ S4600/79#CCK	EXACT™/5000	PVL	Next Day	Yes	Lexmark C792E Primera CX1200 NeuraLabel 500e
54162	2 Mil White Laser PET/ S4600/66#PK	Stock/1668	PVL	Next Day	Yes	Lexmark C792E

Print Method: Thermal Transfer & UV Inkjet

79572	3.7 Mil Smudgeproof Kimdura®/S4600/50#SCK	EXACT™/1000	PVL/FTW/ WCT	Next Day	Yes	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 Jettron: 4000 Series for 4900 Press* Jettron: 4950 DNP TRX-50 Black Durst Tau330 Black
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Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time	BS 5609 Section 2	BS 5609 Section 3
Print Method: Thermal Transfer & UV Inkjet						
72197 	Fasson® 4 Mil TransCode®/ S475/50#SCK	EXACT™/5000	NEE/WCT	Next Day	Yes	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
79480	2.6 Mil Synthetic Paper/8020/50#SCK	Stock/1000	PVL	Next Day	Yes	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
Print Method: Inkjet						
79348	Fasson® 5 Mil Matte Inkjet DL Kimdura®/S4600/50#SCK	EXACT™/2500	PVL	Next Day	Yes	Epson C831, TMC3400, TMC3500 NeuraLabel 300x
Print Method: Flexo						
79572 	3.7 Mil Smudgeproof Kimdura®/ S4600/50#SCK	EXACT™/1000	PVL/FTW/WCT	Next Day	Yes	Flint corona treatment: Flint Force (all colors) - No Varnish* Flint Force (all colors) - Varnish* Environmental Ink (corona treated): DR III FR Ink (all colors) - No Varnish* Films III Ink (all colors) - No Varnish* Wikoff: PolyTech XR (all colors) - No Varnish
72197 	Fasson® 4 Mil TransCode®/ S475/50#SCK	EXACT™/5000	NEE/WCT	Next Day	Yes	Flint no corona treatment: Flint Force (all colors) - Non Varnish* Flint Force (all colors) - Varnish* Environmental Ink (corona treated): DR III FR Ink (all colors) - No Varnish* Films III Ink (all colors) - No Varnish* Actega: Optifilm Ink (all colors) - Varnish* Versifilm Ink (all colors) - Varnish Wikoff: PolyTech XR (all colors) - No Varnish
79480	2.6 Mil Synthetic Paper/8020/50#SCK	Stock/1000	PVL	Next Day	Yes	Flint no corona treatment: Flint Hydrofilm Ace (all colors)- Varnish* Environmental Ink (corona treated): DR III FR Ink (all colors) - No Varnish* Films III ink (all colors) - No Varnish* Wikoff: PolyTech XR (all colors) - No Varnish

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



The Avery Dennison label materials above are recognized by UL. Representative samples of this component have been evaluated by UL and meet applicable UL requirements certified to BS 5609. File MH 61182. *UL BS 5609 approved

Select Solutions™ Fas-Flex™ Plate Mounting Tapes

Simple, Easy and Direct for Narrow Web Flexographic Printing

Portfolio Characteristics

- Excellent image quality for print designs from solids to fine lines and screens
- Easy to reposition during the mounting process
- Removes cleanly from both plates and cylinders with little to no adhesive residue
- Consistent tolerance and dimensional stability helps to reduce uncontrolled dot gain
- Allows for minimal vibration, gear chatter and bouncing at high press speeds

Applications

Flexographic Presses



Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
57708	Fas-Flex™ 8615S	Slit to width/75	PVL	2 Days*
57709	Fas-Flex™ 8615M	Slit to width/75	PVL	2 Days*
57710	Fas-Flex™ 8615H	Slit to width/75	PVL	2 Days*

*Order Note: All orders placed by 3:00 P.M. EST will ship within 48 hours. All orders ship UPS 2 Day. PVL=Painesville, OH

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	Next Day

PVL=Painesville, OH

Select Solutions™ Food Safety and Promotion Portfolio

Fluorescents and dissolvables identify and safeguard

Portfolio Characteristics

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

Applications

Dissolvable
Inventory Labels
Container Date Code Labels

Fluorescents
Promotional Labels
Warning Labels



Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
15666	Dissolvable PPR SC/S2600/40#SCK	45/1668	PVL	Next Day
		Ready Width™ 15.5/5000	DAL	Next Day
		Ready Width™ 13/5000	DAL	Next Day
		Ready Width™ 9/5000	DAL	Next Day
00940	ReDeem-a-LBL/S246/40#SCK	30/1500	PTC	4 Days
15284	Chart Fluor/C2500/40#SCK	EXACT™/5000	PTC	Next Day
15283	Green Fluor/C2500/40#CK	EXACT™/5000	PTC	Next Day
15282	Orange Fluor/C2500/40#CK	EXACT™/5000	FTW, PTC	Next Day
15285	Pink Fluor/C2500/40#SCK	EXACT™/2500	PTC	Next Day
		60/1668	TOR	Next Day
15281	Red Fluor/C2500/40#CK	EXACT™/5000	FTW, WCT, PTC	Next Day
03222	Green Fluor/S246/40#SCK	30/1500	PTC	4 Days
02923	Orange Fluor/S246/40#SCK	30/1500	PTC	4 Days
03224	Pink Fluor/S246/40#SCK	30/1500	PTC	4 Days
03145	Red Fluor/S246/40#SCK	30/1500	PTC	4 Days
08923	Chart Fluor/R195/40#SCK	60/1000	PVL	Next Day
07933	Green Fluor/R195/40#SCK	60/4200	PVL	4 Days
07932	Orange Fluor/R195/40#SCK	60/1668	PVL	Next Day
08922	Pink Fluor/R195/40#SCK	60/1000	PVL	Next Day
03929	Chart Fluor/R128/40#SCK	30/1500	PTC	4 Days
02822	Green Fluor/R128/40#SCK	30/1500	PTC	4 Days
02536	Orange Fluor/R128/40#SCK	30/1500	PTC	4 Days
02665	Red Fluor/R128/40#SCK	30/1500	PTC	4 Days
53530	Bright Silver Foil C2510/50#SCK	30/1500	PTC	4 Days
53528	Dull Silver Foil/C2510/50#SCK	30/1500	PTC	4 Days

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

Select Solutions™ Holographic Portfolio

Light and Reflection Bring Brands to Life

Portfolio Characteristics

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

Applications

- Standout Labels
- Home and Personal Care
- Security Labels
- Wine and Spirits
- Flexible Packaging
- Food



	Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
Holographic Films	78976	2 Mil Powder PET/S692N/50#SCK	39/1000	PVL	4 Days
	78973	2 Mil Sparkles PET/S692N/50#SCK	39/1000	PVL	4 Days
	78971	2 Mil Crystals PET/S692N/50#SCK	39/1000	PVL	4 Days
	78067	2 Mil Rainbow PET/S692N/50#SCK	39/1000	PVL	Next Day
	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
Holographic Papers	02391	Fasson® FasPrism™ Iridesc/S246/40#SCK	EXACT™/5000	PTC	Next Day
	08753	Fasson® FasPrism™ Shear/S246/40#SC	30/1500	PTC	4 Days
	10938	Fasson® FasPrism™ Ice/S246/40#SCK	30/1500	PTC	4 Days
	12071	Fasson® FasPrism™ Glitter + II/S246/40#SCK	30/1500	PTC	4 Days
	53786	Fasson® FasPrism™ Rainbow Seamless/S246/40#SCK	30/1500	PTC	4 Days
	13645	Fasson® FasPrism™ Iridesc/R128/40#SCK	30/1500	PTC	4 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

Single Slit Roll Service Program: Available in any width by 2500 ft. (3 in. core)

Select Solutions™ HVAC Portfolio

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

Portfolio Characteristics

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

Applications

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



Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
78385*	2 Mil White PET TC/S8001/50#SCK	EXACT™/5000	NEE	Next Day
78387*	2 Mil Chrome PET TC/S8001/50#SCK	EXACT™/5000	NEE	Next Day
77844*	1 Mil Clear PET Overlam	EXACT™/2500	PVL, WCT	Next Day
		EXACT™/2500	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

**UL® -recognition pending

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

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

Select Solutions™ Kiddie Sticker Portfolio

Label constructions that help put smiles on faces

Portfolio Characteristics

- Thin and flexible
- Excellent dimensional stability
- Materials inherently printable with a variety of processes from flexo to digital
- Suitable for die cutting, laser cutting and embossing
- Ready-to-roll, lay-flat liner suited for sheet applications
- Adhesives compliant with toxicity standard

Applications

- Books
- Toys and Games
- Promotional Materials



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™/10000	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	60/1668	PVL	9 Days

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

Select Solutions™ Lawn and Garden

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

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
- Chain saws
- 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
77920	Fasson® 2 Mil White PET TC/S8025/50#SCK	EXACT™/5000	NEE	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™ Lay-Flat Liner Portfolio

Wide range of adhesive material and adhesive options for roll-to-sheet and fanfold label applications

Portfolio Characteristics

- Permanent and removable adhesives of varying strengths
- Wide range of material options including films, papers, holographics and more
- Non-curling, non-distortion liners of various weights

Applications

- Sheeted Labels
- Security and safety labels
- Inventory labels
- Shipping and handling labels
- Fanfold Labels



Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
18559	60# Archival SG/R5195/40#LF	Ready Width™ 13/10000	FTW	Next Day
		78/1668	FTW	Next Day
18392	60# Archival SG/S490/40#LF	EXACT™/10000	FTW	Next Day
19862	Semi-Gloss Elite™ FasCover™/AT20M/69#MF	60/2500	PVL	4 Days
53569	TT1C/S4600/69#MF	60/2500	PVL	4 Days
53568	DT300HD/S4600/69#MF	60/2500	PVL	4 Days
53676	MaxFlex™ Silver/R195/69#MF	60/1668	PVL	9 Days
79267	2 Mil Clear BOPP TC/S692N/69#MF	60/2500	PVL	4 Days
79269	2 Mil Clear BOPP TC/S8001/69#MF	60/2500	PVL	4 Days
79270	2.3 Mil White BOPP TC/S692N/69#MF	60/2500	PVL	4 Days
17311	2.3 Mil White BOPP TC/R195/65#MF	60/2500	PVL	4 Days
79274	2.6 Mil White BOPP TC/S692N/69#MF	60/2500	PVL	4 Days
72944	Primax® 350/R143/65#MF	54/2500	PVL	5 Days
79282	FasClear® 250/S2501/69#MF	60/2500	PVL	4 Days
73000	FasClear® 350/R143/65#MF	54/2500	PVL	5 Days
79259	2 Mil Clear Print Treated PET/S8001/69#MF	60/2500	PVL	4 Days
79287	2 Mil White Print Treated PET/S4600/69#MF	60/2500	PVL	4 Days
79256	2 Mil White Print Treated PET/S8001/69#MF	60/2500	PVL	4 Days
79265	3 Mil Synthetic Paper/S8001/69#MF	60/2500	PVL	4 Days

FTW=Fort Wayne, IN PVL=Painesville, OH

Select Solutions™ Natural Kraft Paper Portfolio

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

Portfolio Characteristics

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

Applications

- Apparel
- Textiles
- Spirits
- Industrial



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™ Outdoor Overlaminates Portfolio

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

Portfolio Characteristics

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

Applications

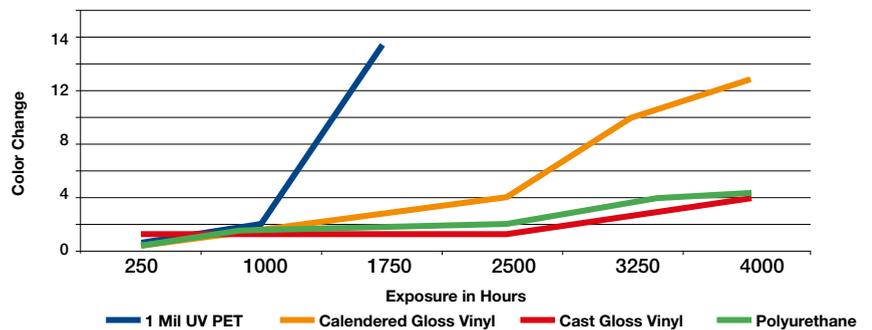
Harsh environments and tough outdoor exposures to items, such as: heat, cold, rain, snow, chemicals, lubricating oils or gasoline

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

PVL=Painesville, OH

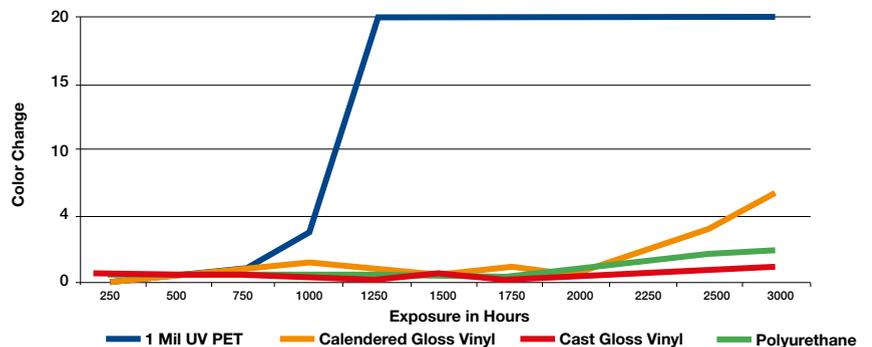


Xe Arc Testing with TT Ribbon (DNP R510HF) - PVC Base



* 1000 hrs = 1 year

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



* 1000 hrs = 1 year

Select Solutions™ Overlaminates Portfolio

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

Portfolio Characteristics

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



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
		Ready Width™ 6/5000	PVL	1-2 Days
77841	Fasson® 1 Mil Clear TC Polyester/S8020/40#BG	Ready Width™ 12/5000	PVL	1-2 Days
		Custom Coat 60/5000	PVL	8-10 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 FTW=Fort Wayne, IN

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.)	Loc.	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	FTW	Next Day
16120	Fasson® Trans-Therm® 1C/S2501/40#SCK/40#SCK	78/1668	FTW	Next Day
		EXACT™/5000	FTW WCT	
53590	Fasson® 54# Semi-Gloss Elite™/S2501/40#SCK/S2501/40#SCK	78/1668	FTW	5 Days
		Ready Width™ 6/5000	FTW	Next Day
		Ready Width™ 9.75/5000	FTW	
15485	Fasson® 60# Semi-Gloss Elite™/S2501/40#SCK/S2501/40#SCK	Ready Width™ 13/5000	FTW	Next Day
		Ready Width™ 13/5000	FTW	
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
15483	Fasson® 60# Semi-Gloss Elite/S490A/2Mil Polystyrene/S490A/44#PK	SSR/2500	PVL	Next Day
15484	Fasson® 60# Semi-Gloss Elite™/S2501/40#SCK/S2501/50#SCK	78/1668	FTW	Next Day
		Ready Width™ 6.5/5000	FTW	
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

Single Slit Roll Service Program: Available in any width by 2500 ft. (3 in. core)

Select Solutions™ Reclosure Portfolio

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

Portfolio Characteristics

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

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

*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 54/1668	PVL NEE	7 Days Next Day
79008	Fasson® 2.3 Mil White BOPP TC/R1490/1.2 Mil PET	60/1000	PVL	7 Days
77652	Fasson® 2.3 Mil White BOPP TC/R143/1.2 Mil PET	60/1000	PVL	Next Day
78578	Fasson® 2 Mil Clear BOPP TC/R143/1.2 Mil PET	54/1668 60/1000	NEE PVL	Next Day 7 Days

NEE = Neenah, WI PVL = Painesville, OH
Single Slit Roll Service Program: Available in any width by 2500 ft. (3 in. core)

Select Solutions™ Removables Portfolio

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

Portfolio Characteristics

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

Applications

- Household Items
- Reclosure
- Furniture
- Consumer Electronics
- Credit/Debit Cards



Continued →

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.

		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)	Green	Green	Green	Green	Green
	Polyethylene - High Density (HDPE)	Green	Green	Green	Green	Green
	Polyethylene Terephthalate (PET)	Green	Green	Green	Green	Green
Glass	Polyethylene Coated	Green	Green	Green	Light Green	Green
	Window (annealed)	Green	Green	Green	Green	Green
	Automotive (tempered)	Green	Green	Green	Green	Green
Metal	Powder Coated (smooth PET)	Green	Green	Green	Light Green	Green
	Painted (alkyd enamel)	Green	Green	Green	Green	Green
	Stainless Steel	Green	Green	Green	Green	Light Green
Paper	Recycled Corrugated	Green	Light Green	Light Green	Light Green	Light Green
	Bond (uncoated)	Green	Green	Green	Green	Red/White
	Glossy (coated)	Light Green	Green	Red/White	Red/White	Red/White

Based on six 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
R5195				
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
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	EXACT™/5000/10000	FTW	Next Day
54116	Fasson® 54# Semi-Gloss FSC®/R5195/46#LF	EXACT™/10000	NEE	Next Day
UR3				
53421	Fasson® High Gloss Plus/UR3/40#SCK	EXACT™/5000	PVL	Next Day
53432	Fasson® Trans-Therm®/UR3/40#SCK	EXACT™/5000	PVL	Next Day
54125	Fasson® Semi Gloss Plus/UR3/40#SCK	EXACT™/5000	PVL	Next Day
LP1000				
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
R423/R5423				
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
R128				
01991	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

Continued →

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.

		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
R3500				
77461	Fasson® 2.3 Mil White BOPP TC/R3500/1.2 Mil PET	EXACT™/10000	NEE	Next Day
77462	Fasson® 2 Mil Clear BOPP TC/R3500/1.2 Mil PET	EXACT™/15000	NEE	Next Day
78148	Fasson® 2 Mil Clear BOPP TC/R3500/40#SCK	EXACT™/5000	NEE	Next Day
78149	Fasson® 2.3 Mil White BOPP TC/R3500/40#SCK	EXACT™/5000	PVL	Next Day
R143				
75394	Fasson® Primax® 350/R143/1.5 Mil PET	EXACT™/5000	PVL	Next Day
77967	Fasson® Primax® 350/R143/50#SCK ABC	EXACT™/5000	PVL	Next Day
78578	Fasson® 2 Mil Clear BOPP TC/R143/1.2 Mil PET	60/1000	PVL	Next Day
77652	Fasson® 2.3 Mil White BOPP TC/R143/1.2 Mil PET	54/2500	PVL	5 Days
R1490				
79008	Fasson® 2.3 Mil White BOPP TC/R1490/1.2 Mil PET	60/1000	PVL	7 Days
R300				
75150	Fasson® 2 Mil Clear BOPP TC/R300/1 Mil PET	60/1668	PVL	Next Day
77563	Fasson® 2.6 Mil White BOPP TC/R300/40#BG	EXACT™/5000	PVL	Next Day
R3400				
78201	Fasson® 2 Mil Clear BOPP TC/R3400/40#BG	60/1668	PVL	Next Day
78632	Fasson® 2.3 Mil White BOPP TC/R3400/1.2 Mil PET	60/1668	PVL	Next Day
78860	Fasson® 2 Mil Clear BOPP TC/R3400/1 Mil PET	60/1668	PVL	Next Day
R3525				
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™ Safety and Warning Labels Portfolio

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

Portfolio Characteristics

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

Applications

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



Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
79453	Fasson® 2 Mil White PET TC/S8049/50#SCK	Stock 54/1668	PVL	Next Day
77920	Fasson® 2 Mil White PET TC/S8025/50#SCK	EXACT™/5000	NEE	Next Day
78385	Fasson® 2 Mil White PET TC/S8001/50#SCK	EXACT™/5000	NEE	Next Day
77922	Fasson® 2 Mil Matte Chrome PET TC/S8025/50#SCK	EXACT™/5000	FTW	4 Days
78403	Fasson® 2.3 Mil White BOPP TC/S8001/50# SCK	EXACT™/5000	NEE	Next Day
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 Overlaminare	Stock 60/1668	PVL	Next Day
77843	Fasson® 1 Mil Matte PET/S8020/40#BG Overlaminare	Stock 60/1668	PVL	Next Day

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

Select Solutions™ Security Portfolio

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

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

Applications

- Home and Personal Care
- Consumer Packaged Goods
- Pharmaceutical
- Automotive
- Medical
- Durable Goods
- Tamper Evident



Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
Tamper Evident Paper				
19348	Fason® Tamper Resistant Litho/S814/40#SCK	EXACT™/5000	PVL	Next Day
53584	Tamper-Resistant Litho/S8015/40#BG	60/2500	PVL	4 Days
53583	Tamper-Resistant Litho/S8015/50#SCK	60/2500	PVL	4 Days
53581	Tamper-Resistant Litho/S8015/1.2 Mil PET	60/2500	PVL	4 Days
Void				
78194	Fason® 2 Mil White Void Polyester TC/S8015W/50#SCK	EXACT™/1668	NEE	Next Day
78195	Fason® 2 Mil Silver Void Polyester TC/S8015/50#SCK	EXACT™/1668	NEE	Next Day
78196	Fason® 2 Mil Matte Chrome Void Polyester TC/S8015/50#SCK	54/1000	PVL	4 Days
Frangible Film				
60097	Fason® 2 Mil Clear Acetate/S730/50#SCK ABC	52/1668	PVL	Next Day
SharpTear™				
77964	Fason® 3 Mil Clear MDO/S692N/1.2 Mil PET	EXACT™/10000	QTN	Next Day
77980	Fason® 3 Mil White MDO/S692N/1.2 Mil PET	EXACT™10000	NEE	Next Day
Carton Fiber Tear				
79676	Fason® 2 Mil Clear BOPP TC/S788P/40BG	60/4167	PVL	10 Days

NEE= Neenah, WI PVL=Painesville, OH QTN=Quakertown, PA

Select Solutions™ Tag Stock Portfolio

Multipurpose for Multitasking

Applications

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



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

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
00582	8 Pt. Tag/HMR/40#SCK	30/1500	PTC	4 Days
07541	8 Pt. Tag/R195/40#SCK	60/2500	PVL	5 Days
15258	8 Pt. Tag/AT20/40#SCK	EXACT™/2500	NEE, DAL	Next Day
		EXACT™/5000	PTC, FTW, WCT	
		EXACT™/10000	PTC	
17375	8 Pt. Tag/AT20A/40#SCK	EXACT™/5000	FTW	Next Day
17698	8 Pt. Tag/S246/40#SCK TNR	EXACT™/5000	PTC	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
53544	8 Pt. Tag/S2501/40#SCK	60/2500	PVL	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, WCT=West Coast DAL=Dallas, TX

Select Solutions™ Transfer Tape Portfolio

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

Applications

RFID Application for Logistics and Transport
Food and Retail Promotions



- Portfolio Characteristics**
- Offered in 7.5", 10" and 15" rolls; must order full master of desired slit width
 - Multiple Transfer Tapes and adhesives
 - .25" of ungummed area on each roll facilitates handling

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
19188	FF 40#SCK/S490/40#SCK	60/2500	PVL	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

PVL=Painesville, OH PTC=Peachtree City, GA

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

Single Slit Roll Service Program

More Services to Help You Serve Your Clients

Portfolio Characteristics

- Easy access to single rolls for 18 unique product specifications (and growing)
- You can service your client's needs in any width by 2,500-foot lengths
- Another new service offering is our Prototype program or experiment with a proposed Engineered Solution
- Our technical team has added new prototyping capabilities that allow us to quickly create unique, small prototype rolls within seven days



Single Slit Roll Service Program

Spec#	Description	Width/Length (In./Ft.)	Location	Lead Time	Portfolio
15483	Fasson® 60# Semi-Gloss Elite/S490A/2 Mil Polystyrene/S490A/44#PK	SSR/2500	PVL	Next Day	Select Solutions™ Piggyback
53281	PH Cast Gloss+/S717P/ULT	Single Roll*/2500	PVL	5 Days	Pharmaceuticals
53410	PH Semi Gloss/S727/ULTRA	Single Roll*/2500	PVL	5 Days	Pharmaceuticals
75312	Inverted-Face Metallized Primax® 250/S1000/44#PK	Single Roll*/2500	PVL	4 Days	Select Solutions™ Cover-Up
79637	2 Mil White BOPP TC/PR1000/40#BG	SSR/2500	PVL	4 Days	Select Solutions™ Reclosure & Removables
79348	5 Mil Matte White Kimdura® Inkjet/S4600/50#SCK	Single Roll*/2500	PVL	Next Day	Durables
79404	3 Mil Inkjet Synthetic Paper/S8001/50#SCK	Single Roll*/2500	PVL	Next Day	Durables
79453	2 Mil White PET TC/S8049/50#SCK	SSR/2500	PVL	Next Day	Durables
79676	2 Mil Clear BOPP TC/S788P/40BG	Single Roll*/2500	PVL	5 Days	Pharmaceuticals
79732	2 Mil White PET TC/S8029/50#SCK	SSR/2500	PFF	Next Day	Select Solutions™ Automotive

PVL=Painesville, OH PFF=Painesville, OH Films Facility

*Single Slit Roll Service Program: Available in any width by 2500 ft. (3 in. core)

Select Solutions™ Mix & Match™ Product Guide

Versatile, flexible way to create select label solutions

Portfolio Characteristics

- Find the right construction fast
- Choose from a set range of label constructions
- 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



Mix & Match Adhesive Matrix

To help you better navigate our Mix & Match 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		Good	Good	Good	Good	Excellent	Good	Good	Good	Good	Good
High Surface Energy		Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Tough Substrates		Not Recommended	Not Recommended	Not Recommended	Not Recommended	Good	Good	Good	Not Recommended	Good	Good
Curved (>1")		Good	Good	Good	Good	Good	Good	Good	Good	Good	Good
Curved (<1")		Not Recommended	Good	Not Recommended	Not Recommended	Good	Good				



	40#SCK	50#SCK	40#BG	69#MF	1.2 Mil PET	1.5 Mil PET
Prime Paper						
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				

Variable Information						
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				

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

Continued →

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

	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	
	S4600				79279	
	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		79181
2 Mil Matte Chrome PET TC	R3400				79508	
	S2501				79260	
	S4600				79261	
3 Mil Synthetic Paper	S8001				79262	79159
	S2501				79263	
	S4600				79264	78427
	S8001	79199		79239	79265	79160
	S8015	79304				
	R3400		79494		79510	79519

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

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

“Feel The Pressure” Word Find

Take a few minutes to find some common words used in the pressure-sensitive label industry

D H Z M J S C E I I E O G E O
F E C G Z V X L Y L H R M O B
B N E N S T I B B T A B V L R
Q N Q P I N E A G I O S W H I
Q N C Y S A M N N S N X L D G
W A R W L R E O S I C W U H H
I B V P O R I I J I J C T T T
R D W F T K N T F B L O N G N
C N N S F G I I W G A E E F E
U O F K C O T S E C A F N K S
C C H A N G E O V E R S A G S
R E N I L L W P T R N P M L C
A D H E S I V E G V N D R O B
B I G E U G N R O F I H E S O
L I U V M T C M D B H L P S S

- ADHESIVE
- CONFORMABLE
- GLOSS
- PERMANENT
- STRENGTH
- BRIGHTNESS
- EMBOSSING
- GRAIN
- REPOSITIONABLE
- TENSILE
- CHANGEOVERS
- FACESTOCK
- LINER
- SPEED



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Mentor, Ohio 44060

Return Service Requested

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
PAINESVILLE, OH
PERMIT NO. 958



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