

# Mix & Match™

Customise, Innovate, Differentiate  
Custom Constructions Simplified for Optimal Performance

The Select Solutions Mix & Match Service leverages Avery Dennison's expertise in helping customers find the right labelling solutions for their specific application needs, including specialty and challenging label constructions.

## Thousands Possible Combinations

Many different face materials, adhesives and liners are available from stock under Avery Dennison's Mix & Match Service, with a low minimum order quantity (MOQ) and fast shipping. Extensive customisation is possible to achieve high performance and very sophisticated labelling materials, including all of the following:

- Piggybacks (multi-layer constructions)
- Special gum pattern
- Transfer Tapes
- Gum twins
- Back splits
- Varying opacity in different colours
- Adhesive luminescence
- Custom coating

Mix & Match products are typically one metre wide, with a two-metre coating width often possible depending on volume and product. Note that if none of the thousands possible Mix & Match combinations meet your requirements, Avery Dennison can work closely with you to find and produce the right engineered solution.

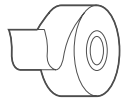
## Portfolio Characteristics

- Custom facestock, adhesive and liner combinations on request
- Access to more than thousands potential laminates, piggybacks, gum patterns and much more
- All adhesive technologies: emulsion, hotmelt, UV-hotmelt, solvent
- Low MOQs and short lead times

## Application Areas

Primary, enhanced and premium Avery Dennison laminates already cover a vast range of potential applications. The Mix & Match service is designed for those projects that need a little bit extra - very specific label properties that may not be available off the shelf.

Mix & Match allows label converters to request a precise combination of adhesive, face-material and release liner. It opens up whole new opportunities to innovate and differentiate. As with all Avery Dennison products, extensive support comes as standard, for printers, converters, packers and end-users. A technical specialist can help to determine which existing or tailor made product is the optimal solution for any given application.



## Customise, innovate, differentiate: Mix & Match

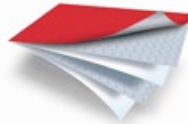
### Our product offering

#### Special Gum Patterns (SGP)

Ungummed zones can be specified to match your needs. Depending on the adhesive required, a special gum pattern can sometimes be offered on a two-metre coating width.

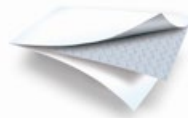
#### Piggybacks (PB)

Standard piggyback constructions use a printable facestock (paper or film), two adhesive layers and two layers of siliconised release liners, using different release levels to ensure proper dispensing. More than two layers can be created where the application demands it. See also the Piggyback Product Overview for more information on our standard Piggyback product range.



#### Transfer Tapes (TT)

Transfer tape constructions use two release liners with an adhesive in between. Typically used to make your own laminates or self-adhesive label.



#### Gum Twin (GT)

Typical gum twin constructions have a carrier in the middle, with two adhesive layers and release liners at front and back. Highly sophisticated labels are possible and typical applications include the following:

- large or stiff self-adhesive products
- self-adhesive photos
- promotional applications such as detachable game cards (with permanent adhesive on a brochure, letter or product and removable adhesive on the game card)



In the case of a more specific request, an Avery Dennison technical specialist can help you to determine which existing or tailor made product will be the optimal solution for your needs.

For more information on technical performance and printing recommendations, please refer to the respective datasheets.

Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website [http://label.averydennison.asia/en\\_asean](http://label.averydennison.asia/en_asean) or contact your local Avery Dennison sales representative.

## Select Solutions Experts. Across-the-board Help.

You can count on Avery Dennison experts to help you find the products and solutions that work for you and your customers. From sales representatives to technical support experts, the Avery Dennison team is dedicated to making your next application a success. Our people are there for you, helping with scaleup, 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.

### Are we missing a construction you need? Ask about our Select Solutions Engineered Solutions

Let us know. Contact your Technical Support Expert or Technical 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.



DISCLAIMER - All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes.

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Label and  
Packaging Materials

**Asia Pacific**  
+852 2802-9618  
**Europe**  
Tel. +31 85 000 2000  
**Latin America**  
+55 19 3876-7600  
**North America**  
800.944.8511

**Malaysia**  
Avery Dennison  
Malaysia Sdn Bhd  
Lot 6 Jalan P/2,  
Kawasan Perusahaan  
Bangi, 43650 Bandar  
Baru Bangi, Selangor,  
Malaysia

**Thailand**  
Avery Dennison  
Thailand Ltd  
110/1 Moo 1,  
T.Srisa Jorakae Yai,  
A. Bang Sao Thong,  
Samutprakam,  
Thailand 10540

**Singapore**  
Avery Dennison  
Singapore (Pte) Ltd  
151 Pasir Panjang  
Road #03-13/16,  
Pasir Panjang  
Distripark,  
Singapore 118480

**Vietnam**  
Avery Dennison  
(Vietnam)  
Lot 7-2, Road M7,  
Tan Binh IP,  
Binh Hung Hoa ward,  
Binh Tan District,  
HCM City, Vietnam

**Indonesia**  
PT. Avery Dennison  
Indonesia  
Cikarang Industrial  
Estate Jl. Jababeka  
block V 81 D, Lemah  
Abang, Bekasi  
17550, Indonesia

**Philippines**  
Unit 2925, L29 Joy  
Nostalg Center,  
17 ADB Avenue,  
Ortigas Center,  
Pasig City 1600  
Philippines