

To learn more about creating the right solutions for your durable goods applications, please contact us at [durablesteam@averydennison.com](mailto:durablesteam@averydennison.com).



## You don't have to go far for good solutions

- Regional research and development centers provide rapid prototyping capabilities, material analysis and performance testing
- Mix-and-match from ready-made options or explore customized solutions to meet unique requirements
- Expertise in compliance standards and industry requirements
- Converter-friendly programs allow small quantity orders and roll widths tailored to your needs, reducing trim, waste and inventory keeping
- On-site training

*Labels that apply smoothly, and remove cleanly.*

## About Avery Dennison®

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. For more than 75 years the company has been a global leader in pressure-sensitive technology and materials, retail branding and information solutions, and organization and identification products for offices and consumers. A FORTUNE 500® company with sales of \$6.5 billion in 2010, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit [www.averydennison.com](http://www.averydennison.com).

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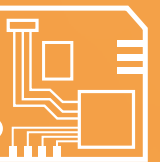


Inspired Brands.  
Intelligent World.™



# Make your mark without leaving a mark

## Ultra removable labeling solutions for durable goods



## Connecting with consumers in the hectic retail environment is now more important than ever.

Busy shoppers look for better product presentation and supporting information before they decide on your branded product – or your competitor’s.

From Energy Star certified refrigerators to 3D TVs and touchpad microwave ovens, you’ll find temporary labels carrying feature-rich information and promotional messages on faces of products competing for the shopper’s attention. Consumers expect quality at every touch-point, even in temporary labeling. Avery Dennison offers you the solution: ultra removable labels. They are visually captivating and versatile, yet can be easily removed without leaving sticky residues.



## Unrivalled versatility and usage

Unlike conventional options, Avery Dennison ultra removable labels are far more versatile in application. With larger, safer labels, you can create informative and attractive solutions that are also highly functional. Create dual-purpose labels that inform and serve as temporary fasteners for shipping. Or make fuller use of product real estate for eye-catching branding and surface protection. And because our solutions develop a higher peel strength to rival permanent options, they bring you the best of both worlds!

Users are not limited to retail. From factories to shop floors alike, Avery Dennison ultra removable labels are designed for a very wide range of applications and surfaces, wherever long term stability, high quality and removability are called for.

### Market sectors we serve include

- White goods
- Personal computing
- Printers, devices and computer peripherals
- Mobile phones and convergence
- LCD/LED display panels
- Automotive and durable goods

### Our ultra removable labeling applications include

- General purpose promotional labeling
- Point-of-purchase (POP) collateral and retail window displays
- Work-in-progress and quality control tags
- Dual purpose warning labels or protective films
- Re-closable tabs and repositionable fasteners
- Temporary signs and displays

## Stay on and remove without a trace

R0301 is a clear acrylic adhesive engineered for superior long-term ultra removable performance on a wide range of substrates. Applied labels remain pristine throughout the label’s design life and come off perfectly clean. With a higher peel strength, R0301 retains superior removable performance compared to rival labels, even after aging.

## Escape the bubble trap with Air Egress

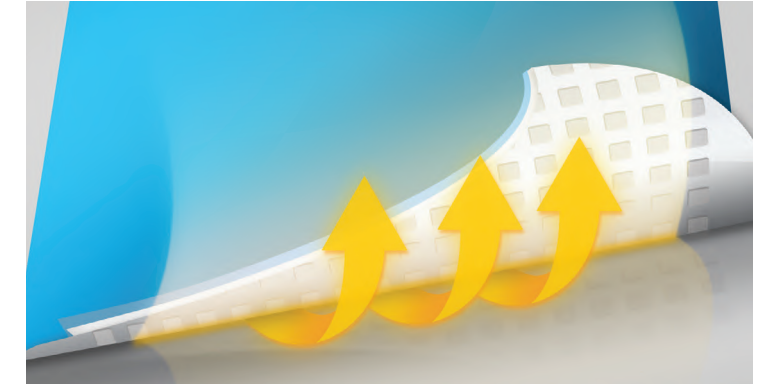
Too often, labels are let down by wrinkles and bubbles that distort the perfect finish. This happens when air is trapped under the product, typically when:

- the label is hand-applied to the substrate and especially when the contact area is large
- the product is stored in a container during sea shipping
- plastics expand and shrink at differing rates over time

Avery Dennison offers you Air Egress R0303E adhesive – your smooth and bubble-free ultra removable labeling solution. The unique, custom micro-embossed texture on the facing side creates a complex grid allowing any trapped air to escape instantaneously while the label is applied. So you can expect your labels to look as flawless as they should be, and save on application scrap and rework.

## Liner with class leading layflatness

P195EM is your perfect liner when you expect excellent layflatness for offset printing as well as versatility to perform under varying humidity conditions.



## Choose from 4 attractive facestocks

From functional high reflectivity white to luxurious metallic finishes, available facestocks are designed to complement and enhance products to deliver immediate shelf appeal.

Facestock	Adhesive	Liner	Spec#	End use markets					Press printing			Applications			RoHS
				LCD/LED display panels	Printer	Domestic appliance	PC	Consumer electronics	UV letterpress	Digital printing	UV screen	Min. application temp	Low service temp	High service temp / time	
50µ Gloss White PET TCY	R0301	HF125	MZ1060		●	●	●	●	●	●		+5	-20	+100	●
100µ Bright Silver PET Digital TC	R0301N	3MPET	MZ1057D	●		●	●	●		●		+5	-20	+100	●
50µ Brush Chrome PET TCY	R0301	HF125	MZ1061A			●	●	●	●		●	+5	-20	+100	●
80µ Matte White PP TCYD	R0303E	P195EM	MZ1005		●	●	●	●	●	●	●	+5	-20	+80	●

● Recommended