

Materials that perform and last

Avery Dennison Durables

The right selection for all durables applications

The right selection for all durables applications

Avery Dennison provides the foundation for effective durable label applications on any specific substrate.

Outstanding adhesive technology

The right durables labelling performance begins with adhesives that offer a solution for virtually any surface, suiting applications from identification, information and tracking through to branding and functional uses.

A choice of many different adhesive technologies means that both technical and market-driven challenges can be met more easily, whether you are designing cost-effective and straightforward applications or high-end speciality products.

Facestocks that perform

You can be confident that your label will not only stay in place but also look good, for as long as it takes.

Durables facestocks from Avery Dennison are engineered both for superior durability and for high quality print finishing.

The performance challenge

Avery Dennison materials will deliver consistent performance in the harshest application conditions:

- > excellent initial tack
- > adhesion even to low surface energy materials
- > excellent printability
- > resistance to chemicals, heat, oxidation, UV and other challenges

Our materials are typically used in the automotive industry, for domestic appliances and electronics and in other industrial applications.



Durable Goods Labeling



	Code	Color	Topcoat (TC) / Print Treatment (PT)	Adhesive-Technology (Solv./Em.-Acrylic)	Adhesive coatweight (g/m ²)	Thickness face material (µm)	Grammage face material (g/m ²)	Permanent adhesion	Good chemical resistance	Good UV resistance	Min. Application temp. / outdoor exposure	Min. Service temp. (°C)	Max. Service temp. (°C)	Humid environment (°C)	Rough surfaces	Polar surfaces (BS5609)	Apolar surfaces (high surface tension)	Apolar surfaces (low surface tension)	Curved substrates	Slightly dirty or oily surfaces	Dusty / dirty surfaces	Thermal transfer-printability	TT-printability r/w ribbons, scratch resistance	Write on with pens	UV inkjet: Durest TAU150/330 resistance	UV inkjet: Efi Jettron approved	Efi Jettron UL-approved	UL-approval	Service			
Gloss White Polyester Materials																																
Good	Transfer PET white PT16 / S8007 / BG40wh	BD843	white	PT	Em.	19	50	71	●		+5	-40	+120		●															RW		
	Transfer PET white PT / S8020 / BG42wh	AA639	white	PT	Em.	20	50	71	●		+5	-40	+150		●	○														Ex		
	Transfer PET white TOP / S8020 / BG42wh	AA641	white	TC	Em.	20	50	76	●		+5	-40	+150		●	○														Ex		
Better	Transfer PET white PT / S8001 / BG42wh	AF029	white	PT	Em.	27	50	71	●	○	+5	-40	+150		○	●	●	○												RW		
	Transfer PET white TOP / S8001 / BG42wh	AF031	white	TC	Em.	27	50	76	●	○	+5	-40	+150		○	●	●	○												Ex		
	Transfer PET wh TCB / S8040 / BG65EM	BD188	white	TC	Solv.	25	50	76	●		+5	-40	+150		●															FTO		
	Transfer PET white PT / S8030 / BG42wh	AD225	white	PT	Solv.	24	50	71	●	●	+5	-40	+150		●	●														FTO		
	Transfer PET white TOP / S8030 / BG42wh	AD222	white	TC	Solv.	24	50	76	●	●	+5	-40	+150		●	●														Ex		
Best	Transfer PET white PT / AL170 / BG42wh	AA640	white	PT	Solv.	24	50	71	●	●	0	-80	+150		●		○													FTO		
	Transfer PET white TOP / AL170 / BG42wh	AA642	white	TC	Solv.	24	50	76	●	●	0	-80	+150		●		○													Ex		
	Transfer PET white PT / S8015 / BG42wh	AA668	white	PT	Solv.	32	50	71	●	●	+7	-40	+150		●	●														RW		
	Transfer PET white TOP / S8015 / BG42wh	AA670	white	TC	Solv.	32	50	76	●	●	+7	-40	+150		●	●														RW		
	Transfer PET white TOP / S8049 / BG42wh BSS	AJ059	white	TC	Solv.	45	50	76	●	●	+5	-40	+150		●	●●	●	●●	○	●											RW	
Matt White Polyester Materials																																
Good	Transfer PET matt white / S8020 / BG42wh	AA643	white	TC	Em.	20	55	74	●		+5	-40	+150		●	○														Ex		
Better	Transfer PET matt white TC6 / S8001 / BG42wh	AF030	white	TC	Em.	27	50	55	●	○	+5	-40	+150		○	●	●	○													Ex	
	Transfer PET matt wh TCA / S8040 / BG65EM	BD187	white	TC	Solv.	25	50	65	●		+5	-40	+150		●																FTO	
	Transfer PET matt white TC6 / S8030 / BG42wh	AN754	white	TC	Solv.	24	50	55	●	○	+5	-40	+150		●	●															RW	
	Transfer PET matt white / S8030 / BG42wh	AD223	white	TC	Solv.	24	55	74	●	●	+5	-40	+150		●	●															RW	
Best	Transfer PET matt white / AL170 / BG42wh	AA145	white	TC	Solv.	24	55	74	●	●	0	-80	+150		●		○														Ex	
	Transfer PET 75 Matt White / AL170 / BG42wh	AI397	white	TC	Solv.	24	82	110	●	●	0	-80	+150		●		○														FTO	
	Transfer PET matt white / S8015 / BG42wh	AA672	white	TC	Solv.	32	55	74	●	●	+7	-40	+150		●	●	●	●													RW	
	Transfer PET 75 Matt White / S8015 / BG42wh	AI399	white	TC	Solv.	32	82	110	●	●	+7	-40	+150		●	●	●	●													FTO	
	Transfer PET matt white / S8049 / BG42wh BSS	AL854	white	TC	Solv.	45	55	74	●	●	+5	-40	+150		●	●●	●	●●	○	●												RW
	Transfer PET 75 Matt White / S8049 / BG42wh BSS	AL851	white	TC	Solv.	45	82	110	●	●	+5	-40	+150		●	●●	●	●●	○	●												FTO
Chrome Polyester Materials																																
	Transfer PET bright chrome TOP / S8030 / BG42wh	AE366	chrome	TC	Solv.	24	50	71	●	●	+5	-40	+150		●	●															FTO	
Good	Transfer PET matt chrome PT12 / S8007 / BG40wh	AP062	silver	PT	Em.	19	50	70	●		+5	-40	+120		●																RW	
	Transfer PET matt chrome TOP / S8020 / BG42wh	AA644	silver	TC	Em.	20	50	72	●		+5	-40	+150		●	○															Ex	
Better	Transfer PET matt chrome TOP / S8001 / BG42wh	AF032	silver	TC	Em.	27	50	72	●	○	+5	-40	+150		○	●	●	○													Ex	
	Transfer PET matt chrome TOP / S8040 / BG65EM	BD186	silver	TC	Solv.	25	50	72	●		+5	-40	+150		●																FTO	
	Transfer PET matt chrome TOP / S8030 / BG42wh	AD221	silver	TC	Solv.	24	50	72	●	●	+5	-40	+150		●	●															RW	
Best	Transfer PET matt chrome TOP / AL170 / BG42wh	AA645	silver	TC	Solv.	24	50	72	●	●	0	-80	+150		●		○														RW	
	Transfer PET matt chrome TOP / S8015 / BG42wh	AA674	silver	TC	Solv.	32	50	72	●	●	+7	-40	+150		●	●	●	●													RW	
	Transfer PET matt chrome TOP/S8049/BG42wh BSS	AL852	silver	TC	Solv.	45	50	72	●	●	+5	-40	+150		●	●●	●	●●	○	●												Ex
Silver Polyester Materials																																
Good	Transfer PET matt silver / S8020 / BG42wh	AA646	silver	TC	Em.	20	55	80	●		+5	-40	+150		●	○															Ex	
Better	Transfer PET matt silver / S8030 / BG42wh	AD224	silver	TC	Solv.	24	55	80	●	●	+5	-40	+150		●	●															Ex	
Best	Transfer PET matt silver / AL170 / BG42wh	AA146	silver	TC	Solv.	24	55	80	●	●	0	-80	+150		●		○														Ex	
	Transfer PET 75 Matt Silver / AL170 / BG42wh	AI398	silver	TC	Solv.	24	82	110	●	●	0	-80	+150		●		○															FTO
	Transfer PET matt silver / S8015 / BG42wh	AA676	silver	TC	Solv.	32	55	80	●	●	+7	-40	+150		●	●	●	●														FTO
	Transfer PET 75 Matt Silver / S8015 / BG42wh	AI400	silver	TC	Solv.	32	82	110	●	●	+7	-40	+150		●	●	●	●														FTO
	Transfer PET matt silver / S8049 / BG42wh BSS	AJ060	silver	TC	Solv.	45	55	80	●	●	+5	-40	+150		●	●●	●	●●	○	●												RW
	Transfer PET 75 Matt Silver / S8049 / BG42wh BSS	AL850	silver	TC	Solv.	45	82	110	●	●	+5	-40	+150		●	●●	●	●●	○	●												RW

* Contact your sales representative for details

Good / Better / Best is a relative comparison of overall performance within the Avery Dennison Durables product range

- yes / highly recommended
- recommended
- Ex EXACT
- RW Ready Width
- FTO MOQ 300 sqm

We recommend that the product should be tested thoroughly under end-use conditions to ensure it meets the requirements of the specific application.

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Label and Packaging Materials

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Durable Goods Labeling

Code	Color	Topcoat (TC) / Print Treatment (PT)	Adhesive-Technology (Solv.-/Em.-Acrylic)	Adhesive coatweight (g/m²)	Thickness face material (µm)	Grammage face material (g/m²)	Permanent adhesion	Good chemical resistance	Good UV resistance	Min. Application temp. / outdoor exposure	Min. Service temp. (°C)	Max. Service temp. (°C)	Humid environment (°C)	Rough surfaces	Polar surfaces (BS5609)	Apolar surfaces (high surface tension)	Curved substrates (low surface tension)	Slightly dirty or oily surfaces	Dusty / dirty surrounding	Thermal transfer-printability resin ribbon	Write on with pens	UV inkjet: Durest	UV inkjet: Durest TAU150/330	EF1 Jettron approved	UL-approval	Service
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Transparent Polyester Materials																											
Good	Transfer PET Trans TOP / S8020 / BG42wh	AC397	trans	TC	Em.	20	50	71	●			+5	-40	+150		●	○			●	●			●	●	●	Ex
Better	Transfer PET Trans TOP / S8001 / BG42wh	BE014	trans	TC	Em.	27	50	71	●			+5	-40	+150		○	●	●	○		●	●		●	●	●	CTO
	Transfer PET Trans TOP / S8030 / BG42wh	AD220	trans	TC	Solv.	24	50	71	●	●		+5	-40	+150			●	●			●	●		●	●	●	RW
Best	Transfer PET Trans TOP / AL170 / BG42wh	AC393	trans	TC	Solv.	24	50	71	●	●		0	-80	+150	●		●		○		●	●		●	●	●	RW

Overlamination Films																											
Glossy	Overlaminating PET 25 / S8020 / BG42wh	AE407	trans	PT	Em.	20	23	32	●			+5	-40	+150		●				●	●					●	RW
	Overlaminating PET 25 / AL170 / HF80	AA647	trans	PT	Solv.	20	23	32	●	●		0	-80	+150	●		●			●	●					●	Ex
	Overlam PET 23 UV / S8020 / PET23	AS675	trans	PT	Em.	20	23	32	●		●	+5	-40	+150			○			●	●					●	Ex
	Overlam PET 23 UV / AL170 / PET23	AS674	trans	PT	Solv.	20	23	32	●	●	●	0	-40	+150	●		●			●	●					●	FTO
Matt	Overlam PET 25 Matt Trans / AL170 / HF80	AC747	trans	-	Solv.	20	25	35	●	●		0	-80	+150			●			●	●					●	RW
	Overlam PET 25 Matt Trans / AL170 / HF100	BF482	trans	-	Solv.	20	25	35	●	●		0	-80	+150			●			●	●					●	CTO
	Overlam Polycarb 50 Matt / S8020 / PET36	AB702	trans	-	Em.	20	50	60	●			+5	-40	+125			●	○		●						●	FTO

PVC Products for extra outdoor durability																											
	PVC outdoor white / AL170 / BG42wh	AA648	white	-	Solv.	24	80	115	●	●	●	0	-40	+110	●		●		●		●	●		●	●	●	Ex
	PVC outdoor matt white / AL170 / BG42wh	AA948	white	-	Solv.	24	80	115	●	●	●	0	-40	+110	●		●		●		●	●		●	●	●	Ex
	PVC outdoor clear / AL170 / BG42wh	AS880	trans	-	Solv.	24	80	104	●	●	●	0	-40	+110	●		●		●		●	●				●	RW
	PVC outdoor matt clear / AL170 / BG42wh	AW627	trans	-	Solv.	24	80	104	●	●	●	0	-40	+110	●		●		●		●	●				●	RW
	Transfer PVC 50 Cast White / S8065 / BG50wh	AE357	white	-	Solv.	40	50	82	●	●	●	+5	-40	+120	●	●●	●	●●	●	●	●	●		●		●	FTO
	Transfer PVC 50 Cast Silver / S8065 / BG50wh	AE416	silver	-	Solv.	40	50	82	●	●	●	+5	-40	+120	●	●●	●	●●	●	●	●	●		●		●	FTO
	Transfer PVC 50 Cast Clear / S8065 / BG50wh	AI995	trans	-	Solv.	40	50	82	●	●	●	+5	-40	+120	●	●●	●	●●	●	●	●	●		●		●	FTO
	Transfer PVC 50 Cast Yellow / S8065 / BG50wh	AE359	yellow	-	Solv.	40	50	82	●	●	●	+5	-40	+120	●	●●	●	●●	●	●	●	●		●		●	FTO

Polyimide films																											
	Polyimide I GL WH TC13 / S8088 / BG50wh	BC668	white	TC	Solv.	27	40	75	●	●		+10	-40	+260		●				●							*
	Polyimide I Wh TC14 / S8088 / BG50wh	BB810	white	TC	Solv.	27	46	75	●	●		+10	-40	+260		●				●							*
	Polyimide II Wh TC14 / S8088 / BG50wh	BC133	white	TC	Solv.	27	71	110	●	●		+10	-40	+260		●				●							*
	Polyimide I Matt White / S8088 / 50#SCK	AI300	white	TC	Solv.	27	43	72	●	●		+10	-40	+280		●				●							*
	Polyimide II Matt White / S8088 / 50#SCK	AH415	white	TC	Solv.	27	68	90	●	●		+10	-40	+280		●				●							*

Other Products																											
	Transfer PO White / S8020 / BG42wh	BF481	white	-	Em.	20	58	66	●			+5	-40	+80		●	○	●		●	●					○	FTO
	Transfer PO Clear / S8020 / BG42wh	BF483	trans	-	Em.	20	59	64	●			+5	-40	+80		●	○	●		●	●					○	FTO
	Transfer PP TR 75 Matt White / S8020 / BG42wh	AC463	white	TC	Em.	20	75	64	●			+5	-40	+100		●	○	○		●	●	●				●	Ex
	Transfer PP TR 75 Matt White / S8001 / BG42wh	AJ095	white	TC	Em.	27	75	64	●	○		+5	-40	+100		○	●	○		●	●	●				●	Ex
	Transfer PET white CR / S8015 / BG42wh	BB815	white	TC	Solv.	32	52	79	●	●		+7	-40	+150	●		●	●		●	●					●	FTO
	Transfer PET silver CR / S8015 / BG42wh	AZ348	silver	TC	Solv.	32	52	75	●	●		+7	-40	+150	●		●	●		●	●					●	FTO
	ESD PET White TOP / S8087 / BG55wh	AU978	white	TC	Solv.	24	52	76	●	●		+4	-40	+150		●				●	●					●	FTO
	Transfer PET 36 White TOP / S8092 / PET75	AS191	white	TC	Silicone	50	36	54	●	●		+5	-80	+150		●●	●	●●	○	●							*
	PET void check matt chrome / S8015 / BG42wh	AB048	silver	TC	Solv.	26	53	72	●	●		+7	-40	+120	●		●	●		●	●			●		●	RW
	PVC Semi Gloss White UD / S2000N / BG50wh	AZ426	white	-	Em.	22	60	112	●		●	0	-20	+80			●			●	●					●	*
	PVC Semi Gloss White UD / S690 / BG50wh	AW451	white	-	Solv.	32	60	112	●	●	●	+10	-40	+110		●	●			●	●					●	*
	Transfer Tape BG50Wh / S8049 / BG50WH BSS	AO530			Solv.	45			●	●		+5	-40	+150		●●	●	●●	●	●							RW



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- yes / highly recommended
- recommended
- Ex EXACT
- RW Ready Width
- FTO MOQ 300 sqm

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Avery Dennison benefits:

Our company

- > Global innovation and expertise, underpinned by strong local expert teams
- > Nearly 80 years experience in developing high performance label materials

The Durables portfolio

- > Broadest range of adhesive technologies in the market
- > Approval to international standards e.g. UL and CSA

Our Service

- > Market-leading service levels with most products in stock
- > Mix & Match™ services to combine different adhesives, facestocks and liners
- > Fasson® Ready Width™ and Fasson® EXACT™ service to enable optimum order quantities, reduce waste and cut inventory - with MOQs as low as 100 sqm

Our Support

- > Application labs in Europe, Asia and USA for materials and application recommendations
- > Technical support in choosing the right construction for your customers' need
- > Support for converters on obtaining UL recognitions and other compliance issues
- > Short response time for technical enquiries



More information?

Visit label.averydennison.eu

Find out more

Visit label.averydennison.eu to see more on the Avery Dennison durables range.

North Asia

5th Floor, Hongye Park
1801 Hongmei Road, Xuhui District
200233, Shanghai, China
+86 21 33951888

Latin America

Rodovia Vinhedo-
Viracopos, KM 77
CEP 13280-000
Vinhedo - SP, Brazil
+55 19 3876-7600

Europe

Willem Einthovenstraat 11,
2342 BH Oegstgeest
The Netherlands
+31 85 000 2000

South Asia Pacific & Sub Saharan Africa

460 Alexandra Road,
PSA Building #28-02/03,
Singapore 119963

North America

8080 Norton Parkway
Mentor, OH 44060
440.534.6000

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