

## Fasson S2049 adhesive meets the VIP challenge

VIP (Variable Information Printing) labelling provides many challenges for label converters and their customers. In spite of a wide variety of substrates and significant extremes of temperature, in both dry and moist environments, labels need to stay in place and undamaged. All this places great demands on the adhesives used for such applications.

Fasson brand S2049 permanent adhesive is specifically designed to handle the rigours of today's VIP labelling market. It is the standard adhesive used on all Fasson-brand Thermal Transfer, Direct Thermal and EDP materials, which are all produced locally on a state-of-the-art 1.5 metre coater at the company's Elizabeth West site in Adelaide.

Fasson S2049 adhesive can be used for nearly all of your permanent VIP applications.

S2049 is a proven performer on recycled corrugated cardboard and other substrates where label adhesion is difficult. It can be applied at temperatures between -5C and +70C, after which it has a service temperature range of -40C to +70C. This means that S2049 can be used in many different environments, from hot and dry, to the moist chill of the refrigerator.

Another important benefit is that the ingredients of S2049 adhesive comply with Food and Drug Administration (FDA) 21CFR.175.105 recommendations for indirect food contact and Bg VV XIV recommendations for direct contact with dry and moist, non-fatty foodstuff.

Fasson-brand S2049 is a fail-safe option, designed to perform flawlessly every time, guaranteeing perfect traceability of VIP labels in the supply chain.

Avery Dennison also stocks a selection of Fasson VIP papers, all available with the supremely reliable S2049 adhesive. Trans-Therm is a new addition to the range—a matt-coated paper, specifically designed for high quality thermal transfer applications.

Trans-Therm is particularly suitable for harsh environments, like print-and-apply machines that operate at intermittent speeds, and for rotated bar codes. Applications include

logistics and transport, as well as identification and tracking labels, such as those used in offices, hospitals, libraries and retail environments.

Another popular Fasson VIP line is Direct-Therm 300LD, a white, woodfree paper with a thermo-sensitive coating. It is suitable for many short-term, dry applications and sells at an economical price point. This product is designed for use in thermal printing systems at print speeds up to 200mm per second (based on printer set-up).

A typical application for Direct-Therm 300LD is the printing of bar code labels, using in-store, price/weight equipment, for such items as fruit, vegetable and delicatessen goods. It is also ideal for short-term industrial applications like warehouse, logistics and address labelling.

This paper features a higher static sensitivity at a lower activation temperature, which gives improved optical density. Its lower dynamic sensitivity means that lower energy is required to activate imaging. This saves money because the direct thermal printing heads will last longer.

For more information phone 1300 369 984 or email [daniel.amato@ap.averydennison.com](mailto:daniel.amato@ap.averydennison.com)

## Rockwell Automation's signalling solutions loud and clear

Rockwell Automation has expanded its range of industrial signalling products with the introduction of the 855P panel-mount alarms and 855B round industrial beacons. By communicating machine status and emergency conditions, these new products improve operator and plant-floor safety, while helping reduce downtime.

The 855B and 855P families of beacons and panel-mount alarms expand the existing range of Allen-Bradley control tower stack lights providing users with a complete range of visual and audible solutions for any industrial application. IP65 enclosure-rated, these products can operate in the most demanding conditions, including wet, oily, dry or corrosive environments.

The Allen-Bradley 855P panel-mount alarms are available in four voltage levels: 12V AC/DC, 24V AC/DC, 120V AC, and 240V AC, and can be mounted in standard 22.5mm or 30mm cut-outs. For more information contact Ross Vaughn at Rockwell Automation (03) 9896 0300, email [rvaughan@ra.rockwell.com](mailto:rvaughan@ra.rockwell.com).

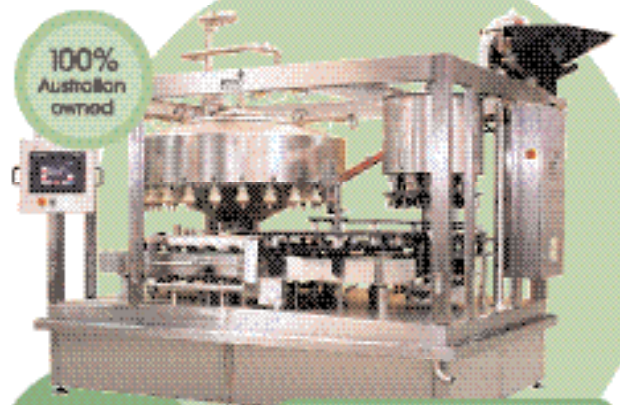


**The Allen-Bradley 855P panel-mount alarms and 855B round industrial beacons can operate in the most demanding conditions, including wet, oily, dry or corrosive environments.**

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As leaders in the self-adhesive labelling industry, the Avery Dennison team have met those demands head-on. Fasson brand S2049 permanent adhesive is specifically designed to handle the rigours of today's VIP labelling market. It is the standard adhesive used on all Fasson-brand Thermal Transfer, Direct Thermal and EDP materials, which are all produced locally on a state-of-the-art 1.5 metre coater at the company's Elizabeth West site in Adelaide.

Fasson S2049 adhesive can be used for nearly all of your permanent VIP applications. Why would you trust anything else, when there is no other adhesive on the market comparable to S2049.

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Fasson-brand S2049 is a fail-safe option-the only one you need, the adhesive you can trust to perform flawlessly every time, guaranteeing perfect traceability of VIP labels in the supply chain.

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