

Want to stand out from the crowd? The answer is *crystal clear!*



The ‘no label look’ provided by clear-on-clear pressure sensitive materials is a proven way of attracting people to a product—and its success is worldwide. Marketers have found that when they changed brand packaging to feature clear-on-clear labels, it resulted in higher sales of a variety of products—ranging from shampoos and conditioners to beverages, such as bottled waters and ready-to-drink (R2D) alcoholic lines. So if you want your product to stand out from the crowd, the answer is *crystal clear*.

At Avery Dennison, we are renowned for our expertise with clear-on-clear materials. We offer tailored solutions for any application in this high-growth premium market, through our Fasson® Specialty service.

STANDARD FASSON® CLEAR-ON-CLEAR PRODUCTS

PRODUCT

Polyglass TOP/BLP/PET30

2mil cl Bopp TC S2001 1m Pet

FACESTOCK

Polyglass TOP facestock is a 50 micron, crystal clear biaxially oriented polypropylene film. Its specifically designed top coating provides excellent ink anchorage that allows it to be printable by all printing methods including screen-print and hot-foil stamping.

2mil clear Bopp TC is an ultra clear top coated olefin film designed to provide the “no label look” on glass, clear and dark rigid plastic containers.



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ADHESIVES

S2001 is an acrylic emulsion adhesive, designed for dry film labelling where exceptional optical clarity is required. S2001 is the S4000 branding for USA.

BLP is the benchmark in clarity for clear-on-clear materials. It is a solvent acrylic adhesive that remains clear even when applied to slightly condensated bottles. This means it can be used for difficult beverage applications where, in the past, other adhesives may have become cloudy. BLP is also suitable in situations where the adhesive must withstand pasteurisation—such as in some beer applications (prior testing recommended).

Fasson® Prime Films Portfolio of labelling products has been engineered to give optimal performance, while providing that all-important shelf appeal we call *'the look'*. Combined with Avery Dennison's service programs — designed to save you time and expense — Fasson® Prime Films deliver the competitive edge you need to succeed.

For further information about the Fasson® Prime Films Portfolio, please contact your local Avery Dennison sales representative.

