

# Technical Textile Labels

White PET Label Stock with  
Heat-activated Adhesive

Preliminary Product Overview

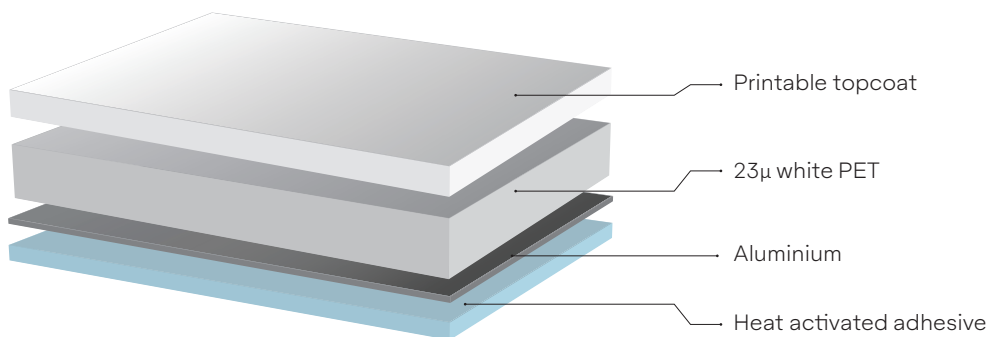


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## Permanent label bond, high opacity and printability

Automotive interior labels need to adhere to challenging substrates, withstand extreme temperature cycling, and resist daily wear and tear - while remaining legible for the lifetime of the vehicle.

Avery Dennison Hanita is developing a new multi-purpose label solution based on white PET film with heat-activated adhesive targeting substrates from PVC to textile. The 23 micron (1 mil) polyester base ensures good handling during processing, and together with aluminium metallization delivers excellent opacity to reduce the ink load required for printing and acts as a barrier against plasticizer migration. The printable topcoat can be optimized for any print method required.



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## Further options

- Wide range of printable topcoats for specific print systems
- Matte or gloss appearance
- With or without Aluminium metallization layer
- With or without heat-activated adhesive
- Dry or tacky heat-activated adhesive (with release liner)

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## Benefits

- **Multifunctional** - permanent label bond to a range of substrates
- **Good adhesion** - both initial bond and after weathering
- **Opaque** - high contrast printing with low white ink load
- **Good handling** - for easier processability
- **Excellent printability** - perfect compatibility to a chosen print method
- **High block of plasticizer migration** - prevents staining by PVC dye

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## Applications

- Automotive interior labeling for sun visors
- Dashboards
- Mirror cases
- Suitable for adhesion to PVC, ABS, PC, and some automotive textiles

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## Heat activation conditions

150-165°C, 300-329°F, 2-5 Bar pressure for 5 seconds.

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### About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company's products and solutions, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical, and retail applications; tags, labels and embellishments for apparel; and radio frequency identification (RFID) solutions serving retail apparel and other markets. The company employs approximately 36,000 employees in more than 50 countries. Reported sales in 2021 were \$8.4 billion. Learn more at [www.averydennison.com](http://www.averydennison.com).

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