

Technical Textile Labels

White PET Label Stock with
Heat-activated Adhesive

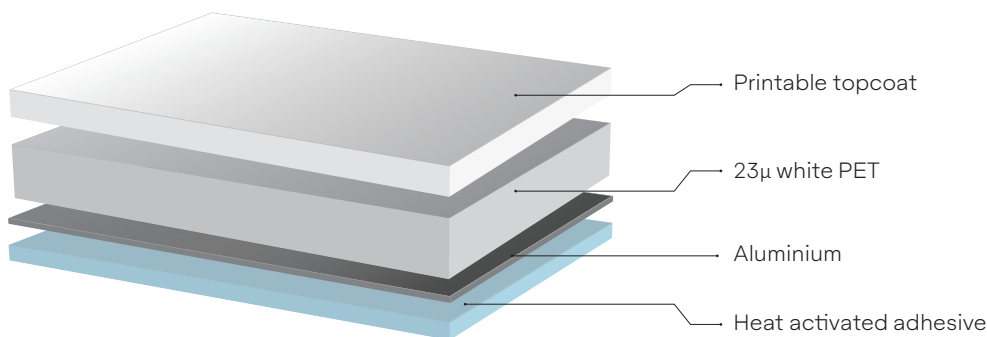
Preliminary Product Overview



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.



Further options

- Wide range of printable topcoats for specific print systems
- Matte or gloss appearance
- With or without heat-activated adhesive

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

Applications



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

Heat activation conditions

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

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, 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. Headquartered in Glendale, California, the company employed more than 32,000 employees in more than 50 countries in 2020. Reported sales in 2020 were \$7.0 billion.

Learn more at www.averydennison.com.

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