

# AO522

**DIG INDI GLOBAL MDO™  
TOP WHITE – S7000 –  
PET23**

A white, co-extruded film pre-optimized for printing in HP Indigo process combined with Avery Dennison ClearCut™ Adhesive Technology and PET liner.

## Key Features

DIG INDI Global MDO combined with the ClearCut™ adhesive S7000 provides substantial benefits for both label printers and brand owners:

### Thinner

- > The best choice of film combining thin and semisqueezable characteristics.
- > Thinner material => more labels on the roll => fewer changeovers & up to 50% savings on inventory and transportation space.
- > Driven by reduction in material this product offers benefits across key sustainability elements.

## Clearly

### Enhanced shelf appeal

- > White film with higher level of opacity for design enhancements.

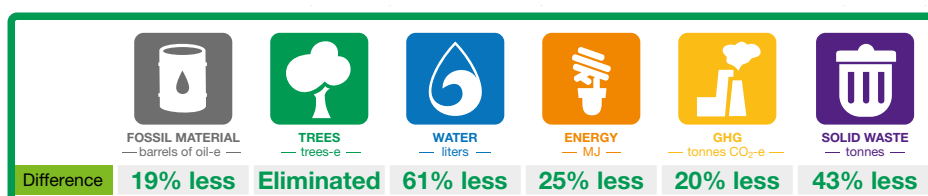
## Cleaner

- > More robust operating window, with ClearCut™ adhesive S7000, enabling high speed converting and dispensing.
- > Less downtime on dispensing equipment caused by significantly lower levels of adhesive build up.

**Approved by HP Indigo for use on the HP Indigo press**

## Comparative Avery Dennison™ Greenprint\* Results:

DIG INDI GLOBAL MDO TOP WHITE-S7000-PET23 (AO522) vs. DIG INDI PE85 TOP WHITE-S692N-BG40WH (AQ206)



## Facestock

A thin white machine direction oriented, semi-gloss polyolefin film with a specific topcoating for excellent transfer and anchorage of ElectroInk as used in the Indigo process.

Caliper	50 µm	ISO 534
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## Adhesive

A clear, general purpose permanent, acrylic adhesive.

## Liner

A clear polyester liner which is primarily designed for roll-to-roll, high-speed dispensing applications.

Basis Weight	32 g/m²	ISO 536
Caliper	23 µm	ISO 534

## Laminate

Total Caliper	88 µm±10%	ISO 534
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## Performance data

Initial Tack	10 N/25mm	FTM 9 Glass
Peel Adhesion 90°	6.5 N/25mm	FTM 2 St.St.
Min. Application Temp.	5 °C	
Service temperature	-20°C → +80°C	

## Adhesive Performance

S7000 exhibits a balance of release properties to enable high speed converting and dispensing on increasingly thinner substrates. Specifically designed to exhibit excellent wet out characteristics and water-whitening resistance.

## Applications and use

The product is used in a variety of labelling applications including home and personal care, food, beverage, when the advantages of digital printing: short runs, last minute changes, personalised layouts and fast turn-round full colour printing are required. Due to its flexibility the product is especially suitable for semisqueezable bottles and other semiflexible containers.

## Conversion & printing

The film has a machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross directional conformability. The topcoating ensures full transfer of ElectroInk in the one-shot transfer step in the HP Indigo press and related engines. The surface also provides excellent anchorage and improved rub resistance of ElectroInk based images. Care should be taken with the use of heat for drying or UV curing. Approved by HP Indigo for use on the HP Indigo press. It is recommended to overvarnish or overlamine the product to protect the print. As the liner is transparent, the applicator must detect the print itself or registration marks must be provided on either face or liner. Press stability is good with stable, consistent register during conversion. Flat bed performance is good while solid and magnetic rotary dies need additional care. (Die bearers must be adjusted to the polyester liner).

## Special Approvals

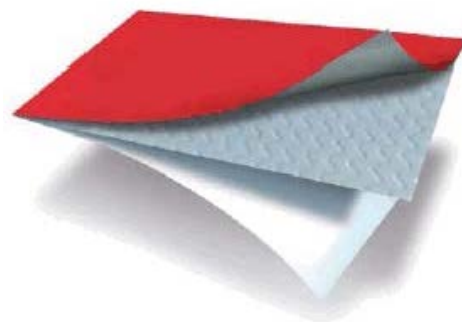
The adhesive complies with the European food directives and legislations, FDA 175.105 and the German recommendations XIV as published by BfR. BfR (Bundesinstitut für Risikobewertung) is the German Federal Institute for Risk Assessment.




## Shelf life

One year under storage conditions as defined by FINAT  
(20-25°C; 40-50%RH)

# AO522

## DIG INDI GLOBAL MDO TOP WHITE – S7000 – PET23



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S7000	
PET23	

"Avery Dennison"™ Greenprint methodology is a life cyclebased environmental performance assessment tool. It provides cradle to output gate plus end of life comparative assessment of materials used for the scenario described in this assessment. The results provide directional indication of improvement over an existing product and should not be interpreted as a product footprint data. Results may be displayed with several significant figures, but do not imply a corresponding level of precision. Supporting data is based on a combination of primary data when available and industry average information.  
N.B. : All data to be considered as typical values.

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## Warranty

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