

AM515

**Fasson ®
GLOBAL MDO CLEAR -
S7000-PET23**

**Inherently printable,
clear, co-extruded film
combined with Avery
Dennison ClearCut™
Adhesive Technology
and Pet liner.**



Key features

> Global MDO combined with the ClearCut™ adhesive S7000 provides substantial benefits for both label printers and brand owners.

> Thinner: The best choice of films 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.

> Clearer: Best in class non water whitening and wet out performance to enable No-Label-Look. 30% improvement in haze after over varnish.

> 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.

Comparative Avery Dennison™ Greenprint® Results:
Global MDO Clear-S7000-PET23 (AM515) vs. PC65 Clear-G692N-DG40W11 (AG103)



Facestock

A thin clear machine direction oriented, corona-treated semi-gloss polyolefin film.

Basis Weight	45 g/m ²	ISO 536
Caliper	50 µm	ISO 534

Adhesive

A clear, general purpose permanent, acrylic adhesive.

Liner

A clear polyester liner giving optimum smoothness to the adhesive layer.

This liner is 100% recyclable. Visit our website or send an email to linerrecycling@eu.averydennison.com for more information.

Basis Weight	32 g/m ²	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 to 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.

Significantly less adhesive bleed vs. Industry standard, which reduces downtime on press and dispensing equipment.

Applications and use

Designed for semi - conformable labeling across all application types, from food through to home and personal care and general purpose segments. Due to its flexibility the product is especially suitable for semi-squeezable bottles and other semi-flexible containers. To obtain a high gloss and clarity the label can be overvarnished.

Automatic application: The robust film liner allows for consistent, snap free, application on high speed lines.

Conversion & printing

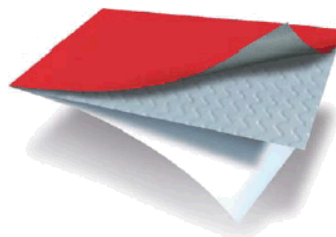
The film has a machine direction orientation (MDO) which offers exceptional dimensional stability and allows cross directional conformability .

The engineered print skin can be printed by conventional printing techniques including flexo, screen, offset, letterpress, silkscreen, gravure, and hot or cold foiling processes. UV, water-based and solvent-based inks can be used. On-press corona treatment is recommended for optimum ink adhesion. The face material is suitable for Thermal Transfer printing. Exact inks, foils and ribbons should be specified by your ink/foil/ribbon supplier. The material has excellent register properties especially when a high number of different colours are used.

In circumstances where high scuff resistance is required, overvarnish of the printed labels is advised.

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S7000

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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 1935/2004/EC and 10/2011/EC, 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)

All data to be considered as typical values and subject to change without prior notice. Further testing is always recommended.

If you would like to make a suggestion or comment on this datasheet, please send an email to datasheet.mgmt@eu.averydennison.com

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Warranty

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