



AM932

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

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

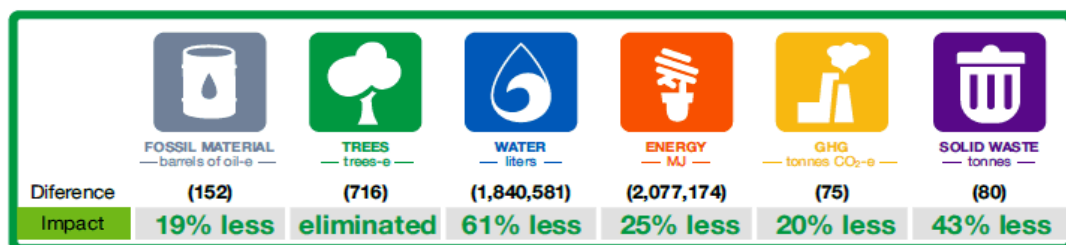
Key features

- > 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: 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.

Comparative Avery Dennison™ Greenprint* Results:

Global MDO White-S7000-PET23 (AM932) vs. PE85 White-S692N-BG40WH (AF185)



Facestock

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

Basis Weight	50 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	89 µm±10%	ISO 534
---------------	-----------	---------

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

Applications are predominantly in home and personal care. Due to its flexibility the product is especially suitable for semi-squeezable bottles and other semi-flexible containers. To obtain a high gloss 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 .

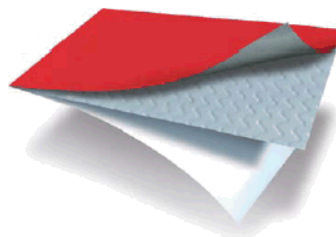
The engineered print skin can be printed by conventional printing techniques including flexo, screen, offset, letterpress, silkscreen, gravure, and hot or cold foiling processes. UV, water-based and solvent-based inks can be used. On-press corona treatment is recommended for optimum ink adhesion. The 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.

As the liner is transparent, the applicator must detect the print itself or registration marks must be provided on either face or

AM932

Fasson ® GLOBAL MDO WHITE - S7000- PET23



GLOBAL MDO WHITE

S7000

PET23

liner.

Press stability is good with stable, constant 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

Avery Dennison Materials Group Europe

Willem Einthovenstraat 11
2342 BH Oegstgeest
The Netherlands
+31 (0)85 000 2000

Warranty

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes.

Avery Dennison products are warranted to be free of defects in material or workmanship for a period of one year from the date of shipment. Should a defect be communicated to Avery Dennison within that time frame, Avery Dennison will evaluate and determine the existence of the defect and further decide, at its sole discretion, to either replace the defective product without charge or compensate it with a credit note in such amount as Avery Dennison deems reasonable. Avery Dennison shall have no responsibility beyond the replacement value of the defective product nor shall in any way be liable or responsible for consequential or incidental damages.



ANY OTHER WARRANTY, WHETHER EXPRESS OR IMPLIED, OR WHETHER OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR USE OR OTHERWISE, SHALL BE EXCLUDED. NO WAIVER, ALTERATION, ADDITION OR MODIFICATION OF THE FOREGOING CONDITIONS SHALL BE VALID UNLESS MADE IN WRITING AND SIGNED BY AN EXECUTIVE OFFICER OF AVERY DENNISON.

©2013 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.