



**AO377**

**Fasson ®**

**GLOBAL MDO TOP WHITE  
- S7000-PET23**

**A white, co-extruded  
film with best in  
class topcoat  
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.

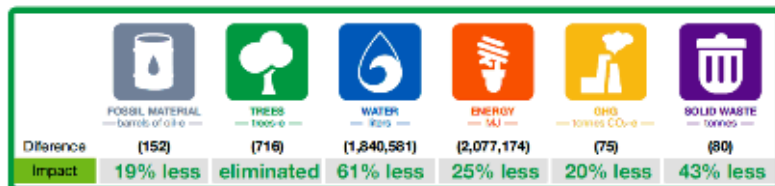
> Thinner: The best choice of films combining thin and semisqueezable characteristics. Thinner material -more labels on the roll-fewer changeovers & up to 50% savings on inventory and transportation space. Driven by reduction in material this product offers benefits across key sustainability elements.

> 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 Top White-S7000-PET23 (AO377) vs. PE85 Top White-S692N-BG40WH (AF186)



### Facestock

A thin white machine direction oriented, semi-gloss polyolefin film with a print-receptive topcoating.

Basis Weight	50 g/m <sup>2</sup>	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.

Basis Weight	32 g/m <sup>2</sup>	ISO 536
Caliper	23 µm	ISO 534

### Laminate

Total Caliper	89 µm±10%	ISO 534
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### Performance data

Initial Tack	9 N/25mm	FTM 9 Glass
Peel Adhesion 90°	5.5 N/25mm	FTM 2 St.St.
Min. Application Temp.	5 °C	
Service temperature	-40°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 modified acrylic based topcoating 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 not advised. 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.

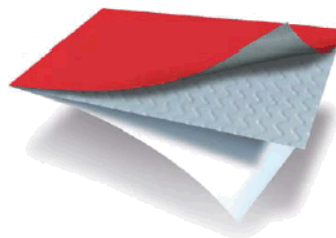
As the liner is transparent, the applicator must detect the print itself or registration marks must be provided on either face or liner.

Press stability is good with stable, consistent register during

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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

S7000 complies with European food regulation 1935/2004/EC, with the German Recommendation (BfR) XIV and FDA § 175.105. It also meets the demands of the limit values laid down in 10/2011/EU. In accordance with the requirements of relevant EU food regulations, the adhesive S7000 may safely stand in direct contact with dry and moist, such kind of fatty foodstuff which have a reduction factor of 4 according to EU Commission Regulation (No.) 10/2011. This is based on migration results from testing in olive oil as simulant. Furthermore, the seams (edges) of the label material may safely come into direct contact with all kinds of foodstuffs.

### 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. The actual front and liner used might influence adhesive values. 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](mailto:datasheet.mgmt@eu.averydennison.com)

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#### Warranty

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