FAST FACTS

- Iridescent films (red-to-green)
- Colours shift with viewing angle
- Suits many different substrates
- Constructions for various applications

APPLICATION AREA

Many applications benefit from the extra visual impact provided by iridescence. Colours that change with viewing angle provide a sure way of catching and keeping a consumer’s attention. The potential uses of iridescence include home & personal care (HPC), food, wine & spirits and beverage products – in fact, any application where shelf appeal is a top priority.

- Easily adapted to specific applications
- The iridescent film is standard offered with a permanent acrylic emulsion adhesive with direct food contact approval (dry, moist, non-fatty food)
- Standard clear permanent acrylic emulsion adhesive suits many labelling substrates including apolar
- Great UV resistance and weatherability
- Superior printing quality and optimal thickness to facilitate easy conversion/dispensing
- Available with a wide range of different face materials, adhesives and liners (via Mix & Match)
Our Products

Iridescent Labelling Materials

Good (meets core application state needs at competitive prices)
Differentiating Benefits
- Good temperature and heat resistance
- Good printability
- Good conversion and dispensing
- Attractive price positioning

AO195
Components
- Facestock: Iridescent WS RG/PP40
- Adhesive: S692N
- Liner: BG40WH

Better (meets more specific application state needs at a premium)
Differentiating Benefits
- Superior printing quality with all conventional printing technologies (incl. cold foil stamping)
- Lower thickness provides improved price positioning

AO385
Components
- Facestock: PP30 Top Clear/Irid WS RG
- Adhesive: S692N
- Liner: BG40WH

Best (meets highly specific application state needs at a significant premium – may not exist in all application states)
Differentiating Benefits
- Superior printing quality with all conventional printing technologies (incl. cold foil stamping)
- Optimal thickness for conversion and dispensing

AP395
Components
- Facestock: PP30 Top Clear/Irid WS RG
- Adhesive: S692N
- Liner: BG40WH

Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate product overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

Service
- Minimum order quantity 1000m²
- All products are available on 1-metre width
- Products available via the Mix & Match service

Order Your Sample Today
Please contact your local Avery Dennison sales representative for further information. A4 samples are available on request to facilitate pre-testing in your specific application. In case of more specific requests a technical specialist can help you to determine which existing or tailor made product will be the optimal solution for your needs.

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.