

Brand Embellishments

Avery Dennison® Agility™ Heat Transfers

Elevating Brands and Accelerating Performance
Throughout the Global Retail Supply Chain



Elevate brands through innovative embellishment and identification solutions that enable designers, improve manufacturing quality and efficiency, and increase consumer appeal and perceived value.

Avery Dennison® Agility™ (AG) Heat Transfers offer excellent stretch and recovery combined with innovative and creative decorative effects. Available in Cut Singles and Roll to Roll formats, offering flexibility and production efficiency. Applied at a wide range of temperatures, including low temperatures for heat-sensitive fabrics, AG is the transfer of choice for a broad range of fabrics. This versatile family of heat transfers also includes Agility High Definition, Agility Reflective and Agility Stretchable Blocking Black transfers.

Features and Benefits:

- A versatile heat transfer for application on a broad range of fabrics
- Great stretch and recovery
- A wide range of additional innovative and special effects for brand recognition and reinforcement
- Lower temperature application reduces risk of heat marks on temperature-sensitive fabrics
- Uses water-based technology to help protect the environment
- Soft hand feel provides maximum comfort
- Available in both cut single and roll to roll format

Key Information:

- **Product Applications:** embellishments, main labels, integrated labels, care and content neck labels, brand security labels and waistband labels
- Meets Oeko-Tex 100 Class 1 and all known major customer restricted substance requirements
- Wash Resistance: up to 60°C / 140°F

Applicable Garment Categories:

Primary Application

- Performance

Secondary Application

- Jeans and other bottoms
- Graphic tees
- Infant wear
- Intimates, undergarments and hosiery
- Dresses and tailoring
- Footwear
- Home décor

For full technical details please see reverse.



Retail Branding and
Information Solutions

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Agility Heat Transfers Technical Information

PRODUCT REFERENCE					
Colors	Unlimited (mainly 1–3 colors)				
Design	5 pt. (Note: Type and boldness may affect minimum font size). Minimum line weight: 0.26 mm				
Handle	Soft hand				
Release Characteristics	Hot to cold release				
Finishing	Cut singles and rolls				
TYPICAL APPLICATION PARAMETERS					
	CUT - Heat Sensitive Fabrics (i.e. Polyester, Lycra/ Spandex, Nylon)	CUT - Heat Tolerant Fabrics (i.e. Cotton, Cotton Blends)	ROLLS	AGSBB CUT	AGSBB ROLLS
Temperature	140°-160°C (284°-320°F)	150°-170°C (300°-340°F)	150°-180°C (302°-356°F)	130°-160°C (265°-320°F)	130°-160°C (265°-320°F)
Dwell Time	8-12 seconds**	6-10 seconds**	3-5 seconds	8-15 seconds	5-12 seconds
Applied Pressure	1.5kg/cm² (21 psi)	1.5kg/cm² (21 psi)	1.5-4 kg/cm² 21-57 psi	1.5-2.0 kg/cm² 21-28 psi	1.5-4 kg/cm² 21-57 psi
Start Point	140°C 8 sec 1.5 kg/cm²	160°C 8 sec 1.5 kg/cm²	160°C 4 sec 4 kg/cm²	140°C 10 sec 1.5 kg/cm²	150°C 8 sec 3 kg/cm²
PERFORMANCE CHARACTERISTICS					
Wash Durability (typical):	Domestic Wash Up to 40°C /104°F (50 washes); 60°C/140°F (5 washes)				
Dry Clean	Yes				
Ironing	Light ironing maximum 140°C/285°F (keeping the iron in motion). For higher temperatures, iron on reverse.				
Stretch	Excellent stretch and recovery. (Over 80% stretch over image size)				
Other	Color fastness to chlorine and seawater				
TYPICAL FABRICS					
Most Suitable	Cotton, cotton blends, polyester, polyester blends, polyester/span- dex, polyamide, polyam- ide/polyester, polyamide/ polyester blends		★★★		
Suitable	Nylon, ribbed		★★		
Least Suitable	Knits, coated fabrics, fleece		★		
STORAGE					
Storage Conditions	Do not expose to direct heat, sunlight or high humidity. Temperature Humidity Shelf Life 41°–86°F / 5°–30°C Relative humidity of 60% or lower one year (in correct conditions)				
ADDITIONAL INFORMATION					
Accreditations	Oeko-Tex 100 Class 1, Avery Dennison Restricted Substance List (RSL)				
Manufacturing Locations	Asia, Americas, Europe				

When bonding heat transfers, the lower the temperature setting, the longer the dwell time is required for sufficient adhesion to most fabrics. The inverse is also true. To avoid scarring of heat sensitive fabrics, use lighter pressure setting and lower temperature while lengthening the dwell time. Always test each fabric thoroughly prior to bulk production.

Roll to Roll Heat Transfers are limited in size due to the method of application and the application equipment. Typical maximum size is 3" x 3" (75 mm x 75 mm)

The information contained herein is believed to be reliable but Avery Dennison makes no representations concerning the accuracy or correctness of the data. This product, like any other should be tested by the customer/user thoroughly under end user conditions to ensure the product meets the particular requirements. Independent results may vary.

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Avery Dennison liability is limited to the replacement value of defective transfers. In no event shall Avery Dennison be held liable for consequential, indirect or incidental damages. Products, information and specifications are subject to change without notice.

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