

Fasson™ PRIMAX® & FasClear® 300

HELP YOUR BOTTOM LINE WITH THE **MDO** ADVANTAGE

Fasson™ PRIMAX⁰ (white) & **FasClear⁰** (clear) polyolefin film facestocks are the proven ultimate labelling films to help your bottom line. These proprietary, exclusive films – specially manufactured for labelling applications by Avery Dennison – feature a patented multi-layer construction which, together with the unique **MACHINE DIRECTION ORIENTATION (MDO)** process used in their manufacture, enables them to fulfil the most stringent requirements of both label converter and end user.

DRIVE DOWN COST WITHOUT SACRIFICING PERFORMANCE

The next generation **PRIMAX⁰ 300 & FasClear⁰ 300** films now provide the same exceptional performance characteristics at a new economical price point, **and at a lower total cost per label as compared to conventional PE's**, thus providing an opportunity for the rationalisation of your inventory.

For the end-user these new films will undoubtedly provide new package decorating options: they deliver top print quality, high speed dispensing and superb on-pack appearance – especially in “no label” look applications.

- **LAYER 1** The ‘print skin’ – formulated to give the best possible ink anchorage on corona treated material.
- **LAYER 2** The material core – its unique mix of polyolefin materials optimises die-cutting and dispensing.
- **LAYER 3** The ‘adhesive skin’ – formulated for optimal anchorage of the adhesive.

The caliper of the film at 75 microns, enhances label ‘blend’ into the substrate, and at the same time meets environmental requirements for reduced overall packaging weight. It also means more labels per reel – and so longer runs between reel changes for both converters and end-users.

Fasson™ PRIMAX⁰ & FasClear⁰ films are specifically formulated, three layer co-extrusions that are uniquely mono-oriented in the machine direction – a combination that delivers a number of benefits for both converter and end-user:

- No stretch in the machine direction has been engineered to provide:
 - tight register print
 - faster press performance
 - reliable and accurate die-cutting

- optimal automatic label dispensing
- Cross directional conformability is ideal for squeezable containers or compound curves
- The matte finish blends almost imperceptibly into a variety of substrates to create the impression of direct printing onto the container – the ‘no label’ look, especially on coloured HDPE & PP containers. FasClear® is a ‘frosty’ clear film with good ‘contact clarity’
- **These films are very versatile. Through use of varnish, PRIMAX^Ø & FasClear^Ø films can produce a high gloss or matte finish as required. This provides an opportunity to simplify inventory**
- Co-extrusion gives an extremely smooth print surface, for crisp, high-impact graphics, using most print technologies, either on their own or in combination
- Full recyclability with polyolefin based containers, in line with environmental requirements
- Reduced heat sensitivity, thanks to heat annealing during production, makes the films ideal for use on freshly blow-moulded containers
- Excellent oil & detergent resistance – perfect for labelling motor oils, skin creams, lotions, shampoos, liquid soaps, etc.
- Crisp bar codes and variable information texts can be achieved with thermal transfer overprinting

STANDARD PRODUCT COMBINATIONS

Permanent Adhesive: **S692N – Avery Dennison’s global filmic permanent adhesive with a proven track record**

Removable Adhesive: **SR2 – Avery Dennison’s new and improved removable filmic adhesive with the following benefits:**

- clean removability from major substrates
- excellent converting with low bleed
- excellent low temperature performance