

Prime Paper & VI

Labels + Packaging
Product and
Technical Guide
North America



Since 1935, Avery Dennison has been making pressure-sensitive paper labels. Today, we offer the most comprehensive selection of paper materials available. This guide will walk you through the advantages of our prime paper and variable information products and help you choose the right product for your next application.

Why use paper labels?

Broad Application

Paper labels are functionally versatile across multiple end use applications, allowing you to optimize press time with longer runs and fewer material changeovers.

Sustainable Advantage

Paper comes from trees, a renewable resource, and is easily recycled or composted. A majority of the paper products we offer are FSC-Certified, meaning the wood fiber was harvested from responsibly managed forests.

Finish Variety

Paper enables you to add varnishes or laminates, providing the desired performance and shelf-appeal to differentiate your label. With the right aesthetic, texture and functional finish, paper is transformed, sculpting your brand's story.

Economic Solution

As a natural and renewable resource, paper provides all the advantages of pressure-sensitive labels without the additional cost of many synthetic products.



Sustainable Solutions

Many of our paper products are part of the Sustainable Advantage Portfolio, making it easy for brand owners to reduce their environmental impact without sacrificing performance.



Responsibly Sourced: More than 95% of our paper is FSC-certified, coming from responsibly managed forests.



Contains Recycled/Renewable Content: We encourage circularity and sustainable sourcing through raw materials made with post consumer waste (PCW) and renewable content.



Reduction in the use of materials: Increase productivity, reduce costs, save on warehouse and freight space, and reduce paper consumption with our Eco Portfolio of products.

Paper Properties

The following paper properties determine the overall performance, strength, and visual characteristics of the label. Knowing the label’s journey from press to application through end-of-life determines which features are critical for your product.

Basics



Weight & thickness of base paper	The combination of weight and thickness impacts the stiffness and density of the paper. Impacting the converting, dispensing, and printing of the paper.
Tensile & tear resistance	Paper strength enables converting and longevity on product
Wet Strength	Increased wet strength reduces the likelihood of tearing or breaking despite the presence of moisture.
Stiffness	A measure of facestock flexibility and conformability. Important for labeling small diameter or irregularly shaped substrates.

Aesthetics



Opacity	The degree to which light can pass through the material. A higher opacity masks more of the color or content behind the label.
Whiteness and brightness	Brighter papers enhance contrast between black and warm tones.
Gloss level, roughness and smoothness	The luster and texture of the facestock: matte to highly glossy luster. Smoothness enhances print quality with uniform ink coverage. Uncoated sheets have more smudge resistance.
Variable Information readability	Contrast between sheet and imaging enables clear barcode readability

Categories



Prime Paper	Our go-to products for general purpose applications to deliver strong brand messaging.
Variable Information (VI)	For products with frequently changing information, including weigh scale, logistics, and ecommerce.

Prime Paper

Know your application



Food



Home and Personal Care

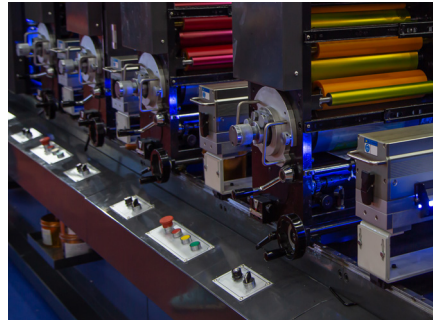


Beverage



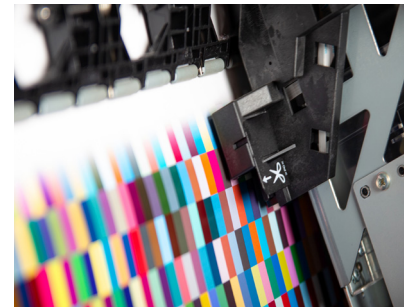
General Purpose Labeling

Choose your print method



Analog Printing

- Flexographic
- Offset / Lithography
- Screen
- Combination



Digital Printing

- Electrophotography
- Laser / Toners
- Inkjet



Inkjet Printing

We offer a portfolio of Inkjet products specially top-coated for water-based and UV-curable ink printing. Finishes range from matte, to semi-gloss, to high gloss.

Browse our selection of Prime Paper facestocks

Prime papers perform well with a myriad of print technologies and applications, optimizing press efficiency through long runs and reduced changeovers.



High Gloss



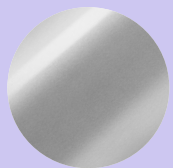
Semi-Gloss



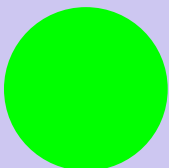
Matte Litho



Dairy Print



Metallic



Fluorescent

Gloss

Gloss labels are coated paper with a luster or mirror like finish which produce a professional, high-quality label. We offer a variety of gloss finishes including high gloss, semi-gloss and cast gloss.

Matte Litho

With excellent readability, this smooth, matte-finished paper gives your brand a sophisticated and professional look.

Dairy Print

Dairy print paper provides additional wet strength and water wicking properties to withstand the high-moisture environments associated with chilled dairy products when paired with C4510.

Metallized & Fluorescent

Eye catching papers that add a new dimension to your brand. Fluorescents are offered in red, orange, chartreuse, green, and pink. Metallized papers offer a dull or bright appearance.

Variable Information (VI)

Know your application



Transport & Logistics



Food & Grocery



Retail & weigh scale



Office & Administrative

Choose the right technology

Variable information printing allows you to customize each order or label. The print technologies vary in permanence, environmental resistance, and printer maintenance.



Direct Thermal (DT)

A heated print head activates the coating on the paper producing a temporary black image, servicing the functional lifespan of the product.



Thermal Transfer (TT)

The ink from a print ribbon is melted onto the substrate, creating a permanent image.



Laser (Dry Toner)

Electrostatic charge attracts the dry toner to specific print areas. The toner is then melted into the paper creating a permanent image.







Browse our selection of Variable Information facestocks

Direct Thermal Paper

We offer a broad range of direct thermal papers including DT 200GP, with high thermal sensitivity and a topcoat for abrasion resistance, DT 200TL, our newly launched transportation and logistics grade, DT 300LD, ideal for dry applications and industrial use, DT BOPP, a filmic face for the toughest environments, and more.

Product	Density	Environmental Durability	Transport & Logistics		Retail & Weigh Scale		Food & Grocery	
			Logistics	Industrial Tote	Ecommerce	Weigh Scale	Meat Packing	Prescription
DT 200GP	Good	Good	X	X	X	X		
DT 200TL	Better	Good	X		X			
DT 300LD	Better	Good	X		X	X		
DT 200HD	Best	Best				X	X	
DT 200HDRX	Best	Best						X
DT 300IR/NIR	Best	Good	X					
DT BOPP	Best	Best		X			X	

*Fit for use testing is recommended for all applications

	Good		Good
	Better		Better
	Best		Best

Featured Sustainable Solutions

DT Eco

Specially designed for more labels per roll, providing an increase in efficiency, sustainability, and cost savings throughout the value chain. DT Eco is a 2.1 mil, non-topcoated, FSC®-certified facestock, married to S1550 and a 25#SCK liner.

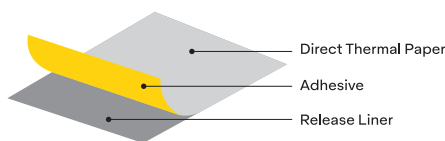
rDT

The rDT portfolio consists of non-topcoated and topcoated FSC-certified direct thermal papers containing 15% recycled content. rDT offers the same direct thermal printability and barcode readability for direct adoption into your application.

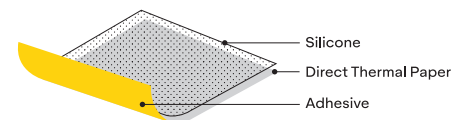
DT Linerless

Our DT Linerless portfolio has been purposefully designed using emulsion acrylic adhesives, enabling and advancing adoption in weigh scale and logistics. Thirty-two percent thinner, with up to 50 percent more labels per roll, our Direct Thermal Linerless solution offers converters greater operational ease and efficiency.

Typical Construction



VI Linerless Construction



Browse our selection of VI facestocks

Thermal Transfer Papers

TT papers enable vibrant print clarity and reliability. With an appropriately matched paper and print ribbon, customers can create labels that are heat, moisture, and smudge resistant.

TTC

Ideal for warehousing and logistics, TTC is a 2.8M coated facestock with premium barcode printing for medium to high speed printers (10-12 ips). Offered with general purpose, all temperature, and hotmelt adhesives to meet your application needs.

TTC Eco

A 2.1M FSC®-certified, top-coated TT label with 1.5 mil SCK liner. With 33% more labels per roll this product offers reduced cost, increased productivity and improved sustainability.



Laser Papers

Laser papers are designed for high quality barcode and graphics printing. The uncoated paper provides excellent toner anchorage, creating clean, sharp lines. The facestock's high strength makes matrix stripping easy. Pair with layflat liner for sheeted and write-on applications such as inspection labels.



Adhesive Pairing

With over 85 years of global materials science experience, we engineer and manufacture high performing adhesives to meet your unique paper labeling needs.

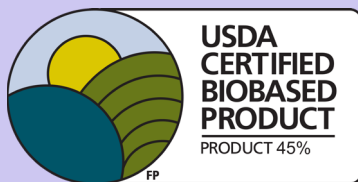
Emulsion Adhesive - AT2550 | S2550 | S1550

Designed for broad performance and clean converting, emulsions have an excellent bond to a variety of substrates including recycled corrugate, across a wide temperature range. Our TrueCut™ Adhesives are all FDA indirect food contact approved, making them a great choice for grocery applications and widely used in logistics, beverage, and personal care segments.

AT2550 meets the testing criteria of the Tag and Label Manufacturing Industry (TLMI) Recycling Compatible Adhesive LRP-2 Lab Test Protocol, ensuring that AT2550 may be fully recycled on paper packaging at the label's end life.

Removable - R5195 | R5423

Need to cleanly remove your label? Removable adhesives are designed for either short-term repositionability or long-term removability. Promoting use, reuse, or recycling of the package, removables are commonly used for retail point-of-sale, promotions, logistics sorting, and shelf tags.



Hot Melt - C4500 | C4510

Hot melt adhesives are rubber based adhesives featuring broad application temperatures, high initial tack, and strong long-term adhesion. Our C4500 & C4510 hot melts are made with up to 45% renewable content and C4500 is a **USDA Certified BioPreferred** product. With FDA Indirect food contact approval, our hot melt products are perfect for food and grocery applications.

Liner Selection

The liner serves as a label carrier for converting, printing, and dispensing. The liner provides a base for die-cutting, controls release properties, and plays an important role in the layflat characteristics of a label.

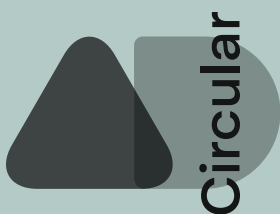


Paper Liner

Paper Liners support roll-to-roll, perforated, sheeted, and fan-folded labeling. We offer 40#SCK, 50# SCK, reduced caliper 1.7M SCK and layflat (LF) liners.

PET Liner

Supports higher speed die-cutting, stripping and dispensing, reduced web breaks, and more labels per roll compared to paper liner. 1.2M PET is a great option commonly paired with paper facestocks.



We are proud to offer AD Circular, connecting you with recycling providers nearby who can evaluate your entire waste stream, focusing on cost-effective solutions for liner recycling or matrix landfill diversion.

Let's imagine the possibilities together

All great solutions begin with a conversation.
We're here to talk whenever you're ready.
Reach us at label.averydennison.com.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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