

# PET liners

A simple route to increase productivity and reduce waste

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The drive towards high-speed labelling is resulting in the highest ever demand for filmic liners. A filmic liner offers substantial benefits to brand-owners. It can enhance both productivity and waste reduction with reduced line downtime and more recycling opportunities. We have an extensive range of high quality labelling materials to support reliable and fast labelling applications.

## Why PET liners?

Polyethylene terephthalate (PET) liners deliver a more robust platform than other liner technologies. They are a versatile and future-proof choice, offering a wide application range, many adhesive options and a choice of face materials (paper, film, thermal and foil). PET liners also support most print embellishments (stamping, embossing and foiling).

PET is a thoroughly proven liner technology, used by Avery Dennison since the 1990s, and the benefits during high speed conversion and dispensing are outstanding.

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Better for productivity and shelf-appeal\*

- ▶ Uniform and consistent performance at higher dispensing speeds
- ▶ Elimination of web breaks - including wet conditions
- ▶ Significant reduction of paper dust on packaging lines
- ▶ Enhanced visual appeal on the shelf

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Better for sustainability\*

- ▶ Less liner waste, with the thinnest filmic liner currently in the market (23 microns)
- ▶ Reduced transportation costs, thanks to more labels on each reel
- ▶ PET liner recycling options available

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Better for label converters

- ▶ Excellent registration under various printing conditions and hot foil stamping
- ▶ Fast die-cutting, with fewer liner breaks (including complex label shapes)
- ▶ Improved lay-flatness, with reduced hang and curl
- ▶ Superior embossing characteristics

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Product portfolio

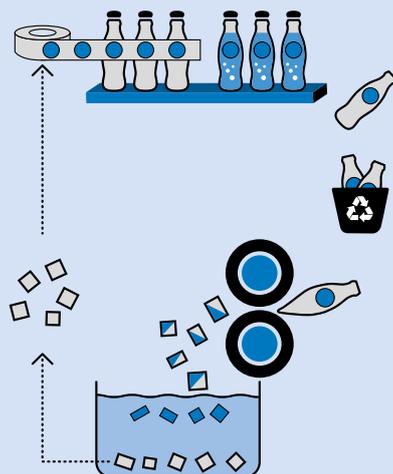
Your favourite products are also available with Avery Dennison PET23 liner technology. It means you can access a complete family of products, including the most popular paper, VIP, film, and wine facestocks.

- ▶ Semi-gloss and high-gloss papers
- ▶ Direct thermal printing papers
- ▶ PPs, PEs and Global MDO
- ▶ Wine and spirits specialties

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rPET (recycled PET liners)

Avery Dennison has recently introduced rPET23 liner made partially from Post Consumer Waste (PCW) PET bottle flakes content.



Remember that PET liners also offer better thermal stability vs. PP liners, so there is no liner elongation with on-press UV curing stations.

Full technical support is available to ensure a smooth transition to PET liners, and to make sure that you get the application right first time - with all of the accompanying efficiency gains.

Talk to your Avery Dennison sales representative about how (r)PET liners can improve performance with current and future applications.

\* Compared with glassine liner products

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](http://label.averydennison.eu) or contact your local Avery Dennison sales representative.

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