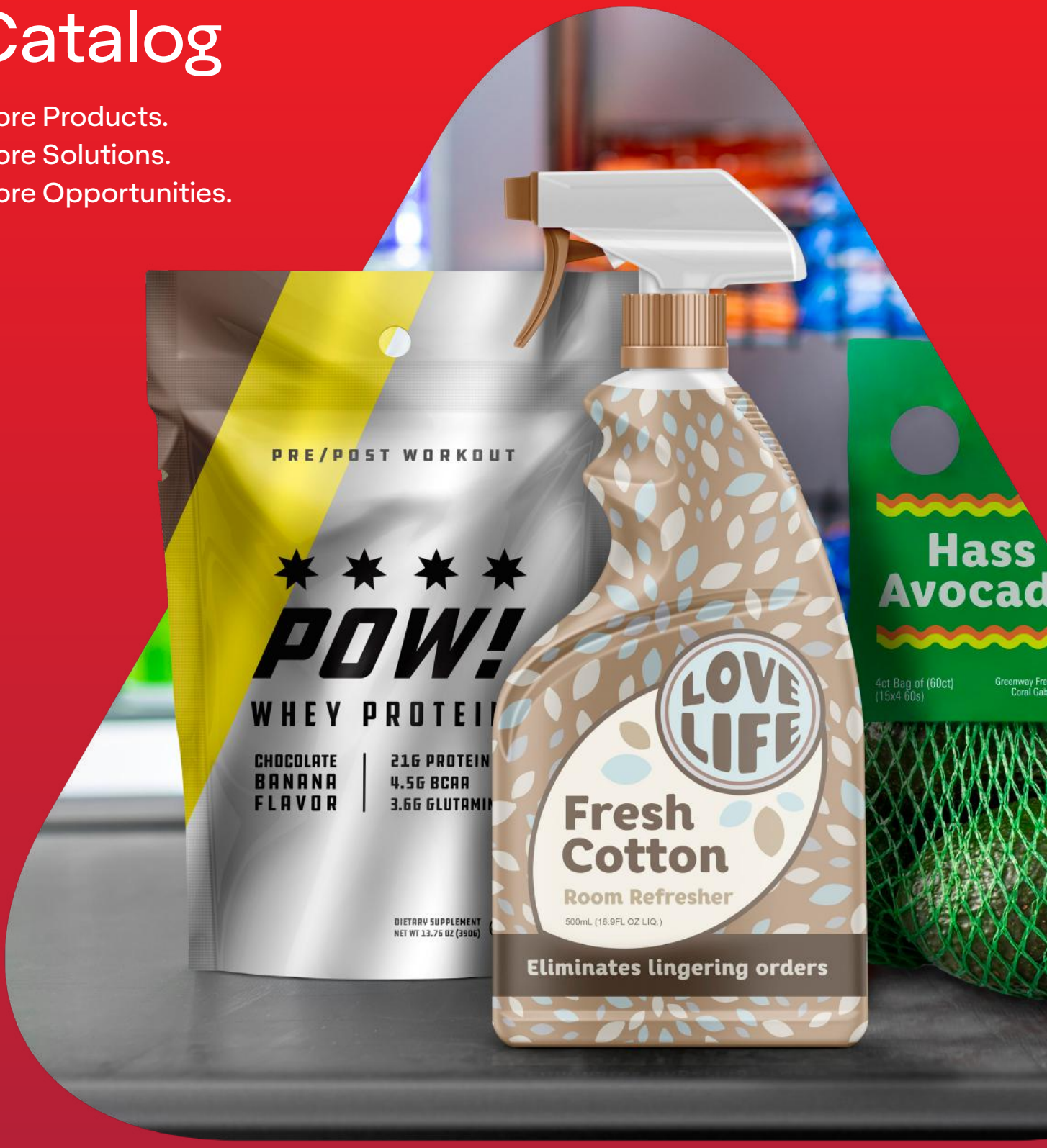
Rapid-Roll® Catalog

More Products.
More Solutions.
More Opportunities.



AVERY DENNISON

Avery Dennison strives to be your trusted advisor, providing excellent service, convenience, and support for growth beyond your pressure-sensitive needs. In addition to our vast offering of pressure-sensitive materials, we offer a wide variety of non-adhesive paper, film, flexible packaging, and shrink sleeves through Rapid-Roll®. We help you manage your inventory, reduce complexity, ensure continuity of supply and avoid carrying costs by providing low volumes of materials available for small, quick production runs. Rapid-Roll® enables low-risk entry to new markets and takes service to the next level.

We've got it, when you need it. More products - over 350 non-pressure sensitive stock materials in the lowest quantities available. More solutions - helps you meet more of your customer's needs. More opportunities for you to grow your business.



Over 350
stock products



Slit-and-ship
press-ready rolls

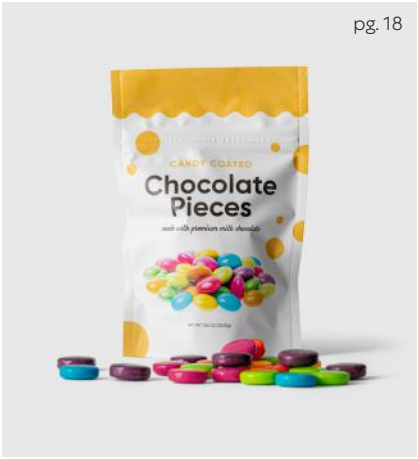


Same-day or next-day
shipping for 90% of orders



Short run, low MOQs
(as low as one 5" slit roll x 5,000 ft)

pg. 18



Discover how you can grow your business beyond pressure-sensitive with products from our Rapid-Roll® portfolio.

Flexible Packaging

Paper Laminations 11

Cosmetic and Snack Web 12

ChemControl 14

StickPak™ 16

Stand Up Pouch 17

Heat Shrink Sleeve

Shrink Sleeve 23

Paper (Non Pressure-Sensitive)

Uncoated Paper & Tags 29

Coated Paper & Tags 31

Coated Board 33

Direct Thermal 35

Thermal Transfer 37

Film (Non Pressure-Sensitive)

High Strength Film 41

Prime Print Film 43

Miscellaneous Film 44

Static Cling 45

Overlaminates 46

Release Liners 47



Sustainability

Avery Dennison is committed to reaching our sustainability goals by the year 2030. Our 2030 sustainability goals complement and live alongside our 2025 sustainability goals. Our 2030 sustainability goals were developed based on careful analysis of what is most important for our business and stakeholders, covering the areas where we can, and should, make the greatest difference. Striving to meet our new goals will be the greatest test yet of our capacity to innovate and an invaluable opportunity to position our business for lasting success.

Our 2030 sustainability goals align with seven of the United Nations Sustainable Development Goals (SDGs). A framework adopted by 193 countries, the SDGs have become a common standard for governments, the private sector and civil society to track progress toward sustainability.

Deliver innovations that advance the circular economy

- 100% of Core Film and Paper Product Categories will contain recycled or renewable content. All of our regions will have labels that enable circularity of plastics.
- Continued investment and industry collaboration to provide the industry with recycling outlets globally.
- Expand the adoption of Intelligent Labeling to enable our industries to communicate data, reducing costs and waste, and creating smarter recycling processes.

Reduce our environmental impact in our operations and supply chain

- Reduce our Scope 1 and 2 GHG emissions by 70% from our 2015 baseline and work with our supply chain to reduce our 2018 baseline Scope 3 GHG emissions by 30% - with an ambition of net zero by 2050.
- Source 100% of paper fiber from certified sources focused on a deforestation-free future.
- Divert 95% of our waste away from landfills, with a minimum of 80% of our waste recycled and the remainder either reused, composted, or sent to energy recovery
- Deliver a 15% increase in water efficiency at our sites that are located in high or extremely high risk countries as identifiedin the WRI Aqueduct Tool.
- Engage 80% of our spend of LGM's direct suppliers on their environmental and social policies including water, human rights, fair business, forestry, etc.

Make a positive impact by enhancing the livelihoods of our employees and communities

- Foster an engaged team and an inclusive workplace.
- Drive employee participation in ADF grants and foster the well-being of the communities in which we and our supply chain operate.

We at Avery Dennison hold ourselves to a high standard in our approach to sustainability. Our Sustainable ADvantage™ Portfolio includes products that use less material, are made from recycled content, enable recycling, or are responsibly sourced or provide further methods of improving environmental impact. This portfolio of products and solutions was designed to enable our customers to use fewer natural resources, cut carbon emissions, reduce waste and build towards a low-carbon, circular economy.

We are proud to work with supplier partners who have the same standards and like-minded approach to sourcing sustainable materials. These partners have chosen their own criteria for sustainability which they validate their products against. We are excited to include these materials as a part of our Rapid-Roll® portfolio.

To learn more about Sustainable ADvantage™, visit **label.averydennison.com/sustainability**

= Sustainable ADvantage™ Portfolio

Flexible Packaging





MATERIALS **Ranch Packet** → B4986 | 25# PPFP FSC® W/SURLYN
Snack Mix → 79934 | Clear Multi-ply SUP 360 HB EXACT™

Why Choose Flexible Packaging

Are your business goals aligned with the flexible packaging trend? They should be.

The acceleration of eCommerce and increased use of single-serve and stand-up pouches in recent years has had a direct, positive effect on the growth of the flexible packaging market. Today, the format accounts for 19% of the $170 billion US packaging industry. Globally, flexible packaging is expected to grow at a 4.6% CAGR from 2021 through 2025, according to Research and Markets. Meanwhile, 50% of packaging industry insiders polled in the Flexible Packaging Association's (FPA) recent "Pulse of the Industry" survey say they expect higher levels of flexible packaging use in the future.



Flexible packaging meets consumers' needs

It's easy to understand why the industry expects this growth. Simply put, flexible packaging checks many of the boxes related to consumer needs and behaviors.

In a time of heightened awareness of food and product safety, flexible packaging is viewed as a safer way to package and ship items. According to the FPA, the format can help increase the shelf life of food, giving consumers greater confidence in the products they buy.

It's also a sustainable format. Flexible packaging uses fewer natural resources, less energy in manufacturing, and emits less greenhouse gas compared to other packaging formats, according to the FPA. Its lighter weight and higher product-to-package ratio save money and cut greenhouse emissions related to shipping. Flexible packaging structures can also include PCR and/or bio-based resins, contributing to the circular economy. The industry continues to move towards supporting many sustainable options, and the means to process post flexible packaging products.



Moving the needle on recyclability

The latest generation of flexible packaging products also includes a growing number of recyclable options, including those certified for How2Recycle labeling. Work is being done, meanwhile, to ensure the recycling infrastructure will allow the processing of these materials. Part of this effort involves consumer education and the removal of the barriers that prevent the recycling of eligible film products.

Highlights of the Avery Dennison Rapid-Roll flexible packaging portfolio

This updated edition of our Rapid-Roll® Catalog includes our most innovative and sustainable flexible packaging solutions yet.

- Our updated cosmetic web offering provides improved sealing, enhanced barrier performance, and a wider temperature range for form/fill/seal. It's available with standard and high-barrier films.
- We've increased our use of films with 90% PCR content. Recent innovation ensures this recycled material provides both high levels of barrier performance and an excellent print surface for greater shelf appeal.
- We're also using more FSC paper in our paper flexible packaging offerings. Paper is ideal for applications such as dry goods, seasonings, spices, and some condiments.

This is a great time to align your business with the flexible packaging trend, and you can count on the Avery Dennison Rapid-Roll® catalog for solutions driven by current and future consumer needs. We're committed to bringing you products that offer high performance, great visual appeal, and cutting-edge sustainability, all at a competitive price point.



Flexible Packaging

The Rapid-Roll® FlexPak™ Portfolio provides packaging solutions for on-the-go convenience and single-use portions. The portfolio features both film-faced and paper-faced pouch materials in single and multi-ply lamination combinations. All constructions feature high-impact graphic capability for maximum branding and shelf appeal.

Portfolio Characteristics

–Rapid-Roll® FlexPak™ Portfolio features both film-faced and paper-faced pouch materials
–High-barrier sealant films keep contents safe inside
–Select from single-ply or multi-ply lamination combinations to best fit your needs
–New Stand Up Pouch laminations featuring 3 mil sealant films and PET facestocks
–Great for direct form, fill and seal, as well as pre-made pouches
–Converting and co-packer education and testing available
–High-impact graphic capability for maximum branding and shelf appeal

Applications

–Food & beverage
–Health & beauty
–Nutraceutical
–Industrial





Paper Laminations

Paper flexible packaging laminations offer excellent stiffness for dry goods like condiments and other dry mixes. The dead fold characteristics of foil and paper give these structures optimal performance for shelf distribution. The same surface printing method can be used on all paper laminations for narrow web opportunities, allowing for growth in this arena. Paper is also the closest flexible packaging offering to all wide web production.

Features & Benefits
- –Stiffness
- –Versatility of print method
- –Excellent dead fold

Applications
- –Dry Goods
- –Spices
- –Seasonings
- –Condiments

Spec#	Product Description
C0650	25# FSC® PPFP
C0651	35# FSC® PPFP
B4986	25# PPFP FSC® W/SURLYN
75746	25# PPMOPP 260
75742	35# PPMOPP 330
79026	35# C1S/14#LDPE 320

= Sustainable ADvantage™ Portfolio



Cosmetic and Snack Web

The Cosmetic and Snack Web portfolio offers improved sealing, better barrier performance and a wider seal temperature range for form, fill and seal equipment, giving converters and packaging engineers more ways to meet growing flexible packaging demand. Our expanded portfolio gives you a range of choices for better targeted solutions. The Cosmetic and Snack Web line makes film flexible packaging more versatile - and sellable - than ever.

Cosmetic Web SB/HB

Features & Benefits
- Ready to print
- Good hot tack
- High seal strength
- Low seal initiation temperature with a broad seal range of 204°F to 425°F
- Versatile for a range of applications

Applications
- Shampoos and conditioners
- Laundry soaps
- Wipes
- General-purpose gels
- Lotions
- Single-use food packaging

Cosmetic Web Ultra

Features & Benefits
- Enhanced performance properties for better chemical resistance
- Prevents internal packaging delamination while in use
- LLDPE sealant

Applications
- Fragrances or additives such as SPF in lotions and gels
- Single-use food packaging

Cosmetic Web Ultra Plus

Features & Benefits
- Offers excellent chemical resistance
- 3 Mil Metallocene sealant film provides broad seal range
- Seal through contamination properties
- Premium heavy sealant provides superior seal strength
- Resistant to internal delamination while in use

Applications
- Mailer and insert applications
- Some industrial applications
- Applications requiring longer shelf life





Cosmetic Web makes film flexible packaging more versatile – and sellable – than ever.

Spec#	Product Description
75758	WHITE COSMETIC WEB 350 SB
79332	WHITE COSMETIC WEB 350 HB
79333	SILVER COSMETIC WEB 350 HB
79335	SILVER COSMETIC ULTRA+ 530 HB
77553	WHITE COSMETIC ULTRA 370 HB
78857	SILVER COSMETIC WEB ULTRA 370 HB
79334	WHITE COSMETIC ULTRA+ 530 HB
79354	SILVER METALIZED SNACK WEB 240 HB
79122	WH MULTIPLY SNACK 260 SB
79123	WH MULTIPLY SNACK 260 HB
79125	CL MULTIPLY SNACK 260 HB
79426	METALLIZED COFFEE WEB 210 HB
79355	WHITE METALLIZED SNACK WEB
78806	WH SINGLEPLY SNACK WEB 170
B1885	SUSTAINABLE WH COSMETIC WEB HB

= Sustainable ADvantage™ Portfolio



ChemControl

The ChemControl portfolio offers solutions to the challenge of hard-to-hold contents faced by narrow web converters. The Ultra and Premium Ultra constructions have high barrier and chemical resistance while supporting ease of process and lower total applied cost. Both ChemControl Ultra and Premium Ultra have undergone stringent lab testing to verify their ability to contain hard-to-hold applications that use volatile ingredients.

Features & Benefits

- Resistant to permeation, absorption, and attack by traditionally aggressive ingredients
- Barrier to oxygen, moisture, nitrogen and carbon dioxide
- FDA compliant for direct food contact

Applications

- Industrial cleaners
- Automotive additives
- Essential oils
- Personal care
- Cosmetics

Spec#	Product Description
54025	ChemControl Ultra
79537	ChemControl Premium Ultra



StickPak™

The StickPak™ portfolio offers a range of products with the capability to handle a wide variety of applications. Versatility with notched and easy-open versions are making stick packs even easier to grasp, open, squeeze and dispense. Stick packages are “upscale” and allow for brand expansion into single-use and bundle packaging, as well as short runs, regional products and versioning. Conformable products with higher barrier capabilities provide better product protection from factors such as moisture and oxygen.

Features & Benefits

–Conformability for vertical form, fill and seal
–Puncture resistance
–High gloss finish for excellent graphic representation
–Excellent light, chemical and odor resistance
–Easy open*

*Only applies to B3891

Applications

Food and Beverage
–Breakfast drinks
–Coffee and tea
–Condiments
–Confectionary

OTC/Nutraceuticals
–Uni-dose packaging
–Gels and powders
–Drink mix supplements
–Protein powders

Personal Care
–Samples for travel cosmetics
–Toiletries





Versatility with notched and easy-open versions are making stick packs even easier to grasp.

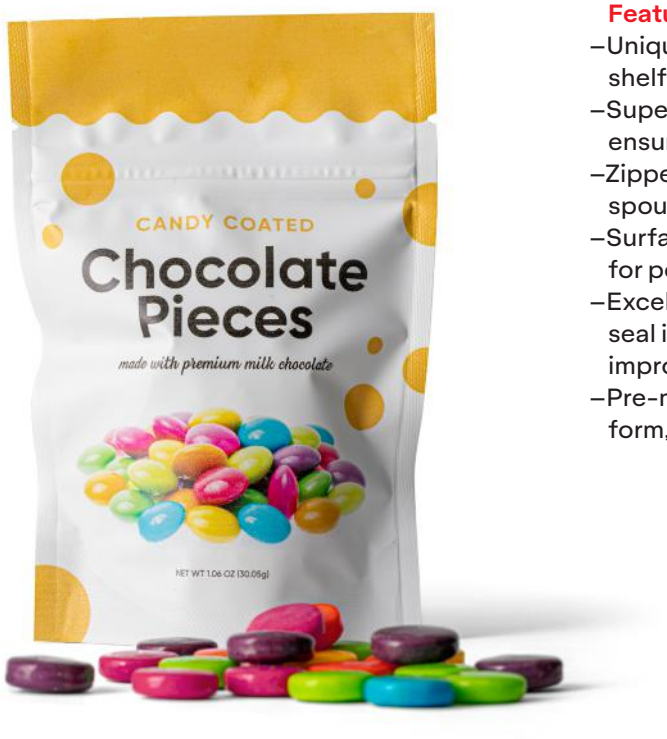
Spec#	Product Description
79340	White StickPak LDPE 280 HB
78432	White StickPak Metallocene 300 HB
79343	White StickPak Surlyn® 280 HB
79344	Silver StickPak Surlyn® 280 HB
B9543	White 86g Cello StickPak Surlyn® 300 HB+

= Sustainable ADvantage™ Portfolio

16

Stand Up Pouch

Stand up pouch allows for tremendous versatility, functionality and variability of shape. All offerings are zipper, fitment and spout-friendly laminations. With 360 degrees of billboard space for branding, stand up pouches take up less space on the shelf while maintaining outstanding shelf appeal. These lightweight laminations are ideal for on-the-go consumers, providing convenience and ease of use. This portfolio features white and clear polyester facestocks designed specifically for high-end graphics via flexo printing, and accept most coatings used in alternative print methods. All three product offerings provide laminations with superb oxygen barrier, additional moisture barrier, excellent puncture resistance, hot tack and seal initiation temperature, resulting in higher filler throughput and good machinability.



Features & Benefits

- Unique format to maximize shelf appeal
- Superior puncture-resistance ensures product integrity
- Zipper, fitment and spout-friendly structures
- Surface printable, designed for pouching equipment
- Excellent hot tack and low seal initiation temperatures improve throughput
- Pre-made pouch or form, fill & seal ready

Applications

Food
- Coffee
- Dry goods
- Snacks
- Baking mixes
- Instant meals

Personal Care
- Cosmetics
- Soap refills

Nutraceuticals
- Single-use Multi-packs
- Vitamins
- Liquid refills

Pet
- Treats
- Boutique toys and food

Spec#	Product Description
79934	Clear Multi-ply SUP 360 HB EXACT™
79935	White Multi-ply SUP 360 HB EXACT™

Heat Shrink Sleeve





MATERIALS **Helles Lager →** 79765 I 50 Micron Clear High Shrink PETG

Diversify
Your Business with Shrink Sleeve

Shrink sleeves are booming, and our portfolio can help you grow your business

Shrink sleeves offer brands and consumers multiple benefits, so it's no wonder why their use is booming across numerous applications. Learn more about the technology behind this packaging format, and how you can leverage our Shrink Sleeve portfolio to diversify your offerings and grow your business.

Shrink sleeves are booming

If you've walked through a grocery store lately, chances are you've crossed paths with shrink sleeves. They're an important, and growing, trend in packaging for a variety of consumer products.

Shrink sleeve technology is actually nothing new, dating at least to the 1960s. According to a LabelExpo 2018 presentation by Mike Fairley of Label Academy, it was developed in Japan to help ensure tamper resistance as sake started to be bottled rather than sold in wooden barrels. "Kanpai!"

The technology made it to the U.S. in the mid-1980s. In the last decade or so — as packaging design has evolved to suit the needs of premium foods and beverages, and brands have put a new emphasis on creating shelf appeal — the format has really boomed. Shrink sleeve labelling is now predicted to grow at a 5% CAGR through 2025, according to consulting firm Alexander Watson Associates.

How does shrink sleeve technology work?

Shrink sleeves are created with a heat-sensitive plastic (all of Avery Dennison's shrink sleeves use copolymer plastic). The plastic is first formed as a tube, which is then cut at specified lengths to form sleeves. Each sleeve, in turn, is placed over a bottle, can, or other container. The container is then sent through a tunnel where the shrink sleeve is exposed to heat via steam or an electric heating element. The heat causes the plastic to shrink to the precise contours of the container.

Pre-printed artwork — which can be applied either by narrow web flexographic or digital processes — is specially manipulated by purpose-built design so imagery is not warped. In fact, the shrink process makes the imagery perfectly proportioned to the container shape.

Benefits for brands and consumers

As brands look for new ways to create shelf appeal and design packaging with greater functionality, shrink sleeves offer a variety of very attractive benefits.

- **360-degree coverage:** Going beyond the capabilities of a pressure sensitive label, shrink sleeves completely encapsulate the bottle. This gives packaging designers an even broader "billboard" for eye-catching artwork, brand storytelling, and product information.
- **Complex shapes:** Shrink sleeves can easily conform to even the most complex shapes, including curves, cutouts, bottle caps, and even the grip portion of a trigger spray bottle.
- **Added versatility:** Applying artwork to a container via shrink sleeves can produce the same effect as screen printing. This means that brands can easily change out that artwork. Instead of tying up a lot of capital with pre-printed containers, they can stock a generic container and adjust their shrink sleeve artwork to suit various changes. This is ideal for brands that offer seasonal and limited release items.
- **Tamper evidence:** Echoing their roots in Japan, shrink sleeves offer a way for brands to add tamper-evidence functionality to a container. This stands to be increasingly important in the era following the pandemic, as shoppers have developed an intensified interest in the safety and purity of their foods.

You don't need to look very hard to find shrink sleeves

Where can you find shrink-sleeves? Well, let's head back to the grocery store.

Take a walk through the dairy and juice aisles, and you'll see shrink sleeves wrapped around ready-to-drink plastic bottles (milk, juices, soda, drinkable yogurts, protein shakes), and coffee creamers.

Venture into the beer cooler and you're likely to see some of the premium and craft brands using shrink sleeves on aluminum cans. Now, turn the corner on the household items aisle, and you'll see shrink sleeves on spray bottles of glass and surface cleaner.

Finally, poke around the pharmacy, and you'll see shrink sleeves on bottles of vitamins/dietary supplements, nutraceuticals, and more. Shrink sleeves are an increasingly popular choice for the growing health and wellness segment, where labels need a lot of space for nutritional claims and dietary benefits, plus regulatory and ingredient information.

It bears repeating: Anywhere there's a brand looking to stand out and deliver even greater packaging functionality, you'll see shrink sleeves.

Emerging and future trends

A key trend for shrink sleeves, as with any type of plastic packaging, is sustainability.

For most of their history, shrink sleeves were not recyclable in standard recycling processes — even if the bottles they encapsulated were. That meant conscientious consumers had to peel shrink sleeves off their bottles, recycle the bottles, and throw out the sleeves.

This is finally changing. New shrink sleeve films made with crystallizable polyester are designed to be left on bottles, and can be ground up along with the recyclable PET. Avery Dennison's portfolio currently contains the Echo shrink crystallizable polyester option in two constructions. It's recognized as meeting the APR's Critical Guidance Protocol for Clear PET Articles with Labels and Closures requirements.

Further enhancing the format's overall sustainability, development work is underway for shrink sleeves made with 15% to 30% post-consumer waste content. While not yet available from any supplier, we anticipate one day including this technology in our portfolio.

An opportunity to diversify your offering, a partner in Avery Dennison

Are shrink sleeves currently on your company's list of capabilities? If not, they're something you might want to consider. Brands and consumers alike are attracted by the format's many benefits, and innovations in sustainability will help ensure that shrink sleeves remain relevant.

The great news is that Avery Dennison is a partner who can help you diversify your business with shrink sleeves. Our Rapid-Roll® Shrink Sleeve portfolio contains multiple product options, all backed by our best-in-class service programs.

Heat Shrink Sleeve

The Avery Dennison Rapid-Roll® Shrink Sleeve Film Portfolio consists of a variety of heat shrink films printable via UV & WB Flexo and UV offset with an ITC coated option available. Shrink Sleeve materials are available to suit almost any shape of container and to cope with different shrink techniques used to apply the label. Top to bottom, 360° decoration showcases colorful designs on curvy shapes, a popular choice for brand owners who want greater shelf appeal.



Features & Benefits

- High and medium shrink films to fit the contours of unique bottle shapes and cope with different shrink techniques
- All printable by UV & WB Flexo, Offset, Gravure, with an ITC coated option for Digital
- Durable performance with excellent scuff resistance and printing surface
- Offers tamper evident security
- Offers the real estate to use high-impact graphics to create a 360 degree billboard for your brand on the packaging

Applications

- Alcoholic and non-alcoholic beverage
- Food
- Household chemicals
- Personal care
- Nutraceuticals
- Health and beauty
- Bundling
- Tamper evident bands



Spec#	Product Description
79765	50 Micron Clear High Shrink PETG

= Sustainable ADvantage™ Portfolio


reneo
Hydrate + Electrolytes
ORANGE CRUSH
This entire bottle (including the label) is fully recyclable.
reneo
Hydrate + Electrolytes
LEMON LIME
This entire bottle (including the label) is fully recyclable.
reneo
Hydrate + Electrolytes
PASSION FRUIT
This entire bottle (including the label) is fully recyclable.

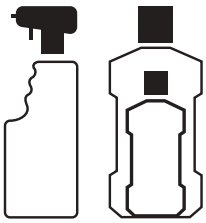
Shrink Properties Across Applications

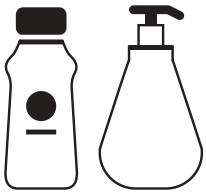
There are three primary considerations that help dictate what shrink sleeve material will be a best fit for any application: container shape, container type, and the type of tunnel being used to shrink the label. Container shape and type will determine the shrink percentage and force needed, and the tunnel will guide how shrinking the label is accomplished. Max shrink is the maximum percentage that the label must contract around the container and shrink force is a measure of pressure that the label applies to the container as it contracts. With these factors considered, the shrink properties needed can range from low to high.

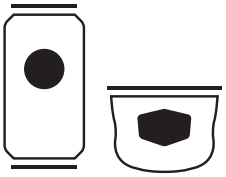
High
- 70% shrinkage and above
- High shrink force required
- Applications with complex contours, bundle packaging for multiple containers where they will not shift around

Medium
- Between 60% and 70% shrinkage
- Moderate to high force where less compression is required
- Applications with softer, less complex contours, thinner walled containers

Low
- Under 60% shrinkage
- Low to moderate shrink force required
- Applications with little to no contour, very simplistic containers







Shrink Percentage = 1-narrowest diameter/(widest diameter + layflat oversize)

Paper (Non Pressure-Sensitive)







MATERIALS **Strawberry Jam →** 53968 | 8pt C1S RR BRITE WHITE



Uncoated Paper & Tags

The Uncoated Paper portfolio offers a versatile line of high quality, durable and economical uncoated papers and tags that deliver both excellent printing and converting results. Whether projects demand a more natural finish or bold and crisp imagery you can achieve it at the price point you are looking for.

Features & Benefits

- High tear strength and stiffness properties with smooth finishes
- Excellent for die cutting, scoring, and folding
- Suitable for a variety of printing technologies such as flexo, and offset
- Laser printable *

Applications

- Direct mail
- Promotional
- Envelopes
- File folders
- Menus
- Product tags
- Return cards

Spec#	Product Description
19146	60# OFFSET
53741	90# INDEX WHITE
16836	100# WHITE TAG
19530	110# WHITE INDEX
16830	125# WHITE TAG
B1866	175# WHITE TAG FSC®
16968	OUTDOOR DURA-LAZ

= Sustainable ADvantage™ Portfolio

* specs 54131, 19530, and 54484 only



Coated Paper & Tags

The Coated Paper product line consists of specifications that are unsurpassed in quality, consistency and reliability. A wide range of products meet a multitude of prime labeling & converting needs ideal for a majority of applications.

Features & Benefits

–Superior smoothness, printability and ink holdout
–Versatile offering for a wide range of applications
–Moisture resistance properties for wet-strength
–Variety of finishes for desired aesthetics: matte, semi-gloss, high gloss, metallized
–Can be sewn in or crimped*
–High speed water-based inkjet printable**

Applications

–Coupons & extended content
–Package inserts
–Prime labeling
–Glue applied labels
–Bag headers/ header cards
–Specialty paper applications
–Produce/meat bag tags*

** specs 53895, 79816, 79817 only

Spec#	Product Description
54450	SF 60# C1S SEMI-GLOSS ELITE™ FSC®
54460	70# C1S LITHO FSC®
54457	60# C2S SEMI-GLOSS FSC®
54458	80# C2S SEMI-GLOSS FSC®
54459	100# C2S SEMI-GLOSS FSC®
54461	60# Black Vellum FSC®
16808	55# C1S LATEX IMPREGNATED
53650	50# BEVERAGE LABEL FSC®
B7581	60# C1S CAST GLOSS
17988	62# METALLIZED PAPER
54120	60# CLASSIC LINEN SOLAR WHITE WET-STRENGTH FSC®

= Sustainable ADvantage™ Portfolio



Photo courtesy of Bellevue Brewing Company

Coated Board

The Rapid-Roll® Coated Board portfolio offers a range of high quality solid bleached sulfate (SBS) paperboard addressing the need for efficient, economical and sustainable board products. These products allow for creative printing, die cutting, embossing and folding that attract consumer attention in a crowded promotional world.

Rapid-Roll® Brite White Coated one-side and two-side grades which provide a high quality surface for printing and converting. The board is smooth, silky and has a blue-white shade for premium shelf appeal. The uniform coating also allows for an ultimate printing surface and vibrant color reproductions.

Semi-Gloss FSC®
One-side and two-side coated cover that features a smooth, semi-gloss finish and blue-white shade. The surface is exceptionally smooth, yielding consistent printability for offset, heat-set offset and flexographic printing.

Applications
–Retail tags
–Hang tags
–Lightweight folding cartons
–Packaging
–Promotional
–Tickets
–Event tickets

Spec#	Product Description
B4478	8PT C1S RR BRITE WHITE FSC®
B4485	8PT C1S SEMI-GLOSS FSC®
B4480	10PT C1S RR BRITE WHITE FSC®
B4486	10PT C1S SEMI-GLOSS FSC®
B4481	12PT C1S RR BRITE WHITE FSC®
B4483	10PT C2S RR BRITE WHITE FSC®
B4484	12PT C2S RR BRITE WHITE FSC®
B9666	14PT C1S SEMI-GLOSS FSC®
B9667	18PT C1S SEMI-GLOSS FSC®

= Sustainable ADvantage™ Portfolio





Direct Thermal

The Rapid-Roll® Direct Thermal portfolio is designed to meet the specific variable information printing needs and equipment for an array of label applications and environments. These products are ideal for barcode applications requiring a variety of lifespan and heat sensitivity needs. Our broad offering poses properties for the right combination of consistent scannability, excellent resistance and operational efficiencies.

Features & Benefits

–Ideal for high-speed printing
–Warranted for flexo printing
–Topcoated for extended image life
–Bright white, smooth surface for excellent barcode contrast
–Smudge and chemical resistance
–Outstanding converting characteristics for perforating, fan-folding, die cutting and foil stamping

Applications

–Event and transit ticketing
–Retail tags
–Shipping and distribution
–Inventory and tracking
–Industrial labels



Spec#	Product Description
53990	DIRECT THERMAL 300LD FSC®
B4414	5.3 PT DT 300GP W/O BC FSC®
B2402	5.5 PT DT 300 HD FSC®
B4413	7.2 PT DT 300GP W/O BC FSC®
B2391	7.5 PT DT 200HD W/O BC FSC®
B2399	7.5 PT DT 200HD FSC®
B2400	7.5 PT DT 300HD HEAT RESISTANCE FSC®
B3145	9.5 PT DT 300HD W/BC FSC®

= Sustainable ADvantage™ Portfolio



Thermal Transfer

The Rapid-Roll® Thermal Transfer portfolio offers solutions for applications where ability to scan for tracking and inventory purposes is imperative. Bright white, smooth surfaces allow for crisp, quality printing of barcodes. The smudge and chemical-resistant surface ensures images can be scanned in visible and infrared light.

Features & Benefits

–Ideal for high-speed printing
–Both sides warranted for flexo printing
–Bright white, smooth surface for excellent barcode contrast
–Smudge and chemical resistance
–Excellent lay flat

Applications

–Event ticketing
–Retail
–Shipping and distribution
–Inventory and tracking
–Mailing
–Cold storage and freezers
–Product identification
–Office

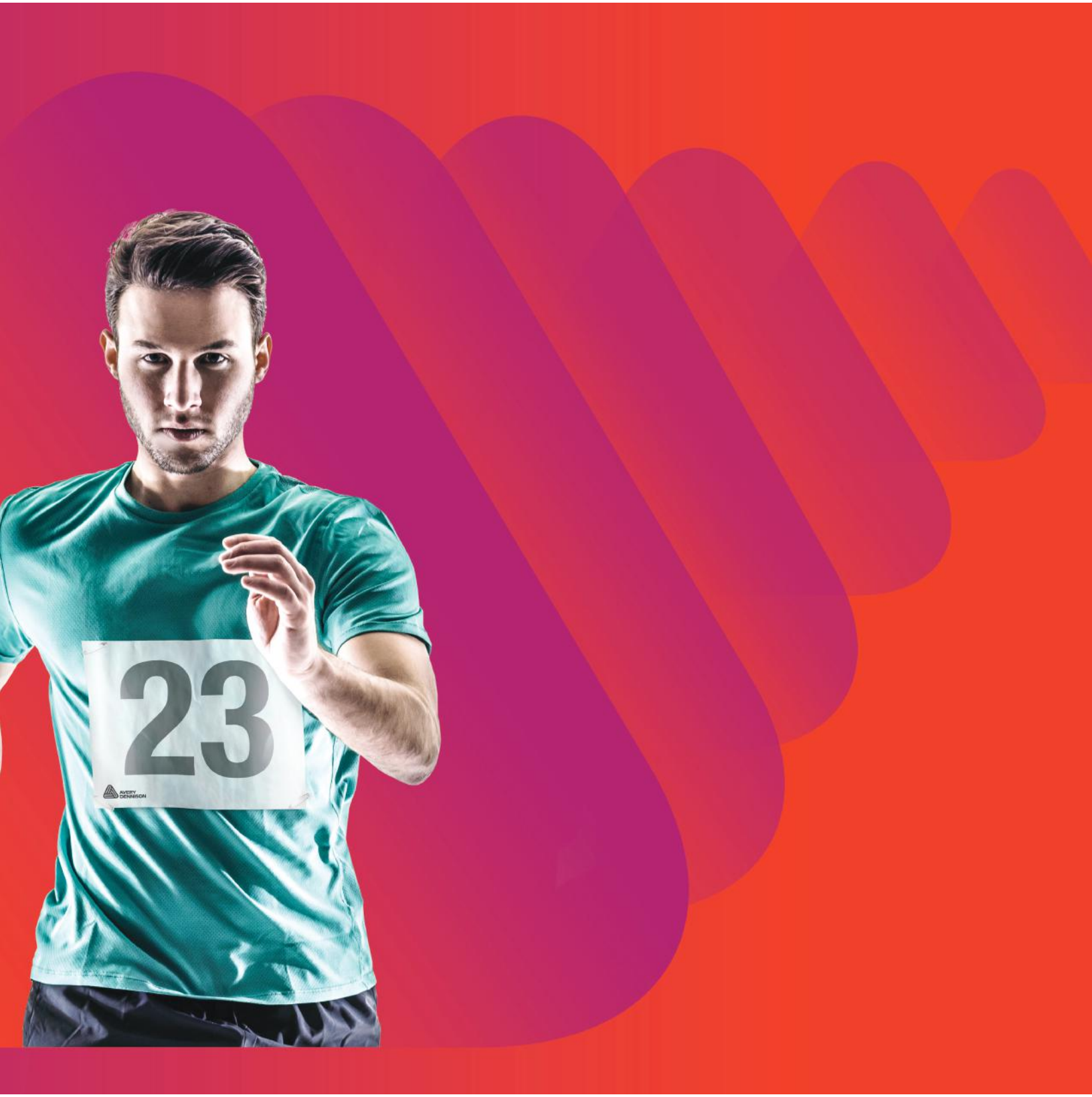


Spec#	Product Description
54070	3MIL THERMAL TRANSFER FSC®
53751	3PT C1S THERMAL TRANSFER FSC®
53752	5PT C1S THERMAL TRANSFER FSC®
16817	5PT C1S INTEGRITY TT
53753	7PT C1S THERMAL TRANSFER FSC®
16786	7PT C1S INTEGRITY TT
53745	8PT C2S THERMAL TRANSFER OB FSC®
C0275	10PT C1S+ THERMAL TRANSFER OB FSC®
16816	7.5PT UNCTD THERMAL TRANSFER FSC®
16843	9.5PT UNCOATED TT FSC®

= Sustainable ADvantage™ Portfolio

Film (Non Pressure-Sensitive)





MATERIALS **Runner Bib →** 79109 I 1056DR TYVEK





High Strength Film

The Rapid-Roll® High Strength Film portfolio includes top film brands with excellent strength in both directions for optimum performance. These products are best suited for end uses such as agricultural tags, steel and lumber tags and other outdoor durable application needs.

Features & Benefits

- Ideal for high speed printing
- Warranted for flexo printing
- Bright white, smooth surface for excellent barcode contrast
- Smudge and chemical resistance
- Outstanding converting characteristics for perforating, fan-folding, die cutting and foil stamping
- Durability for outdoor use, extreme weather conditions or contact with harsh chemicals

Applications

- Automotive parts tags
- Hunting tags and licenses
- Key tags
- Law labels and tags
- Lumber tags
- Power cord tags
- Transportation wristbands
- Chemical labeling and warning tags
- Sign and fencing tag

Spec#	Product Description
78250	4M POLYLITH GC-3
78251	6M POLYLITH GC-3
78232	7M POLYLITH GC-3
78168	10MIL POLYLITH GC-3
76654	6.5M UNCTD V-MAX SELECT
75947	7.5M UNCTD V-MAX SELECT
75928	10MIL UNCOATED VMAX SELECT
78004	7M C2S V-MAX SELECT PLUS
B0928	6M WH HS HDPE
B0930	7.5M WH HS HDPE
B0931	10M WH HS HDPE
75741	6.5MIL UNCTD VALERON
75759	8.6MIL UNCOATED VALERON
75728	7.5 MIL C2S VALERON
75702	9.5MIL C2S VALERON
17900	3MIL VALERON
78084	3MIL VALERON TI02
79656	4173D TYVEK BRILLION
79687	4173D FR TYVEK BRILLION
79108	1025DR TYVEK
79109	1056DR TYVEK
79110	8740D TYVEK
79111	1073D TYVEK
75724	1085D TYVEK

= Sustainable ADvantage™ Portfolio



Prime Print Film

The Rapid-Roll® Prime Print Film portfolio offers a variety of top brand products with superior print performance in the synthetic tag market. These popular materials print and finish like paper with the durability of plastic, which is ideal for some of today's most demanding applications. This portfolio supports the increasing demand for synthetic materials needed to support applications requiring superior strength, UV stability, chemical and moisture resistance, brilliant sharp graphics and more.

Features & Benefits

–Tear and puncture resistance
–Withstands exposure to UV, chlorine, acids and oils
–Prime print and thermal transfer printable
–Topcoated for extended image life
–Vivid graphics

Applications

–Bag headers
–Prescription cards
–Insurance cards
–Shelf talkers & banners
–Lumber and brick tags
–Steel rebar tags
–Nursery tags and plant identifiers
–Outdoor furniture tags
–Outdoor maps, guides and signage
–Lawn and garden equipment tags
–Bag tags
–Sport or game licensing

Spec#	Product Description
77039	5.5MIL POLYART
78117	5.8MIL HS POLYART
77038	7MIL POLYART
77040	8.5MIL POLYART
77041	10MIL POLYART
75822	6MIL POLYLITH GC2
75735	8MIL POLYLITH GC2
75736	10MIL POLYLITH GC2
79085	6MIL POLYLITH PA-1
19543	8MIL POLYLITH GT1
79760	7MIL YELLOW POLYLITH GS-1
18821	7.2MIL POLYLITH PA-1
78015	3.2MIL POLYLITH CSL PRT 2 SIDES
77468	4.0MIL POLYLITH - PB
77470	3.8MIL POLYART
16801	8MIL C1S SMGPRF KIMDURA
B6323	3.7MIL C1S SMGPRF KIMDURA
76786	8MIL FPG 200 YUPO
76785	10MIL FPG 250 YUPO

= Sustainable ADvantage™ Portfolio

Miscellaneous Film

Spec#	Product Description
78882	5MIL WHITE LASER POLYESTER
78883	7.5MIL WHITE LASER POLYESTER
75825	6MIL PRIMAX FACESTOCK
77239	PRIMAX NA 400
77224	FASCLEAR NA 350
78710	2.0MIL OPAQUE WH POLYESTER
79594	2.0MIL CLEAR POLYESTER TC
78392	2.0MIL CL PET T1S
17858	2.6MIL WH BOPP CORONA 2S
76875	2.6MIL WH BOPP TC 2S
78177	2MIL MET BOPP TC
79649	4.3MIL DT BOPP
B3870	2 Mil Clear BOPP TC2S

Static Cling

The Static Cling portfolio offers products that are a great option for promotional use and reminder opportunities. Static cling can be processed in roll form or ultimately used in sheet form. The key to success for static cling applications is to ensure it is being applied to a clean, smooth glass surface. Static cling is chemical resistant and is not designed to be overlaminated or over processed. Printing on the liner adds additional space and allows for directions to be provided for use.

Features & Benefits

–Printability
–Chemical Resistance
–Back side printing on liner

Applications

–Promotional window stickers
–Oil change or car maintenance decals
–Point of purchase displays
–Retail promotions
–Seasonal decals
–Other window graphics





Spec#	Product Description
78866	6MIL CL STATIC CLING TC/8 PT
78937	8MIL WH STATIC CLING TC/8PT
78938	6MIL CL STATIC CLING TC/60#
78939	6MIL WH STATIC CLING TC/60#

Release Liners

Rapid-Roll® paper and film release liners are suitable for high speed, roll-to-roll die cutting, stripping and label dispensing.

Features & Benefits

–Ultra smooth surfaces enhance adhesive wet-out
–Caliper controlled for precise adhesion laydown
–Variety of release formulas to meet converting needs

Applications

–In-line pressure sensitive adhesive laminating
–Data processing labels

Spec#	Product Description
19058	2.5PT SC EASY RELEASE
77847	2.5PT SC TIGHT RELEASE
53714	40# BG EASY RELEASE LINER
53484	50# MF PLB
19152	54# EASY RELEASE
53715	80#CCK/8900-LQ EASY RELEASE
78931	1.5MIL CLEAR PET EASY RELEASE RECYCLED CONTENT
78934	1.2MIL CLEAR PET EASY RELEASE RECYCLED CONTENT
78152	2.4MIL ULTRALINER 242 R3008



label.averydennison.com A390002 10/2026

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. All Avery Dennison products are sold subject to Avery Dennison's general terms and conditions of sale found at label.averydennison.com/en/home/terms-and-conditions.html.

© 2026 Avery Dennison Corporation. All rights reserved. The "Making Possible" tagline, Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands or product names are trademarks of their respective owners. Fortune 500® is a trademark of Time, Inc. Branding and other information on any samples depicted are fictitious. Any resemblance to actual names is purely coincidental.

AVERY DENNISON

MAKING POSSIBLE™