



Ask for More:

Clarity, Performance and Sustainability

Until now, conformable film labeling was always about compromise. Thicker, more conformable films could be difficult to convert, lack clarity and prevent material reduction. Thinner, more rigid films provide clarity and material reduction but lack conformability.

Now there's a pressure-sensitive construction that delivers it all.

Leveraging Avery Dennison's expertise in film and adhesive technology, our new Global MDO film laminate provides:

- > **More Clarity** - High clarity facestock with strength and stability to provide clear shelf appeal
- > **More Performance** - Double the labels per roll vs. PE
- > **More Sustainable** - Driven by lower material usage, Global MDO produces 40% less solid waste and requires 37% less energy to manufacture

Without the need for compromise – Global MDO can increase operational efficiencies through reduced downtime, far fewer changeovers and reduced inventory.

Global MDO

Never Compromise



“With the vast material choices for the HPC segment, the new Global MDO from Avery Dennison gives us a clear advantage by enabling us to be more productive with less waste.”

Bill Hale-Vice President of Engineering
Vijon Laboratories Inc.,
a Private Label Health & Beauty Care Company



Three Advanced **Technologies.** Together, One Undeniable **Advantage**



What is Global MDO?

Global MDO is a pressure-sensitive construction for conformable film labels that combines:

- > **50-micron MDO Film:** Machine direction oriented, semi-squeezable film facestock with high clarity, strength and stability for superior converting and dispensing performance. Inherently printable with on press corona treatment.
- > **Avery Dennison S7000 Adhesive:** New proprietary, water-resistant adhesive with up to 50% lower ooze and best-in-class wet out.
- > **23-micron PET Liner:** Recyclable polyester liner that virtually eliminates web breaks and contamination from dust resulting in fewer changeovers and reduced downtime.

Ask for more - Unprecedented Clarity, Performance and Sustainability, so you'll Never Compromise again.

Want to discuss Global MDO for your operation?

Contact your local Avery Dennison Label and Packaging Materials representative for more information or to arrange a meeting.

Product Code	Film Facestock	Adhesive	Liner
BW0316	Global MDO Clear	S7000	PET23
BW0317	Global MDO White	S7000	PET23

10/11, 500

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Label and
Packaging Materials

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