

## Tube packaging takes center stage

Speak of facial creams and shampoos, and we usually think of bathrobed celebrities on television, radiant and beautiful at their perfumed best. However, it's a different face on the squeezable tube that sells your brand to the public daily. The resilient and lightweight container is capturing increasingly more retail space, and labeling is the key to greater brand recognition and consumer experience. To put the best front on your product tubes, Avery Dennison pressure-sensitive tube labels enable a wide range of printing and stamping technologies that works, just where you need it.

## Dress to impress with Avery Dennison tube labels

Brand owners of home and personal care products competing in a global retail arena must deliver consistent branding on a wide range of container types, including tubes. At Avery Dennison, we bring you complete pressure-sensitive labeling solutions across all your tube packaging needs. Our labels' compatibility with simple to sophisticated printing technologies, materials and finishes lets your tube look its best, feel its best for your brand.

Avery Dennison's tube labeling solutions actually help optimize your supply chain by reducing the accumulation of costly pre-decorated inventory.

**Now that's more than attracting a second look and creating a crush.**

To learn more about tube packaging and labeling solutions for your home and personal care products, please contact us at [hpcteam@averydennison.com](mailto:hpcteam@averydennison.com).



## You don't have to go far for good solutions

- Comprehensive portfolio of high-performance materials tested for performance and consistency
- Regional research and development centers provide rapid prototyping capabilities, material analysis and performance testing
- Mix and match from ready-made options or explore customized solutions to meet unique requirements
- Expertise in compliance standards and industry requirements
- Converter-friendly programs allow small quantity orders and roll widths tailored to your needs, reducing trim, waste and inventory keeping
- On-site training

With a range of labeling solutions for tubes and bottles containers, we have the right products to meet your needs. Our global network of local sales and technical support teams can provide efficient and attentive service whenever you need it.

*Labels that put the squeeze on the competition.*

## About Avery Dennison

Avery Dennison (NYSE:AVY) is a global leader in labeling and packaging materials and solutions. The company's applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and 30,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Pasadena, California, the company reported sales form continuing operations of \$6 billion in 2012. For more information, visit [www.averydennison.com](http://www.averydennison.com).

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# Built for the squeeze, labeled for impact

Helping your tube product look its best



Stand out and stay ahead

Beat the rest with brilliant graphics

- Differentiate your brand with a variety of facestocks such as Silver, Gloss, Matte and Clear
- Enjoy the advantage of combining printing technology with roll-to-roll label converting process; integrate letterpress, flexographic, silkscreen, offset and gravure printing in a single label; and print up to 12 colors
- Utilize high intensity inks, combine with hot/cold stamping
- Consider integrating holograms for an even greater shelf impact and brand protection
- Enjoy the power of higher definition printing on your tubes - photorealistic images, fine letterings and smooth gradations

Give your productivity a big boost

- Save on inventory cost with only label design change – packages with the same specification and color can be used, eliminating the need to keep stocks of each design
- Reduce down time on the line with easy-to-change roll and expedient cleaning
- Cut your time to market with label redesign and graphics reproduction to match the speed of your constantly evolving packaging needs

Bring a smile to your consumer with character and style

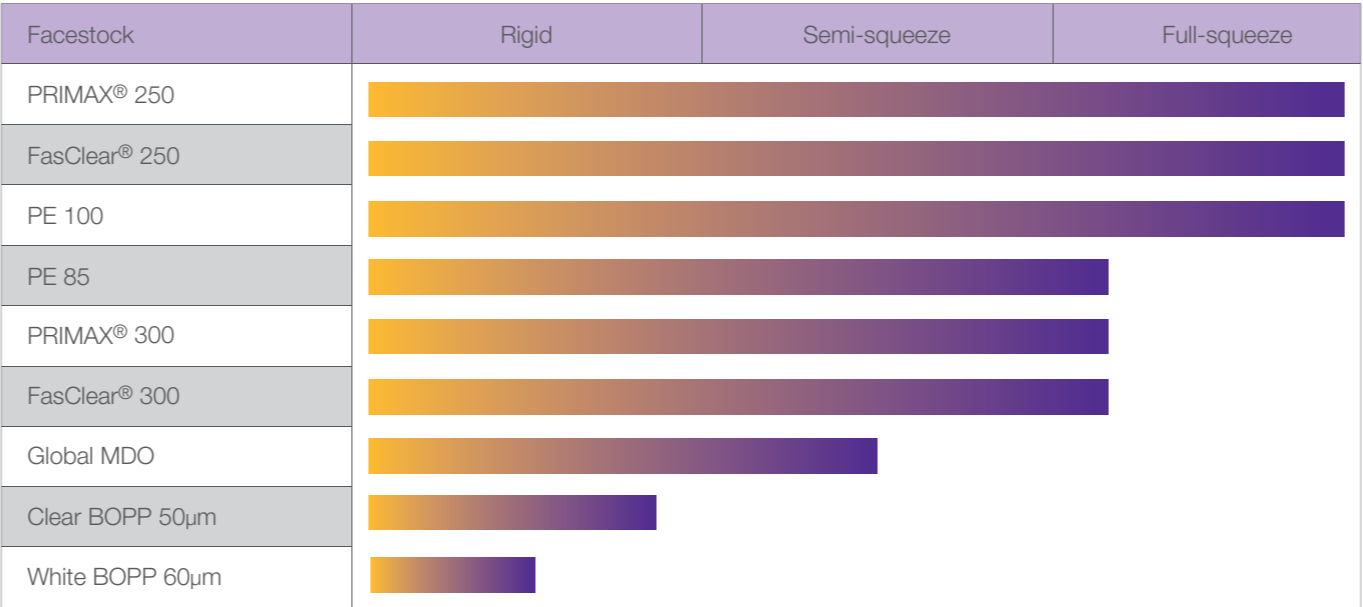
- MDO films: FasClear and PRIMAX offer optimum converting with excellent conformability
- PE films: PE85 Clear, Silver White offer good conformability
- Environmentally friendly with thinner films and emulsion based adhesives



"There is a strong connection between brand positioning and brand identity. For THEFACESHOP, we place the highest value on sharing the beautifying benefits of nature – in our product formulations and our labeling. It is essential for the brand that the visual impact of our label makes that happen."

– SunYong Park  
Part Leader, Design Team  
THEFACESHOP

Choosing your facestock



Avery Dennison product portfolio

Tube Product Portfolio		Facestock						Adhesive	Liner			
Product description	Application requirement	Facestock type	Color	Thickness (µm)	Base weight (g/M²)	TC or NTC	Glossy	Adhesive type	Liner type	Color	Thickness (µm)	Base weight (g/M²)
FasClear® 250 TC / S692N / BG40	Full squeeze	MDO	Clear	67	58	TC	Matt	Emulsion	Glassine	White	52	60
FasClear® 250 / S692N / BG40	Full squeeze	MDO	Clear	67	58	NTC	Matt	Emulsion	Glassine	White	52	60
FasClear® 300 / S692N / BG40	Full squeeze	MDO	Clear	76	79	NTC	Matt	Emulsion	Glassine	White	55	61
Clear PE85 TC / S692N / BG40	Full squeeze	PE	Clear	85	83	TC	Gloss	Emulsion	Glassine	White	52	40
Clear PE85 / S692N / BG40	Full squeeze	PE	Clear	85	80	NTC	Semi-gloss	Emulsion	Glassine	White	55	61
Global MDO Clear / S7000 / PET23	Semi squeeze	MDO	Clear	50	52		Semi-gloss	Emulsion	PET	Clear	23	33
Global MDO Clear TC / S7000 / PET23	Semi squeeze	MDO	Clear	50	52	TC	Semi-gloss	Emulsion	PET	Clear	23	33
PRIMAX® 250 TC / S692N / BG40	Full squeeze	MDO	White	67	58	TC	Matt	Emulsion	Glassine	White	52	60
PRIMAX® 250 / S692N / BG40	Full squeeze	MDO	White	67	58	NTC	Matt	Emulsion	Glassine	White	52	60
PRIMAX® 250 / HS017 / BG40#WH	Full squeeze	MDO	White	63	66	NTC	Matt	Solvent	Glassine	White	55	61
PRIMAX® 300 / AF101 / BG40	Full squeeze	MDO	White	76	79	NTC	Matt	Emulsion	Glassine	White	55	61
White PE85 TC / S692N / BG40	Full squeeze	PE	White	85	83	TC	Gloss	Emulsion	Glassine	Blue	54	62
White PE85 / S692N / BG40	Full squeeze	PE	White	85	85	NTC	Gloss	Emulsion	Glassine	White	55	61
White PE100 TC / S692N / BG40	Full squeeze	PE	White	100	98	TC	Gloss	Emulsion	Glassine	Blue	54	62
Global MDO White / S7000 / PET23	Semi squeeze	MDO	White	50	52		Semi-gloss	Emulsion	PET	Clear	23	33
Global MDO White TC / S7000 / PET23	Semi squeeze	MDO	White	50	52	TC	Semi-gloss	Emulsion	PET	Clear	23	33
Bright Silver PE / AF101 / BG40	Full squeeze	PE	Silver	86	81	TC	Semi-gloss	Emulsion	Glassine	White	55	61
Matte Silver PE / HS017 / BG40#WH	Full squeeze	PE	Silver	86	81	NTC	Matt	Solvent	Glassine	White	55	61



Selection guide

Label materials			Tube Diameter		Tube Labeling Formation					Legend	
			Less than 1.5"	1.5" and greater							
					Spot	180 degree	350 degree wrap	370 degree wrap	370 degree with crimp through		
Apperance	Silver	Bright Silver PE / AF101								<div>Recommended</div> <div>Good</div> <div>OK</div> <div>No recommended</div> <div>Not applicable</div>	
		Matte Silver PE / HS017									
	Clear	FasClear® 300 / S692N									
		FasClear® 250 / S692N									
		Clear PE85 / S692N									
		Global MDO Clear / S7000									
		PRIMAX® 300 / AF101									
	White	PRIMAX® 250 / S692N									
		PRIMAX® 250 / HS017									
		White PE100 / S692N									
		White PE85 / S692N									
		Global MDO White / S7000									