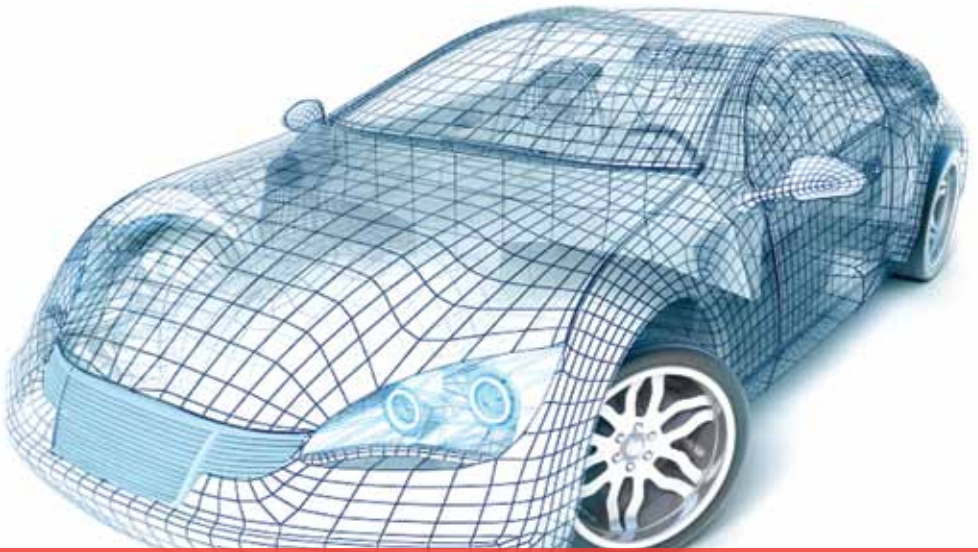




Inspired Brands,  
Intelligent World.™



The most innovative part  
is our hybrid adhesive



New. Fasson® S8049 adhesive.

The world's first hybrid self-adhesive label material for the automotive industry

# The new generation self-adhesive you have been waiting for



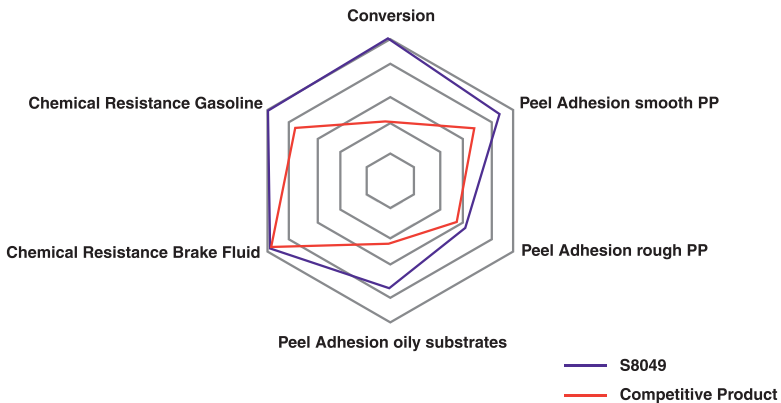
Over the last decades the automotive industry shows an increased use of low surface energy plastics. Self-adhesive materials produced with present technology do not perform adequately regarding the adhesive properties. They also are difficult to convert and in many cases show adhesive ooze.

To solve these problems Avery Dennison has developed a completely new self-adhesive label material, combining both rubber and acrylic adhesive technology into one revolutionary product:

## Fasson® S8049 adhesive

This breakthrough adhesive development has great properties for both automotive and rough industrial applications. The product offers printers great benefits that reduce production costs significantly.

## Groundbreaking adhesion and conversion properties



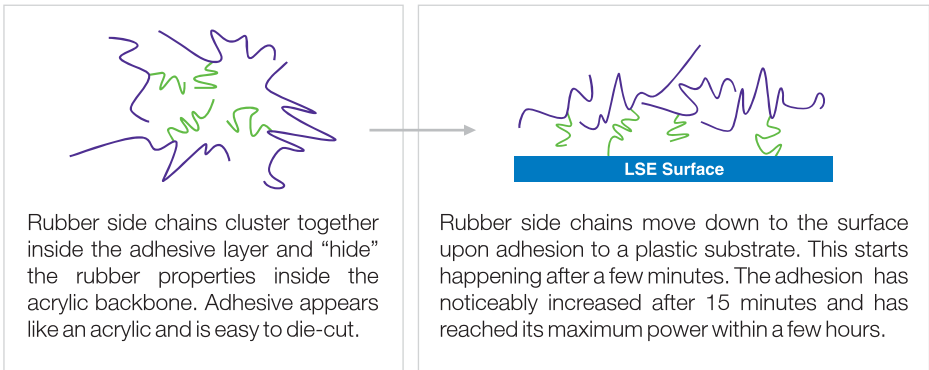
Tested extensively in our laboratory  
and by converters.



Fasson® S8049 is a completely new, self-adhesive development. It has been tested for 1500 hours in the lab against the most stringent automotive specifications and has been evaluated for convertibility. Additional testing by converters confirmed our results.

### Innovative patented self-adhesive technology.

Our S8049 adhesive products use a new Avery Dennison patented self-adhesive technology: rubber hybridised acrylic (RHA).



### Combining rubber and acrylic to achieve the best of both worlds:

- Exceptional adhesive performance onto rough, slightly oily or very low surface energy plastics
- High resistance to heat, oils, solvents and other harsh chemicals
- Easy conversion and application reducing production costs, saving money
- Offered with our most popular polyester (PET) facestocks for automotive applications

## A dedicated Fasson® S8049 product range to fit all needs

Product Code	Facestock	Adhesive	Liner	Features and Benefits	UL*
AL850	Transfer PET Matt White	S8049	BG42 White BSS	Heavy matt premium topcoated polyester gives excellent TT print resistance combined with premium adhesive is ideal for automotive engine compartment applications	★
AJ060	Transfer PET Matt Silver	S8049	BG42 White BSS		★
AJ059	Transfer PET White TOP	S8049	BG42 White BSS	Standard durables topcoat for TT printability where strong adhesion onto rough or very low surface energy substrates is required	★
AL852	Transfer PET Matt Chrome TOP	S8049	BG42 White BSS		★
AL851	Transfer PET 75 Matt White	S8049	BG42 White BSS	75µm version of standard matt product for automotive applications where a thicker front is required to cover holes or fill a recess	★
AL850	Transfer PET 75 Matt Silver	S8049	BG42 White BSS		★

## UL and CSA compliance

These products meet the requirements as stated in UL 969 and CSA C22.2 No. 0.15 for indoor and outdoor use. The UL file number is MH27538.

For specific information on approved conditions, please refer to the data sheets.

### WARRANTY

All statements, technical information and recommendation about AVERY DENNISON products are based upon 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. AVERY DENNISON products are warranted to be free of defects in material or workmanship for a period of one year from the date of shipment. Any product shown to the satisfaction of AVERY DENNISON within the time provided to be so defective shall be replaced without charge or AVERY DENNISON may issue credit in such amount as it seems reasonable however; in no event shall AVERY DENNISON be reasonable for claims beyond the replacement value of the defective product or in any way liable or responsible for consequential or incidental damages.

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Label and  
Packaging Materials