



# Don't let water drown your bottomline

## Safeguard yourself with water detection labels

Portable electronic devices often have warranties that do not include water damage. As a manufacturer, you'll want to safeguard against inauthentic warranty claims. One of the most effective means is to incorporate your products with labels that will change into a color irreversibly upon contact with water. These water detection labels allow you to ascertain that your products have not been touched by water, which would void their warranties. They can also be used to indicate water damage during trans-oceanic shipping to provide proof for insurance claims.

### Reliable, customizable water detection

Avery Dennison water detection label utilizes patented technology that detects actual water contact, while remaining unchanged under extreme heat and humidity, giving you a highly reliable way of detecting liquid encounters with your products.

### Applications

Avery Dennison water detection label is well suited for mobile electronics to help validate authenticity of claims by customers. The favorable adhesive properties allow our product to be used on a wide range of flat and curved substrates, including packaging materials such as cardboard, plastic films and HDPE.

Applications include portable electronic products such as:

- Mobile phones
- Digital cameras and camcorders
- Laptops and tablet PCs
- Batteries and battery packs
- MP3 and MP4 players
- Other electronic gear and gadgets

Note: Users must however independently determine the suitability of the product for one's purposes.



Water detection label in battery housing changes color irreversibly upon contact with water.



## Features

- Label changes color irreversibly within 30 seconds of water contact, and the change remains even after prolonged submersion in water
- Facestock is mainly water penetrable paper with water detective coating. Total overall caliper of label is 0.25mm. Material is intended for use in electronic devices.
- Paper-based facestock provides excellent ink receptivity, and is suitable for inkjet, thermal transfer or offset printing
- Made from highly absorbent and water penetrable paper, facestock transports water quickly to effect a color change
- Able to withstand long-term heat and humidity aging (e.g. 60°C, 85% R.H. for 10 days) without giving false indication of water

## Adhesive performance

Our general purpose permanent, acrylic emulsion adhesive features excellent initial tack and ultimate bond on a wide variety of substrates, including apolar, slightly rough and curved substrates. It delivers particularly good performance with small cylindrical or over-laminated labels.

## Avery Dennison product portfolio

Product code	Structure	Adhesive	Liner	Minimum application temperature	Service temperature	Shelf life
AW1593	Water detection paper/S8004/P95WH	Permanent acrylic	PE coated white kraft paper featuring high strength and flatness: <ul style="list-style-type: none"> <li>• Basis Weight: 95g/m<sup>2</sup>±10% ISO 536</li> <li>• Caliper: 0.110mm±10% ISO 534</li> </ul>	+50°F (+10°C)	-50 ~ +90°C	One year when stored at 23±2°C and 50±5% RH

For more information about water detection labeling solutions and to get in touch with an Avery Dennison representative, please call the following number in your respective region.

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