

# Get Charged with Battery Labeling Opportunities

Labeling Solutions for Durable Goods

Market research shows that one out of every three automobiles will require a replacement battery. An increase in new car production, heavy-duty industrial applications, network systems, as well as emerging technologies like fuel cells, has created a growing demand for portable energy sources.

Typical label usage per battery can range from 97 to 450 square centimeter. This large coverage area, coupled with the growing demand for batteries, provides our customers with new opportunities for increased sales. To meet this demand, we've leveraged our adhesive coating capabilities to engineer cost effective, high performance pressure-sensitive products that meet enduse performance criteria. These constructions provide low levels of adhesive ooze and build up, while creating high efficiencies on press.

Ask about durable products designed for automotive, OEM and battery manufacturer specifications. These products exceed testing against battery acid and adhesion to polypropylene battery casings, along with offering excellent chemical resistance, holding strength at high temperatures, and harsh under-the-hood environmental requirements.

## Fasson® Films

Select **Fasson 2.3 Mil White BOPP TC** for its high strength and opacity. With a non-cavitated core, this facestock is engineered to be less prone to splitting and resists spider webbing when removed or repositioned. Offers excellent moisture resistance with superior die cutting and dispensing characteristics, and is fully recyclable with battery casings. The facestocks bright white, high-gloss finish provides superior printability by flexographic, gravure, silkscreen, offset and letterpress processes.

**Fasson 2.6 Mil White BOPP TC** with a cavitated core is available upon request offering slightly higher opacity and where the added strength of a non-cavitated core is not required. This facestock is recyclable with the battery casing.

**Fasson 3 Mil Matte White BOPP Digital TC** is a white biaxially orientated polypropylene with matte topcoating, making it ideal for short run HP Indigo digital printing and custom image applications. This HP Indigo certified facestock exhibits superior print quality with one-year shelf life.

**Fasson 4 Mil Battery Label Vinyl** continues to serve select battery applications. It is tried and true in terms of meeting automotive OEM and battery manufacturer specifications. This facestock is not recyclable.



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## Fasson® Adhesives

### Fasson S6600

This high performing emulsion acrylic adhesive is specifically engineered for polypropylene battery casings. Fasson S6600 delivers our highest initial tack, while offering very high shear, low flow and an affinity to polypropylene and other polyolefins. Exceeds individual automotive and battery manufacturer OEM specifications for adhesion, while recognized for H2SO4, hot battery acid and temperature resistance. Also demonstrates superior chemical resistance to other automotive fluids like gasoline, lubricants, water, and solvents. Fasson S6600 provides a cost-effective solution for the optimal blend of adhesion performance, chemical resistance, on-press and machine application processing characteristics.

### Fasson I406

This solvent rubber-based adhesive is known for its high initial tack, high shear, and good chemical resistance. Our 'original' battery label solution where experience with rubber-based adhesives is valued, high initial adhesion is required, and a narrow service temperature range is requested.

## Products Recommended for Battery Labeling

Spec#	Facestock	Adhesive	Liner	Width(mm)	MOQ(sqm)
77536	2.3 Mil White BOPP TC	S6600	50#SCK	1,372	2091
77849	2.6 Mil White BOPP TC	S6600	50#SCK	1,524	1951
77946	3 Mil Matte White BOPP Digital TC	S6600	50#SCK	1,372	1756
41196	4 Mil Battery Label Vinyl	I406	50#SCK	1,372	1945

Proper inks should be chosen and labels should be overlaminated to insure durability of graphics. Specially formulated acid-resistant inks may be required to pass end-user specifications. Consult your ink manufacturer for recommendations.

For more information about this product portfolio and to get in touch with an Avery Dennison representative, please call the following number in your respective region or visit us at [www.ap.fasson.com](http://www.ap.fasson.com)

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Label and  
Packaging Materials