

# Fortify Your Brand

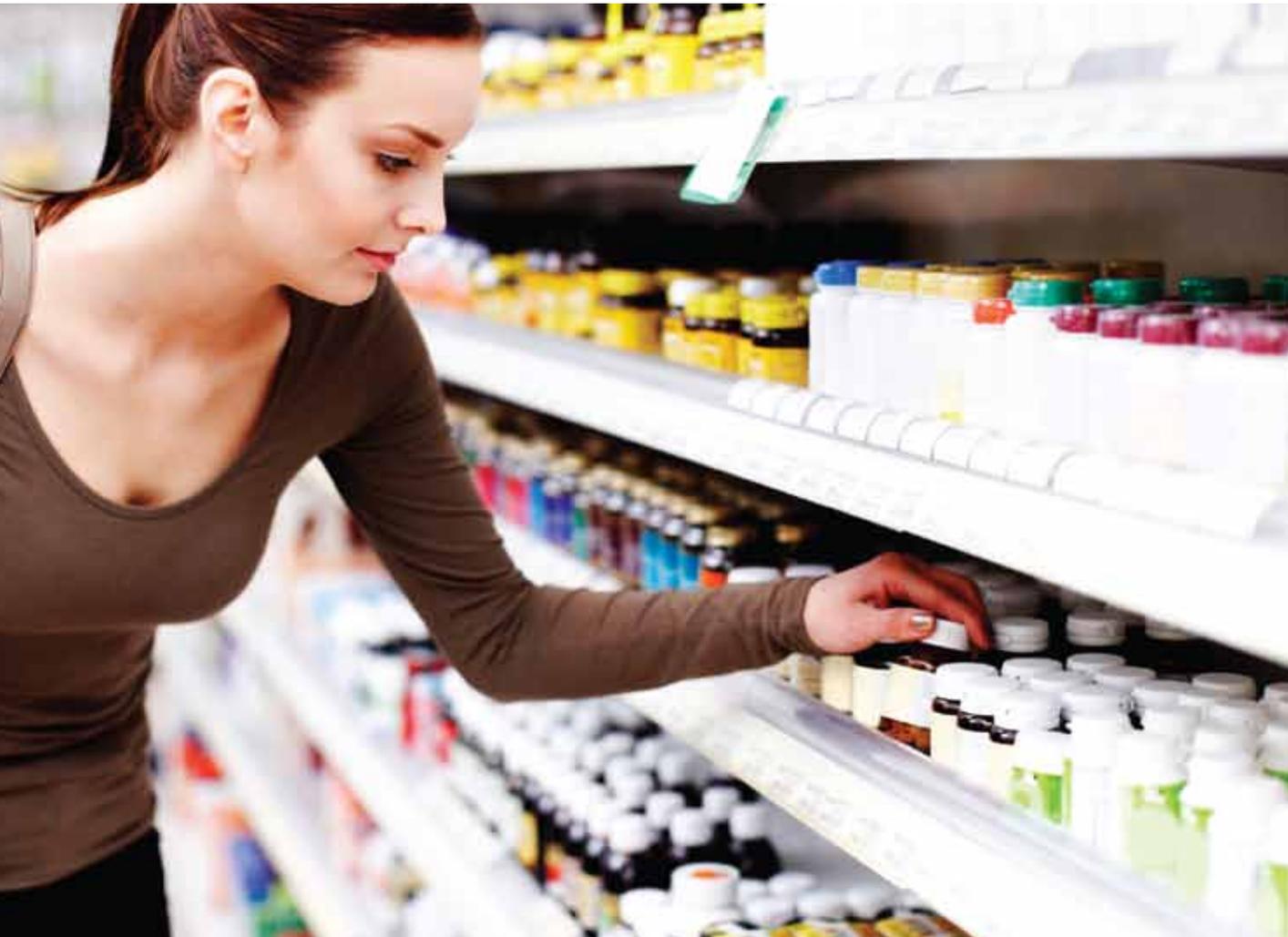
Make your packaging resilient with the power to protect





**All good things  
come in safe  
packaging**

# Is your brand feeling under the weather in today's competitive market?



As the pharmaceutical industry swiftly advances with more sophisticated and effective health solutions, the Avery Dennison pharmaceutical label material range progresses with you to ensure your brand's well-being.

**To address safety concerns, Avery Dennison's dedicated pharmaceutical label materials are developed to meet regulatory and compliance requirements of the highest standards in a constantly evolving industry.**

With a keen understanding of pharmaceutical packaging demands, we invest in delivering consistent low migration and excellent mandrel performance (even with thin-walled LDPE containers) in our portfolio.

Choose from our range of high-quality label materials and packaging solutions; each specifically catered to your diverse needs. Look good and improve shelf appeal, with the assurance of world-class quality.

**Together, we go beyond packaging your brand's health, to protecting it.**

# Dedicated quality for greater control

In the last 40 years, the hypodermic needle has transformed the delivery of non-oral medication. A strong move toward pre-filled syringes and other injection devices began in 1990 with 85% of healthcare professionals preferring their use today (Visiongain 2010).

Together with an increased use of plastic packaging and an ever increasing awareness of proper drug administration, Avery Dennison offers a dedicated range of label materials, including syringe labeling, which aid dosage security, safe administration and the ability to withstand the most commonly-used sterilization procedures.

You can be assured that our solutions will thrive across various storage conditions and temperature ranges, with excellent mandrel performance even on the smallest diameters while maintaining good performance during the label manufacturing and dispensing processes.

With an eye on the future, Avery Dennison's change management policy requires all necessary updates to packaging be planned at least a year in advance.

**We stay ahead with you and provide ample lead-time to maintain your operational stability.**



# Migration-safe adhesives

Dramatically reduce the risk of contamination with our industry proven low-migration adhesives. Help patients get the right dose with excellent label stability throughout the manufacturing and sterilization process – even on small applications and scales on containers as small as 0,5ml.



Product	Description	Suitable Application	Benefits
<b>Avery Dennison S2000NP</b>	A strong permanent adhesive used with paper face materials	Suitable for sterilization with autoclave, ethylene oxide (E.T.O.) and gamma radiation	High initial tack and very good adhesion to glass, PE, PP, and cardboard  Excellent mandrel performance on glass PE and PP containers
<b>Avery Dennison S692NP</b>	A clear, permanent adhesive with lowest risk for migration	Suitable for sterilization with autoclave, ethylene oxide (E.T.O.) and gamma radiation (with paper face materials)	High initial tack and very good adhesion to glass, PE, PP  Excellent mandrel performance on glass PE and PP containers

○ The above adhesives are available with various face materials ranging from low weight papers to white and clear films.



## Luminescent range

With Avery Dennison's luminescent portfolio, missing labels need not go undetected. Invisible UV rays are transformed into visible light using advanced UV-light detection equipment. Gain the added confidence with quality made visible.

# Securing extra care for special needs

Items with critical packaging needs (e.g. saline bags, blood bags) and highly sensitive drugs require safe and resistant packaging care. Gain exclusive access to our pharmaceutical team of adhesive researchers, technical specialists and product marketing professionals, and benefit from customized support for your applications.

## Hanging labels

Avery Dennison helps you find new ways to simplify your processes. Our hanging labels, a durable combination of label material strength and tear resistance coupled with high shear adhesives, are an economical and innovative solution for hanging bottles or pouches of intravenous fluids.

### Valeron™ Film

For outstanding mechanical and adhesive properties, choose Valeron™ film to hang bottles of up to 1000ml capacity with the right front thickness. It's multi-layer polyethylene cross-weave laminate is the secret to this high tear-resistant film.

From white to clear, corona or printing treatment, Valeron™ film is available in varying thicknesses for your needs.

### Fasson® PP125

Ideal for smaller bottles up to 500ml capacity, this strong, low-stretch polypropylene film has good tear resistance. Choose from either white or clear top version to establish your product's identity.

### Two Layer Hanging labels

Designed for auto-application on containers for liquid medicines, our special two layered combination labels utilize special face materials and adhesives which are ideal for very small bottles and bags below 300ml capacity.

The first layer is a printing base that eases identification while the second label functions as a hanger, for quick and precise application.



# Blood and plasma bags

Avery Dennison has taken great care to develop and protect the complex packaging and labeling of one of the industry's most precious commodities – drastically reducing the risk of disease transmission and erroneous transfusion.

Even before blood and plasma bags are filled with anticoagulant, our primary labels are applied. They remain stable, and maintain adhesion through the sterilization in autoclave, centrifugation and during thawing process.

We help you stay accurate during blood processing with dependable secondary labels suitable for cold surface application and a majority of laboratory printing techniques.

From manufacture to bedside collection and traceability throughout the entire cycle, our technical experts are always on hand to provide advice and support.

## Plasma Bag Labels

Experience shorter processing time, avoid waste and decrease incorrect cross matches with Avery Dennison's plasma bag solutions.

Our patent-pending and customizable plasma bag label features a transparent protective liner which is applied to the bag prior to freezing. When the bag is removed from the freezer, the protective layer is removed and the secondary self-adhesive label is applied to the exposed layer.

For direct application, choose Avery Dennison's line of specialized labels which are designed for quick and flawless adhesion, even on frozen and uneven surfaces, without wiping or drying.



# Cryogenic applications

Cryogenics involves a deep freezing process in temperatures below  $-196^{\circ}\text{C}$  ( $-320^{\circ}\text{F}$ ), often performed using liquid nitrogen for applications such as biological tissue conservation.

Our specially designed products maintain flexibility and adhesion throughout the cryogenic process; ensuring reliable and accurate labeling.

## Key benefits:

- Able to withstand temperatures of  $-196^{\circ}\text{C}$  to  $+90^{\circ}\text{C}$
- Performs even with dry ice, steam autoclave and gamma radiation
- Resistant to chemicals including Xylene, Isopropanol, Dimethyl Sulfoxide and 10% Hydrochloric Acid

# Everyone loves a healthy balance

Avery Dennison label materials and packaging feature outstanding, eye-catching visual finishes that enhance the value of your brand.

**There is no longer a need to sacrifice important information on your labels in the name of shelf appeal.**

Harness the best of both worlds with our intuitive consumer healthcare and variable information product range – a sophisticated line of lightweight products, removable adhesives and flexible facestocks that are suitable for thermal transfers, direct thermal and laser printing; delivering excellent print quality and mandrel performance even on small containers.

Create piggyback booklets and booklet labels with our label technology. Stand out from the crowd while successfully communicating all the information you need.



Booklet Label

# The safe choice is the smart one

The proliferation of available technology has led to an increased risk of drug counterfeiting with a predicted growth rate of 13% annually<sup>1</sup>. Avery Dennison's smart packaging technology protects both consumer safety and your brand's integrity in the marketplace.

A comprehensive selection of intelligent tracking labels and sophisticated solutions create an innovative barrier against potential copycats seeking to abuse established pharmaceutical systems and processes.

<sup>1</sup>*The Lancet, Vol. 371, Issue 9624, Page 1551*

We know that every product is unique, requiring customizable solutions for optimum protection. Choose from our range of ready-made specialty security products, or let our dedicated team develop an exclusive product label bolstered by a palette of security options – and rest, assured.



Avery Dennison® VOID label

## Anti-tampering

Avery Dennison has created tamper-evident solutions that form a formidable defense when combined with our proven solvent adhesive range. A prime example would be our void labels, which clearly mark the substrate when the label is removed.

## Track and traceability

Accountability is critical in pharmaceutical industry. Take control of your product's distribution with our RFID solutions.

**Future proof your brand, make the smart choice with Avery Dennison today.**

## Anti-counterfeiting

From customized holograms to UV fluorescent fibers, protect the authenticity of your product with any one or a combination of our anti-counterfeit solutions.

Anti-counterfeiting		Anti-tampering
Face Materials	Adhesive	
<ul style="list-style-type: none"> <li>• Holograms</li> <li>• Fibers</li> <li>• Watermarks</li> <li>• Threads</li> <li>• Iridescent stripes</li> <li>• Reactivity to certain solvents</li> </ul>	<ul style="list-style-type: none"> <li>• Threads</li> <li>• Taggants</li> <li>• Microfibers</li> <li>• UV Back-imprint</li> </ul>	<ul style="list-style-type: none"> <li>• Destructible papers</li> <li>• Ultra-destructible PVC</li> <li>• Tamper evident PEHD</li> <li>• Acetate and Acetate UD</li> <li>• Foamtac</li> <li>• VOIDS</li> </ul>





# Reduce waste and increase productivity

Gain an immediate and tangible increase to your business' productivity with Avery Dennison's PET23 liner. Featuring high tear and moisture resistance as well as great tensile strength, our liners efficiently eliminate web breaks and allow for higher dispensing speed.

Created in long reels with more labels per roll, our PET23 liners reduce downtime and material waste, saving you precious inventory space.

Beyond being a healthy business solution, recyclable PET23 liners are environmentally friendly – reducing the cost of liner waste management. Its low weight helps to lower transportation costs and fuel consumption.

## Prevention is better than cure

**We know quality when we see it and so do your customers.**

Avery Dennison is committed to develop label materials that create and boost brand differentiation. Harness our global portfolio, leading engineers and technical support teams to establish an effective supply chain for your company.

Leaders in R&D from our dedicated pharmaceutical plants (e.g. in Bourg de Thizy, France) set industry standards with high quality ISEGA™, USFDA™, ISO™ certified materials. Entrust us to help you obtain regulatory conformance and/or quality compliance certification for your product.

**From start to finish, we strive to help distinguish and protect your brand in the industry.**



**Contact your local Avery  
Dennison representative today  
to discover the best way to  
fortify your brand.**

## 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 26,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Glendale, California, the company reported sales from continuing operations of \$6.1 billion in 2013.

Learn more at [www.averydennison.com](http://www.averydennison.com).

To learn more about solutions that match your specific business and material needs, please contact us at [pharmateam@averydennison.com](mailto:pharmateam@averydennison.com).

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