



RESISTANT

LABELS

ANTIMICROBIAL LABELS



Background

A key part of the Avery core mission is to help make people's lives easier. Our portfolio helps enhance products, keep people informed, organise homes & offices, and help businesses grow.

As the global pandemic hit us, businesses and consumers have been more conscious about health & protection and good hygiene practices to ensure we minimise the spread of germs at home and at work.

We are all looking at ways to adapt to a new way of working, and our Engineers have identified a product that can help protect objects and surfaces from the spread of bacteria and viruses.

Introducing : Avery® antimicrobial labels



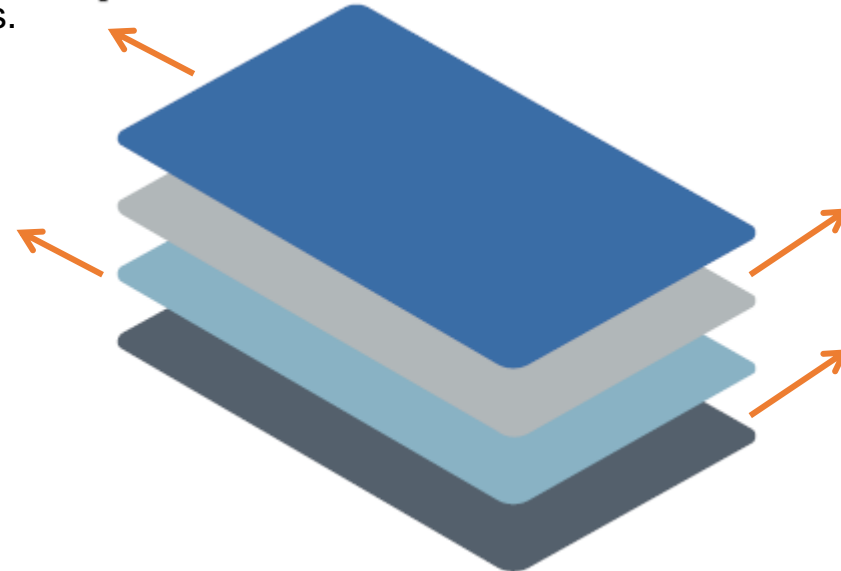
- ✓ Removes 99.9% of bacteria & viruses!
- ✓ Cut to the size you need, or choose from pre-cut options
- ✓ **Help your customers enhance their existing environmental protection whilst we all adjust to our 'new normal'**

Product composition

The active component works by eradicating the conditions that microbes need to survive and spread. The coating delivers over 99.9% proven protection against growth of specific microbes, guaranteed for up to 5 years.

Our unique antimicrobial coating is independently certified to be 99.9% effective against bacteria, viruses and moulds. The active ingredient is approved to FDA, EPA and EFSA requirements.

Our adhesive makes the label easily and safely removable from a wide range of surfaces.



Our clear PET label is strong and durable. It is resistant to cleaning chemicals and abrasion.

Our clear PET backing sheet makes the labels easy to peel.

Features & benefits



99.9% antimicrobial

Material tested to eliminate the spread of different types of:

- Bacteria (ISO 22196) such as E-Coli, MRSA
- Viruses (ISO 21702) such as Influenza A, SARS and Human Coronavirus NL63
- Microbial or fungal infestations (ATSM G21)



Durability

Guaranteed for up to 5 years. Using cleaning chemicals on the film does not deteriorate the antimicrobial functionality of the product. If possible, avoid scratching the surface of the film



Works 24/7

Provides permanent and continuous protection, even if the film is cut. Possibility to adjust the size of the film using a cutter or scissors.



**WATER & OIL
PROOF**

Hard-wearing

Material tested against:

- >100 hours immersion in oleic acids, oils & creams
- 72 hours water immersion



Tough

Can withstand temperatures from -40° up to 60° C.

Usage examples

Public toilets: apply on signage within the toilets, on toilet seats, flush buttons, hand dryer buttons

Touchscreen devices: self-service ordering machines (e.g. McDonald's), GP surgery appointment screens

Door handles in any office / building

Restaurants: food menus, card payment machines, common kitchen utensils

Retail: trolleys in supermarkets, in-store POS, on Pharmacy counters, glass screens between cashier & customer

Home: create a range of different sized labels that people can use at home – doorknob, doorbell, letterbox, gate handle, personal touch devices (phone, tablets, interactive watches), school labels, water bottles

School / Office: common equipment like printers, shared desks, tables in meeting rooms, stairway banisters, folders, books coverings

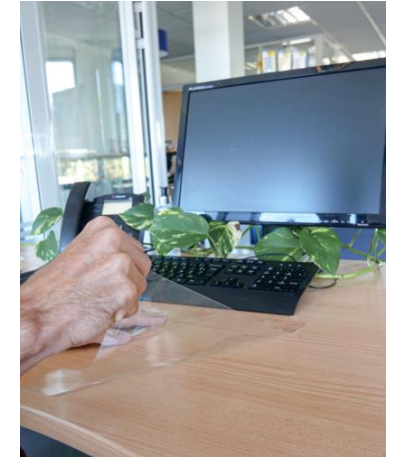
Transport: taxi door handles, tube handles on trains, bus handles

Hospital/NHS/Laboratories: labels for products / medicines, face visors (so these can be reused multiple times instead of being disposed after one use), items commonly shared or handled by multiple people

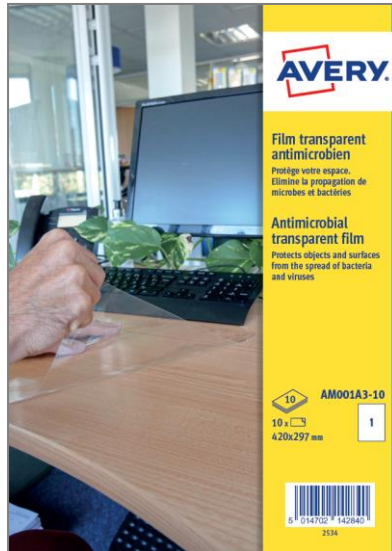
Travel: passport covers, driver's license, airport check-in machines

Important:

This product is an additional aid to daily cleaning and disinfection procedures. It does not cure people infected with a virus or prevent them from contaminating others by different means. Respect social distancing for better protection against any type of virus.



The range



RESISTANT LABELS

The range



Item Number	AM001A3	AM001A4	AM002A4	AM004A4	AM00CA4	AM00SA4
Sheet size	A3	A4	A4	A4	A4	A4
Labels per sheet	1	1	2	4	63	68
Label size (mm)	420x297	199.6x289.1	199.6x143.5	139x99.1	mixed circles 3.5x3.5; 2.5x2.5; 1.5x1.5	mixed squares 3x3; 2x2; 2x1,5
Colour	Clear	Clear	Clear	Clear	Clear	Clear
Potential Application / Usage	Suitable for books, notebooks, desks, larger surfaces	Suitable for books, notebooks, desks, larger surfaces	Suitable for door handles, tablets, touchscreen devices	Suitable for passport covers, handles, touchscreen phones & devices	Suitable for large, medium and small circular buttons	Suitable for large, medium and small square buttons

360 campaign

Catalogue Adverts



Website Content



Promote with all customers



Newsletter Emails



Blogs



Social Media



SEO



Campaign overview



Website Content:

Dedicated web & landing pages to educate businesses & consumers about the product

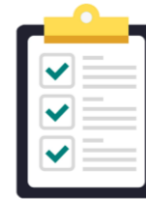


New Customer Catalogues: Entry into customer 2021 catalogues



Newsletter Emails:

New product announcement + trial offer sent to 20k+ users in our database



Promote with all Avery customers: Dealers/ Wholesalers / Contract Stationer / Avery platforms



Social Media:

Further build awareness of new products via regular posts on our social channels (X per week). Use paid media to boost posts.



Blogs: Blogs & Tips on how to effectively use antimicrobial labels.



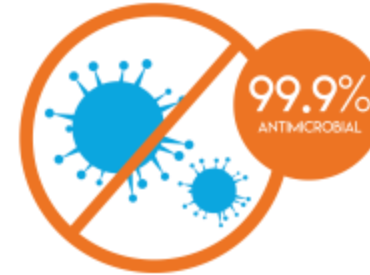
Search:

Product content on website optimised to capture relevant keywords so businesses and consumers can easily find this product when searching online

Case studies: once product is more established in the market use case studies to further build trust and credibility with end consumers

Avery Antimicrobial labels asset bank

- ✓ Range of print ready adverts
 - Resizable on request
- ✓ Editable PDFs
- ✓ Newsletter layouts / templates
- ✓ Web banner suite
 - Resizable on request
- ✓ Avery Antimicrobial PowerPoint deck





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3-121-17T-R1

Antimicrobial Film

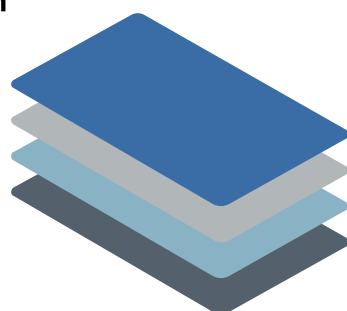
Product Description

3-121-17T-R1 is a 50 micron clear printable polyester material that utilises a removable acrylic adhesive, which can give clean peel on a wide range of surfaces. This product incorporates PC-1000 antimicrobial topcoat which offers excellent protection against microbes and mould. The coating ensures microorganisms that cause contamination and infection, including those responsible for odours and staining are eradicated. The active ingredient used in the topcoat is EPA, EFSA and FDA approved and the coated product formulation conforms to all REACH requirements.

3-121-17T-R1 withstands abrasion, general cleaning agents and handling environments.

Like all removable label stock, 3-121-17T-R1 should be tested according to the customer's specific exposure and substrate combinations in order to ensure it meets clean peel requirements.

Product Construction



- 8µm PC-1000 Antimicrobial Gloss Topcoat
- 50µm Polyester Film
- 20µm Removable Acrylic Adhesive
- 75µm Glassine Liner

Product Applications

CCL Design has created this product for use in a number of applications to help get people back to work, school and into a 'new normality'. 3-121-17T-R1 has the following key features:

- Approved by independent lab to BS EN ISO 22196 global antimicrobial standard
- Effective against a broad range of microorganisms - bacteria, virus - with reduction in microorganism of >99.9% over 24 hours
- Prevents staining from mould and algae
- Tested to ASTM G21 standard for resistance to fungi and can be considered fungicidal with zero growth rate
- Durable to cleaning chemicals and abrasion
- Acts as a complementary measure to routine cleaning by continuously killing microbial contaminants and resisting microbe growth
- Independent laboratory testing confirms that the PC-1000 coating leads to 85% reduction of Influenza A and 75% reduction of Human Coronavirus NL63 viral activity in just 2 hours. Both these viruses are fatty enveloped structures and the results infer that PC-1000 may give similar efficacy against the current coronavirus

3-121-17T-R1 is particularly suitable for applications where an antimicrobial film can enhance environmental protection from touching hard surfaces in communal areas. Examples of use can be on tables, trays, door push plates, screens, dividers and work surfaces.

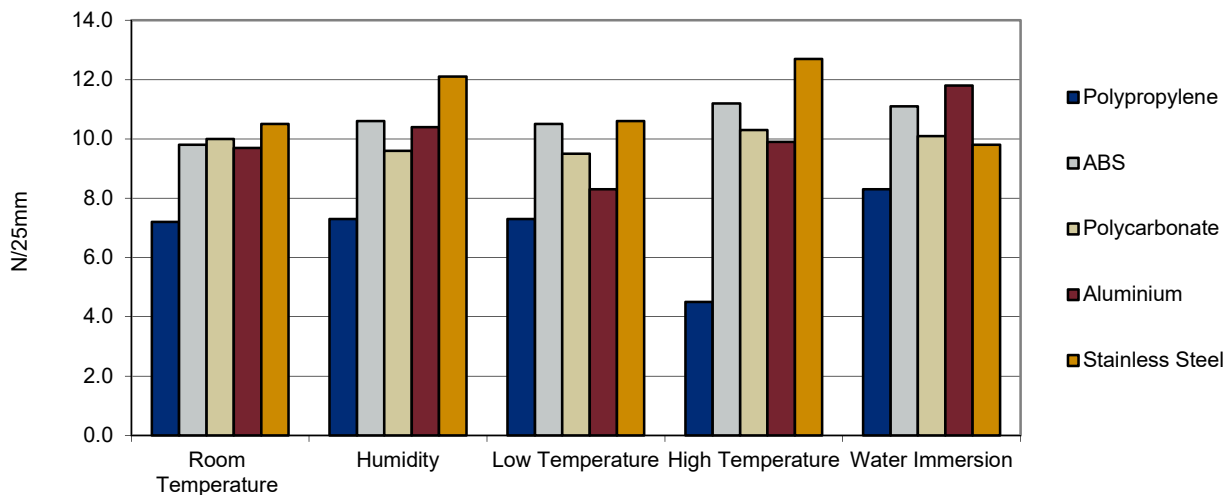
Typical Test Conditions

3-121-17T-R1 withstands the following industry standards and relevant test specifications:

Test Type	Test Method
Normal Duty Abrasion	Taber abrader under 250g pressure for >1000 cycles using CS-8 wheels
Sutherland Rub Test	>5000 cycles using 1.8kg weight at speed 2 (42 cycles/min)
Chemical Resistance	<p>Hand rub: 30 seconds under 2kg pressure using a cloth soaked in:</p> <ul style="list-style-type: none"> - Oleic Acid - Nivea Hand Cream - Nivea Sun Cream - Vaseline Intensive Care - Johnson's Baby Oil <p>Hand rub: 500 cycles using a cloth soaked in:</p> <ul style="list-style-type: none"> - Bleach - Vinegar <p>500 cycles (50 cycles/min) under 250g weight using a cloth soaked in:</p> <ul style="list-style-type: none"> - Bleach - Vinegar
Defacement Test	10 rubs back and forth under 1kg pressure using a metal round edge
Tape Test	610 and 810 tape applied to sample. Removed after 30 seconds.
Cross-hatch Test	Etch 25 x 1mm by 1mm squares into the topcoat and apply 610 and 810 tape. Remove after 30 seconds.
Chemical Immersions	<p>>100 hours immersed in the following:</p> <ul style="list-style-type: none"> - Oleic Acid - Nivea Hand Cream - Nivea Sun Cream - Vaseline Intensive Care - Johnson's Baby Oil
Sweat Test	200,000 cycles under 500g weight in artificial sweat solution

Adhesive Performance

R1 20 micron Removable Acrylic Adhesive
Typical properties based on 50 micron polyester



Test Condition

Room Temperature:	72 hours at standard atmosphere
Humidity:	72 hours at 40°C / 95% RH
Low Temperature:	72 hours at -40°C
High Temperature:	72 hours at 60°C
Water Immersion:	72 hours room temperature water immersion

Temperature Range

Recommended range: -40°C (-40°F) to 60°C (140°F).

Product Application The application surface should be clean and dry. In order to optimise performance, surface temperatures should be around room temperature.

Storage Conditions 3-121-17T-R1 label material and labels manufactured from this material must be stored between 20°C-28°C, below 75% RH and in sealed packaging.

Shelf Life If stored under recommended conditions, then this label material will retain it's specified performance criteria for 2 years.

RoHS Compliance This material meets European (EU) Directive 2011/65/EC on the restriction of the use of certain hazardous substances (RoHS) in electrical and electronic equipment. CCL Design can clearly state that our products do not contain halogens and heavy metals etc. in excess of the maximum concentrations stipulated.

NOTE: Product compliance is based upon information provided by independent laboratory testing of our products. CCL Design makes no independent representations or a warranty, express or implied, and assumes no liability in connection with the use of this information.

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