

# Avery Dennison® Sustainable Graphics Solutions

Within the graphics industry we  
aim to provide materials that  
are **sustainable by design**.

We develop products with sustainability in mind, from the materials we use, to how they're constructed or treated at end-of-life.

Our Sustainable Graphics Solutions portfolio gives our customers access to the new generation of more

sustainable products. Each product in the portfolio qualifies by meeting one or more of our criteria.

Innovations, including our PVC-free technologies, will drive our transition to Sustainable Graphics Solutions.

## Reduce VOCs & Solvents

Innovation in the design of key product components, such as PVC-free films, that reduces emissions of harmful compounds



### PVC-free

PVC-free products contain no chlorine, are free of intentionally added phthalates and other halogens, and reduce emissions of volatile organic compounds (VOCs)



### iA Tech™ Adhesive

Our new high performing innovative adhesive platform contains no solvents, reducing the use of fossil materials compared to solvent adhesive.

## Reduce environmental impact during use phase

Products that enable customers to reduce their environmental footprint during use, such as our Architectural Window Films and Illuminated Signage product ranges.



### Solar Architectural Window Films

Solar Architectural Window films are designed to block UV and IR light - reducing heat build up within a room and significantly reducing the workload on air conditioning systems and reducing energy consumption.

### Illuminated Signage

Illuminated Signage Products have been specifically designed for compatibility with LED light boxes, enabling high visibility and energy efficient night time signage.

## Renewable content

An alternative source to petroleum based products such as our Organoid Natural Surfaces range.



### Organoid natural surfaces

Authentic handcrafted materials for interior windows and walls with self-adhesive backing created from natural materials such as moss, leaves, rose petals and hay.

## Reduce

A reduction in material utilization such as our Dot adhesive product series.



### Dot Series

Dot adhesive products use 60% less adhesive compared to standard adhesive coating and ensure simple and fast application.

## Reduce VOCs & Solvents

Innovation in the design of key product components, such as PVC-free films, that reduces emissions of harmful compounds.



### PVC-free

PVC-free products contain no chlorine, are free of intentionally added phthalates and other halogens, and reduce emissions of volatile organic compounds (VOCs)

Application	Product Name
Digitally Printable - Promotional Films	<a href="#">SP 3523 Opaque Matt</a>
Digitally Printable - Premium Films	<a href="#">SP 1504 Easy Apply</a>
Digitally Printable - Premium Films	<a href="#">MPI 1405 EA RS</a>
Digitally Printable Ultra Clear Films	<a href="#">SP 1540 Ultra Clear (MPI 1440 Ultra Clear)</a>
Digital Overlamine Films	<a href="#">SL 4530 Anti Graffiti (DOL 4300 Anti Graffiti)</a>
Digital Overlamine Films	<a href="#">SL 6560 Gloss (DOL 6460 Gloss)</a>
Digitally Printable Ultra Clear Films	<a href="#">SF 100 Ultra Clear</a>
Window Textile	<a href="#">Squid® Window Textile Chalk, Bone, Oak, Ash, Rock, Coal</a>
Window Textile	<a href="#">Squid® Opaque Window Textile Chalk, Bone, Oak, Ash, Rock, Coal</a>
Digitally Printable Window Textile	<a href="#">Squid® Latex Window Textile Chalk</a>
Sign Cut Films	<a href="#">Gloss Gold</a>
Sign Cut Films	<a href="#">Gloss Silver</a>



### iA Tech™ Adhesive

Our new high performing innovative adhesive platform contains no solvents, reducing the use of fossil materials compared to solvent adhesive.

Application	Product Name
Sign Cut Films	<a href="#">777 Cast Film™ iA Tech™</a> (All colours except metallics)

## Reduce environmental impact during use phase

Products that enable customers to reduce their environmental footprint during use, such as our Architectural Window Films and Illuminated Signage product ranges.



### Illuminated Signage

Illuminated Signage Products have been specifically designed for compatibility with LED light boxes, enabling high visibility and energy efficient night time signage.

Application	Product Name
Illuminated Signage	<a href="#">Flexible Substrate Signage Pro</a>
Illuminated Signage	<a href="#">5600 LD</a>



### Solar Architectural Window Films

Solar Architectural Window films are designed to block UV and IR light - reducing heat build up within a room and significantly reducing the workload on air conditioning systems and reducing energy consumption.

Application	Product Name
Solar Architectural Window Films	<a href="#">DR Grey 05 i</a>
Solar Architectural Window Films	<a href="#">DR Grey 10 X</a>
Solar Architectural Window Films	<a href="#">DR Grey 15 i</a>
Solar Architectural Window Films	<a href="#">DR Grey 20 X</a>
Solar Architectural Window Films	<a href="#">DR Grey 20 XTRM</a>
Solar Architectural Window Films	<a href="#">DR Grey 35 X</a>
Solar Architectural Window Films	<a href="#">DR Grey 50 X</a>
Solar Architectural Window Films	<a href="#">DS Bronze 20X</a>
Solar Architectural Window Films	<a href="#">DS UV Filter i</a>
Solar Architectural Window Films	<a href="#">R Silver 20 X Poly</a>
Solar Architectural Window Films	<a href="#">R Silver 20 XTRM</a>
Solar Architectural Window Films	<a href="#">R Silver 20i</a>
Solar Architectural Window Films	<a href="#">R Silver 20X</a>
Solar Architectural Window Films	<a href="#">R Silver 35 i</a>
Solar Architectural Window Films	<a href="#">R Silver 35 X</a>
Solar Architectural Window Films	<a href="#">R Silver 50 i</a>
Solar Architectural Window Films	<a href="#">R Silver 50 X</a>
Solar Architectural Window Films	<a href="#">R SkyLite 20 XTRM</a>
Solar Architectural Window Films	<a href="#">R SkyLite 20 XTRM Poly</a>
Solar Architectural Window Films	<a href="#">SS Natural 45 i</a>
Solar Architectural Window Films	<a href="#">SS Natural 45 X</a>
Solar Architectural Window Films	<a href="#">SS Natural 70 i</a>
Solar Architectural Window Films	<a href="#">SS Natural 70 X</a>

## Renewable content

An alternative source to petroleum based products such as our **Organoid Natural Surfaces** range.



### Organoid natural surfaces

Authentic handcrafted materials for interior windows and walls with self-adhesive backing created from natural materials such as moss, leaves, rose petals and hay.

Application	Product Name
Interior Design	<a href="#">Organoid Natural Surfaces Skellet Leaves</a>
Interior Design	<a href="#">Organoid Natural Surfaces Rose Petals</a>
Interior Design	<a href="#">Organoid Natural Surfaces Sunflower Petals</a>
Interior Design	<a href="#">Organoid Natural Surfaces Moss Bright Green</a>
Interior Design	<a href="#">Organoid Natural Surfaces Moss Dark Green</a>
Interior Design	<a href="#">Organoid Natural Surfaces Mountain Hay + Marguerites</a>
Interior Design	<a href="#">Organoid Natural Surfaces Original Alpine Hay</a>
Interior Design	<a href="#">Organoid Natural Surfaces Skellet Leaves - Black (Translucent)</a>
Interior Design	<a href="#">Organoid Natural Surfaces Birch Leaves Cut</a>
Interior Design	<a href="#">Organoid Natural Surfaces Cornflower Mix</a>

## Reduce

A reduction in material utilization such as our Dot adhesive product series.



### Dot Series

Dot adhesive products use 60% less adhesive compared to standard adhesive coating and ensure simple and fast application.

Application	Product Name
Digitally Printable - Promotional	<a href="#">MPI 3021 Dot White Matt</a>
Digitally Printable - Promotional	<a href="#">MPI 3041 Dot Transparent Gloss</a>

# Avery Dennison: Your Partner for Sustainable Graphics Solutions

With a focus on driving sustainability in the graphics industry, we help our customers and the wider industry to meet their sustainability goals.

Whether you're looking for a sustainable solution for an existing application, or you're looking to reinvent your offering, we want to work with you.



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## Who we are

As the pioneer in self adhesive solutions, we bring one-of-a-kind capabilities to our partners in the graphics industry. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our products must perform, and the technical challenges they have to meet. Whatever your vision, we can help you develop a sustainable solution.

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## What we stand for

**Sustainability. Innovation. Quality. Service.**

In 1935, we invented the first self-adhesive materials, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what graphics materials can do. The world's most successful companies know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

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## Work with us

You're the expert in your business; we're the expert in graphics materials solutions. Contact us today to find out how Avery Dennison can meet and exceed your needs.

[graphics.averydennison.eu](https://graphics.averydennison.eu)  
[mactacgraphics.eu](https://mactacgraphics.eu)

To learn more or to place an order, contact your sales representative, or visit: [graphics.averydennison.eu](https://graphics.averydennison.eu)

Connect with us on:     



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