



**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



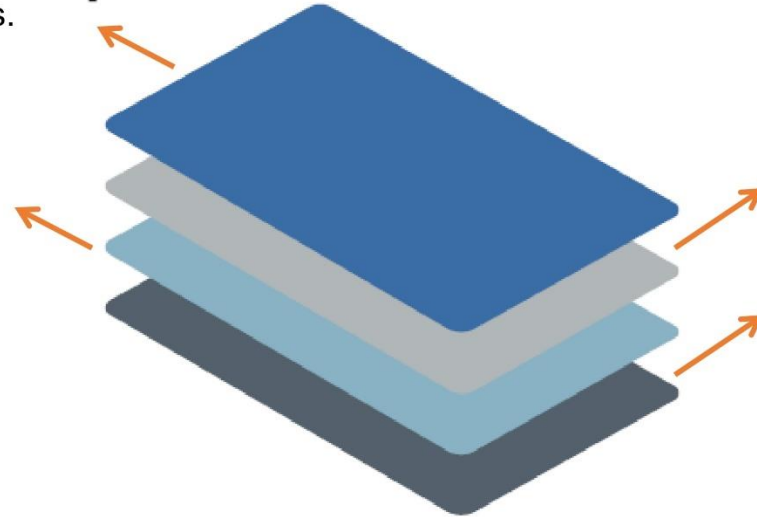
- ✓ Removes 99.9% of bacteria & viruses!
- ✓ Cut to the size you need, or choose from pre-cut options
- ✓ **Help your customers enhance their existing environmental protection whilst we all adjust to our 'new normal'**

# 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.



# Application images



# 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



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