

# Avery Dennison® FreshMarx® Food Labeling Solutions

## FOOD LABELING SOLUTIONS

- Date coding
- Nutritional
- Prep
- Ingredient
- Grab and Go
- Branding
- Decorative
- Promotional
- Compliance
- Lot tracking
- Pricing
- Inventory management



## APPLICATION-SPECIFIC LABELING SOLUTIONS

- Dissolvable, durable, high-heat food labeling
- Product branding
- Tamper evident
- Pricing and promotion



## WHICH LABEL AND ADHESIVE COMBINATION IS RIGHT FOR YOU?

Considerations for choosing labels:

- Surface to be labeled
- Environment
- Label longevity – permanent, removable or dissolvable



DISSOLVX® Labels dissolve within 30 seconds.

Innovative, intelligent and sustainable labeling and printing solutions that accelerates supply chain performance, increases productivity and elevates the consumer experience.

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Label	Minimum Application Temperature	Service Temperature Range	Adhesive Description
<b>FREEZX®</b>	-10° F (-23° C)	-65° F to +200° F (-54° C to +93° C)	<b>FREEZX®</b> labels have a general purpose adhesive that is semi-permanent with excellent cold temperature performance. The labels can be applied to a variety of surfaces, including plastics, corrugated and paper wraps. For best performance in cold temperatures, labels should be applied to dry surfaces. While adhesive offers some removability at room temperature, <b>FREEZX®</b> labels are not recommended for reusable containers. This material is recommended for use on wraps and/or containers that will be discarded. <b>FREEZX®</b> labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.
<b>REMOVX®</b>	+40° F (+4° C)	-65° F to +180° F (-54° C to +82° C)	<b>REMOVX®</b> labels have a removable adhesive that provides excellent cold temperature performance and clean removability at room temperature. This material provides an "all-purpose" label that can be used on a variety of surfaces over a wide range of temperatures. <b>REMOVX®</b> labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.
<b>DISSOLVX®</b>	+21° F (-6° C)	-10° F to +175° F (-23° C to +80° C)	<b>DISSOLVX®</b> labels feature a biodegradable adhesive and will dissolve completely within seconds when immersed in tap water of any temperature. This material provides moderate tack and adhesion that will adhere to hard plastic and stainless steel containers. Dissolvability reduces clean-up time and eliminates bacteria-harboring adhesive residue and build up. Label options available for hand writing, printing with Monarch® handheld labelers and use in the Monarch® 9417+ printer. <b>DISSOLVX®</b> labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact. Important Storage Note: <b>DISSOLVX®</b> labels are extremely sensitive to humidity and temperature. Storage conditions should be maintained at 73° F and 50% RH (relative humidity). Labels should remain wrapped when stored and used within six months from purchase.
<b>DURAX®</b>	-10° F (-23° C)	-65° F to +200° F (-53° C to +93° C)	<b>DURAX®</b> labels incorporate a synthetic label material with a removable adhesive to provide a durable, water-resistant label that can be removed cleanly with little to no residue. The tear-resistant material is ideal for environments where labels will be exposed to harsh, wet or dry conditions. <b>DURAX®</b> labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.
<b>DURAX® EZ LIFT</b>	+40° F (+4° C)	0° F to +200° F (-17° C to +93° C)	<b>DURAX® EZ LIFT</b> labels incorporate synthetic material with a removable adhesive that offers all of the benefits of <b>DURAX®</b> with the addition of a lift tab for easy removal. <b>DURAX® EZ LIFT</b> labels meet the requirements of FDA 21 CFR 175.105 for indirect food contact.
<b>HEATX™</b>	+14° F (-10° C)	-40° F to +131° F (-40° C to +55° C)	<b>HEATX™</b> labels combine a high heat coated, direct thermal paper label with a permanent adhesive. Ideal for use in food warmers, these labels are able to withstand temperatures up to 212° F (100° C) for 24 hours in dry conditions.

Direct thermal labels service temperatures are limited by the face sheet.

The information contained herein is believed to be reliable but Avery Dennison makes no representations concerning the accuracy or correctness of the data. This product, like any other should be tested by the customer/user thoroughly under end user conditions to ensure the product meets the particular requirements. Independent results may vary.

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