

# Fasteners

## Avery Dennison® Graphic Fastening System

**Elevate brands through innovative branding and identification solutions that enable designers, improve efficiency, and increase consumer appeal and perceived value.**

Elevate brands and accelerate performance with the new Avery Dennison Graphic Fastening System. Both a branding and attaching solution, this innovative system increases the level of recognition and contact between your brand and the consumer. Plus it customizes your attachment process with value-added information and brand authentication such as logos, sizing and special messages.

### ELEVATE BRANDS

The fastener paddle can be digitally printed with any information to position your brand at the forefront of consumer visibility.

Applications include:

- Brands, logos and product information
- Retail store names and logos
- Promotional or sales messages
- Country of origin information – “Made in (Country)”
- Size information
- Garment performance attributes
- Fit and style information

### ACCELERATE PERFORMANCE

This unique fastening system can only be obtained through approved sources to enable a managed supply chain. Avery Dennison utilizes trade secrets in the fastener system technology and molding process to integrate the image with the fastener. These unique capabilities and product designs provide the benefits of authentication and technical performance.

Applications include:

- Variable data and bar codes
- Sequential numbering
- Fraudulent returns with item-level fastening
- Authentication (overt)
- Brand protection

### ELEVATING BRANDS. ACCELERATING PERFORMANCE.

To learn more or receive our terms and conditions, please contact your Avery Dennison representative or visit our website at [www.rbis.averydennison.com](http://www.rbis.averydennison.com).



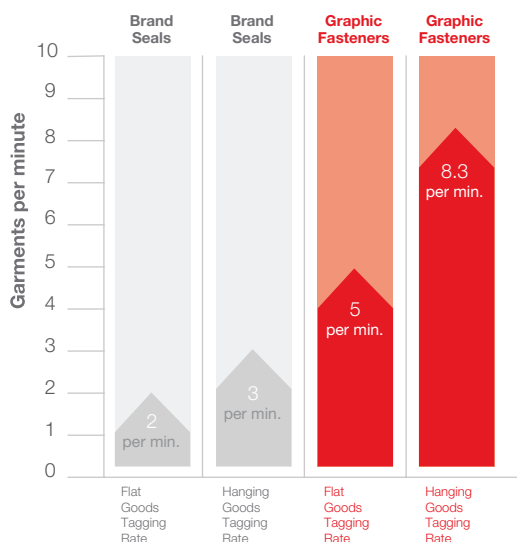
**Intelligent, creative and sustainable solutions that elevate brands and accelerate performance throughout the global retail supply chain.**

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## FASTEST, MOST ECONOMICAL BRANDING AND INFORMATION ATTACHING SOLUTION ON THE MARKET

Our new Graphic Fasteners are significantly less expensive than manually applied brand seals (as much as half the cost), yet provide a high-resolution image with easy application. Performance is accelerated with a streamlined application process that reduces installation time.



### GARMENTS PER HOUR

<b>Brand Seals (Flat goods)</b>	120 per hr.
<b>Brand Seals (Hanging goods)</b>	180 per hr.
<b>Graphic Fasteners (Flat goods)</b>	300 per hr.
<b>Graphic Fasteners (Hanging goods)</b>	500 per hr.



Retail Branding and Information Solutions

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## TECHNICAL INFORMATION

The information that can be conveyed on the Graphic Fastener is limited only by the capabilities of high-resolution digital printing. Graphic Fasteners are available in natural Polypropylene material for one- or two-sided images, as well as in white, black or your specific PMS color choice for one-sided images.

## PRINT

Four-color digital - high-resolution image (1200 x 820 dpi)

## SPECIFICATIONS

FASTENER	OVERALL LENGTH	FILAMENT LENGTH	WIDTH	LENGTH
Standard	76.2 mm (3.00")	54.6 mm (2.15")	8.9 mm (0.35")	19.8 mm (0.78")
	63.55 mm (2.5")	43 mm (1.70")	8.9 mm (0.35")	19.8 mm (0.78")
	51 mm (2.0")	30 mm (1.18")	8.9 mm (0.35")	19.8 mm (0.78")

## SIZE OF PRINT AREA

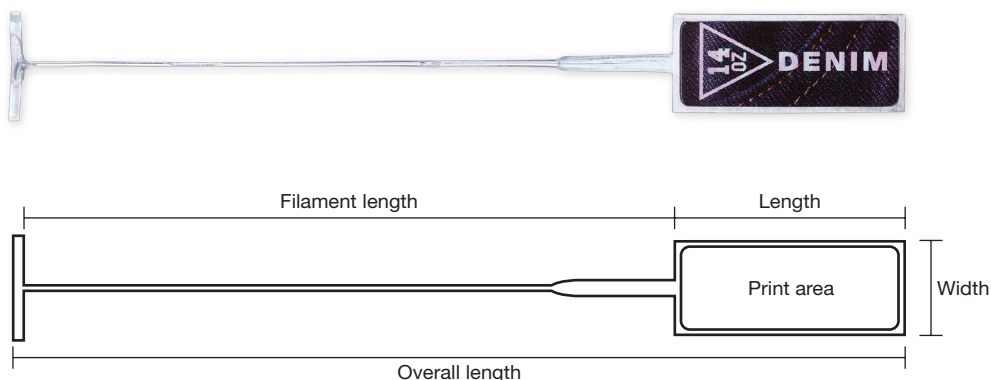
**Width:** 7.7 mm +/- 0.08 mm (0.305" +/- 0.003")

**Label - max. total print area:** 6.9 mm (0.207")

**Image on label - max. logo print area**

Length: 19.8 mm +/- 0.08 mm (0.780" +/- 0.03")

Label: 18.3 mm (0.720")



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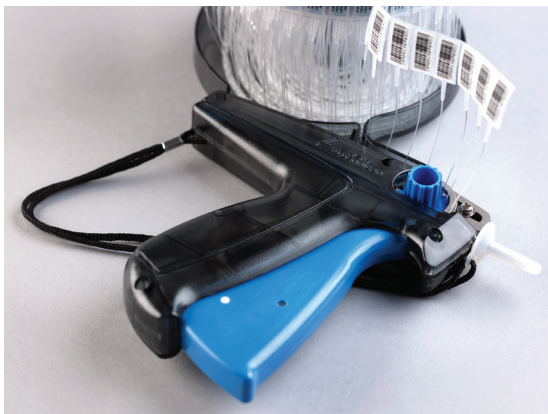
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## Avery Dennison® Graphic Fastening System

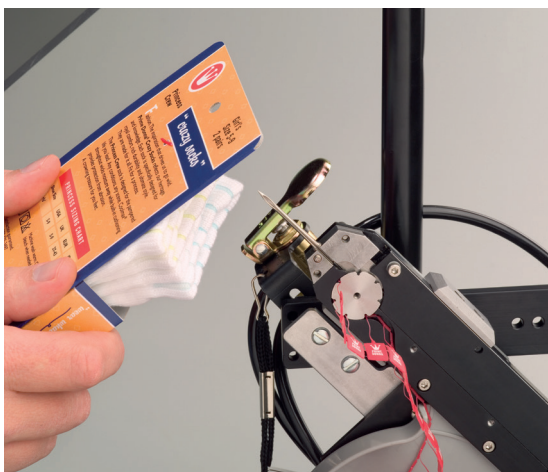
The Graphic Fastening System provides 834 fasteners on a roll, which increase tagging productivity compared to common tag attaching fasteners that have only 50 or 100 fasteners per clip. Graphic fasteners are applied efficiently using Avery Dennison's exclusive System 1000® Hand Tool (#10000) or Industrial System 1000® Tools (SPU5M or SPU5P).

PRODUCT	MOQ	TENSILE	ROLL QTY.	PKG. QTY.	CASE QTY.
Graphic Fasteners - Natural	250,000 *	1.8 kg (4.0 lbs)	834	5,000	50,000
Graphic Fasteners - White or Black	1,000,000 *	1.8 kg (4.0 lbs)	834	5,000	50,000
Graphic Fasteners - Special Colors	1,000,000 *	1.8 kg (4.0 lbs)	834	5,000	50,000

\* Minimum order quantity - Order is non-cancellable, non-returnable ARO.



System 1000 Hand Tool (#10000)



Industrial System 1000

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