

## HEAT TRANSFER SOLUTIONS

Digital High-Definition Transfers

Halo-Free ECO Transfers

Halo-Free Transfers

Multi-Color Transfers

Stretch Transfers

Industrial Transfers

ECO Stretch Transfers

## HEAT TRANSFER SOLUTIONS

The smart way to turn up the heat on brand impact

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**HEAT TRANSFER SOLUTIONS:**  
The smart way to turn up the heat on brand impact.

**Avery Dennison heat transfer solutions—adding value to your garment collections**

Avery Dennison heat transfers present an extremely versatile brand identification solution for garment decoration and ‘tag-free’ labelling across all textile apparel sectors. From intimate apparel to industrial work wear... from performance sports to high-street fashion, our industry-leading heat transfer technology combines the highest quality aesthetics with unparalleled technical performance for undeniable customer satisfaction.

**More Choices. More Options.**

With the broadest range of heat transfer solutions for the textile apparel industry, Avery Dennison has the solution you’re looking for, whatever the application.

**Avery Dennison Heat Transfer Product Range: Key Attributes**

Reference	Description	Soft	Multi-color	Stretch	ECO	Wash resistance	High-definition
<b>Halo-Free Transfers</b>	Single color transfer for labeling. Good home laundering resistance.	●●●				●	
<b>Halo-Free ECO Transfers</b>	Single color transfer for labeling. Made from water-based inks for a more ecological and sustainable option. Good home laundering resistance	●●●			●●●	●	
<b>Multi-Color Transfers</b>	Traditional, multi-color heat transfer solution with excellent home laundering resistance.	●●	●●●		●●	●●	
<b>Stretch Transfers</b>	High-stretch single or multi-color transfers for performance fabrics. Excellent home laundering resistance.	●●	●●	●●●	●●	●●	
<b>ECO Stretch Transfers</b>	Water-based, single or multi-color transfers with good stretch characteristics. Sustainable option with excellent home laundering resistance.	●●	●●	●●	●●●	●●	
<b>Industrial Transfers</b>	Single or multi-color transfers resistant to harsh wash processes such as industrial laundering or stonewashing. Excellent home laundering resistance.	●	●●		●●	●●●	
<b>Digital High-Definition Transfers</b>	Multi-color high-definition photographic quality transfers with excellent home laundering resistance.	●●	●●		●●	●●	●●●

From concept design to transfer application, we work closely with brand owners, retailers and garment manufacturers throughout the entire transfer development process. At Avery Dennison, we offer our customers:

- Responsive customer service at both the global and local level through our international infrastructure
- A complete heat transfer solution, with an unparalleled range of transfers as well as application systems and technical support
- Coordinated global manufacturing and supply to guarantee product consistency
- Technical expertise and experience. Our local technical teams can help set application parameters customized to your fabrics and in line with your performance criteria

Our combined strength of world-class technical expertise and global capability ensure global product consistency throughout our entire heat transfer product line. With central coordination and local technical support, Avery Dennison can offer you heat transfer programs with global scale and local assistance to control quality and consistency.

**‘Tag-free’ Comfort**

Today’s consumers actively seek ‘label-less’ apparel for added comfort. Avery Dennison’s proprietary chemistry combinations ensure an extremely soft hand to guarantee customer satisfaction. Consequently, our core range of heat transfers meet Öko-Tex 100 Class 1, do not contain any harmful substances, and are ideally suited for skin contact applications.

**Standout Visuals**

In the fashion world, adding a decorative transfer is a simple but effective way to transform a basic garment into a must-have item. Our heat transfers make a visible difference in sales through the use of creative design or by adopting effects such as glitter and metallic inks, or pearlescent, fluorescent and reflective elements.

**Specialty Transfers**

Looking for transfers that are slightly more technical? We offer transfers that can be over-printed by thermal transfer for the ultimate in customized solutions and on-time delivery. We also have reflective transfers and low temperature application transfers for coated fabrics and imitation leather.



**Digital High-Definition Transfers**

Digital printing gives you many exciting options in heat transfers. Photographic 600 DPI-capable, multi-color images can be combined with variable data to create the ultimate ‘tag-free’ solution. Size data, care content, color-by-size, micro-printing ... even bar codes and product codes can be integrated with dynamic heat transfer graphic images. This latest innovation takes ‘tag-free’ labels to a whole new level, giving customers the ability to coordinate branding with other packaging elements that enhance merchandising. The end result? A memorable branding solution that stays with the garment throughout its life.

**Eco-Friendly Transfers**

Avery Dennison is committed to working with customers to develop solutions that meet their individual sustainability goals. Our line of ECO transfers has the following environmentally friendly characteristics:

- PVC and phthalate-free
- Recyclable polyester or paper carriers
- Water-based transfer chemistry
- Öko-Tex Standard 100 Product Class 1 approved, suitable for skin contact applications for baby wear.

**Integrated Covert Technology**

Incorporating covert technology into a heat transfer design is an opportunity to reduce the risk of counterfeiting, product diversion and other forms of intellectual property infringements that detract from the immediate and long-term equity and value of the brand. Avery Dennison brand protection solutions enable brand owners, retailers and brand integrity officers to quickly and cost-effectively verify product authenticity.

**Bonders / Heat Transfer Applicators**

To complete our full range of transfer solutions, Avery Dennison also has a wide range of pneumatic bonders for cut single and roll-to-roll transfer applications. Experts from our heat transfer support team will work with you to determine the ideal machine settings and transfer chemistries for your fabrics and wash requirements. Avery Dennison bonders feature durable construction to ensure that they will withstand industrial use.

**Need more information?**

Please contact your local sales representative or your nearest regional office.