

Facestock

A white, uncoated, matt woodfree printing paper with a 'hammered' tactile embossed finish. Wet strength and fungicidal treatments. Features Opacity+, for improved wet opacity.

The facestock is made from FSC® certified paper (FSC Mix Credit, chain-of-custody number: CU-COC-807907, Licence Code: FSC-C004451)

Basis Weight	90 g/m ²	ISO 536
Caliper	118 µm	ISO 534

Adhesive

WLA is a transparent, dispersion-based permanent, acrylic adhesive.

Liner

BG45 white FSC is a supercalendered glassine paper.

The liner is made from FSC® certified paper (FSC Mix Credit, chain-of-custody number: CU-COC-807907, Licence Code: FSC-C004451).

Basis Weight	70 g/m ²	ISO 536
Caliper	61 µm	ISO 534

Laminate

Total Caliper	195 µm±10%	ISO 534
---------------	------------	---------

Performance Data

Initial Tack	18 N/25mm	FTM 9 Glass
Peel Adhesion 90°	7 N/25mm	FTM 2 St.St.
Min. Application Temp.	10 °C	
Service Temperature	-20 °C to 80 °C	

Adhesive Performance

WLA permits residue-free removal of bottle labels when washed in an alkali solution. It is ideal for the labelling of returnable bottles.

Applications and Use

This product is designed for Wine labelling, it is suitable for primary labelling of high and premium goods eg: spirits, specialist foods.

It is recommended to use an alkaline solution with 1.5% lye, with a min. temperature of 80°C for the bottle washing. The removability is substantially influenced by the wash off temperature (the higher the temperature, the shorter the wash off time), by the type of paper used, by the kind of print (line or halftone varnished or laminated) and the storage and weathering of applied label. As these are factors outside Avery Dennison control, we cannot guarantee trouble free removal in every possible application. It is therefore absolutely essential that the printed label be checked for the removability under the actual conditions of use. The use of non permeable faces is not recommended as these faces will result in a poor washability function.

Conversion and Printing

Printable by all conventional printing techniques. Due to open and textured nature of the facematerial, best results are in general from those techniques with maximum conformability of printing plate such as flexo and offset. Excellent results, in line with desired image, using offset or screen.

AC091

Fasson ®

MARTELE BLANC FSC WLA-BG45WH FSC



MARTELE BLANC FSC

WLA

BG45WH FSC



The mark of
responsible forestry

This is an automatically generated datasheet. All data to be considered as typical values and subject to change without prior notice. Further testing is always recommended.

If you would like to make a suggestion or comment on this datasheet, please send an email to datasheet.mgmt@eu.averydennison.com

Compliance and Approvals

The laminate is made with FSC® certified paper (FSC Mix Credit, chain-of-custody number: CU-COC-807907, Licence Code: FSC-C004451)

Shelf Life

To obtain optimal performance, use this product within two years of the date of manufacture, under storage conditions as defined by FINAT (20-25°C; 40-50%RH). Prolonged storage outside these conditions might reduce the shelf life.

Avery Dennison Materials Group Europe

Willem Einthovenstraat 11
2342 BH Oegstgeest
The Netherlands
+31 (0)85 000 2000

Warranty

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>



©2026 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.