



Want to expand the possibilities of label performance?

Enter INVISU™ Acrylic Label Adhesives.

Labels – and label technologies – are evolving. The industry needs innovations to meet the changing demands of the global marketplace. E-commerce challenges. Clear-look, minimalist designs. Increased production speeds. Adhesion to numerous substrates and non-traditional packaging. Environmental demands.

INVISU™ Acrylic Label Adhesives represent the latest advancements in acrylic adhesive performance for pressure sensitive paper and film label applications. This all-new family of label adhesives defines Dow's commitment to the label industry market. Our investments are strategically targeted to make it easier than ever to address acrylic label adhesive challenges and expand the possibilities of label performance.

Addressing key market needs now.

INVISU™ 3400 Label Adhesive

INVISU™ 3400 Label Adhesive is a ready-to-coat, water-based adhesive. Ideal for paper labels and an excellent option for e-commerce applications, INVISU™ 3400 adhesive offers many advantages.

- Combines minimum conversion energy with maximum productivity
- Compatible with multiple coating technologies
- Provides high solid contents and an adaptable viscosity profile
- Offers excellent adhesion at low temperatures
- Offers excellent adhesion to multiple substrates:
 - corrugated containers
 - glass
 - plastics

INVISU™ 4200 Label Adhesive

INVISU™ 4200 Label Adhesive offers exceptional performance for clear-on-clear constructions, and no-label looks. It provides good adhesion at the low coating weights typical for these types of labels. Other features and benefits include:

- Suitable for many applications
 - Beverages (including refrigerated products)
 - Health & beauty packaging
 - Home care goods,
 - Glass and rigid polymer substrates
- Offers excellent adhesion to low surface energy substrates
- Superior water whitening resistance

With more on the way...

We're developing new INVISU™ adhesive grades targeted towards other market needs, such as wash-off adhesives to enhance recyclability and sustainability. We partner with the value chain to design for recyclability at our Pack Studios innovation centers, including testing and optimizing label technologies for a circular economy for plastics.

It's simple: Dow is dedicating resources to help label stock manufacturers, converters, and brand owners combine the art and science necessary to move the label industry forward.

And as a full-service supplier of both acrylic pressure sensitive adhesives and silicone release coatings, we can help customers maximize label and packaging cost efficiencies.



Let's connect

We're eager to collaborate on your newest ideas for labels. Our TS&D teams work one-on-one to optimize new acrylic adhesives that solve unique performance needs, and the growing family of INVISU™ Acrylic Label Adhesives is already set to help. Let's talk.



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Asia Pacific

+800 7776 7776*
+60 3 7965 5392
+86 21 3851 4988

400 889 0789 (China Toll Free)

*International toll free from: Korea, Japan, Taiwan, Hong Kong, Thailand, Malaysia, Singapore, Philippines, Australia, and New Zealand.

Europe, Middle East, Africa, and the Indian Subcontinent

00 800 3694 6367**
+31 11 567 2626

800 783 825 (Italy Toll Free)
0800 995 078 (South Africa Toll Free)

**International toll free from: Austria, Belgium, Denmark, Finland (prefix 990), France, Germany, Hungary, Ireland, The Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom.

Latin America

Argentina 0800 266 0569
Brazil 0800 047 4714
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800 258 2436

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