



## Closure Tapes for Feminine Care and Light Incontinence Products

**Disposable sanitary napkins**, also known as sanitary or menstrual pads or liners, form an important part of the hygiene of every woman. These feminine care products, that attach to a woman's underwear to absorb menstrual and other body fluids, provide women a choice of options to help them meet their hygiene needs.

Another group which should not be forgotten are people who experience episodes of light incontinence due to a full bladder, exercising, coughing, sneezing, or laughing. Those who experience urinary incontinence regularly use menstrual pads to manage bladder leaks despite the existence of incontinence pads which are specifically designed for this purpose.

Sanitary napkins are made of absorbent material and designed to be a hygienic, convenient feminine care option meant for single use. They come in many varieties, ranging from ultra-thin panty liners to maxi pads, with or without wings, and with or without fragrance. Important and desired properties are: no leakage, aesthetic appearance, no odor, no noise, stay in place, comfortable to wear (thin body shape), and a high level of hygiene. Women choose pads based on their needs for protection, comfort and convenience.



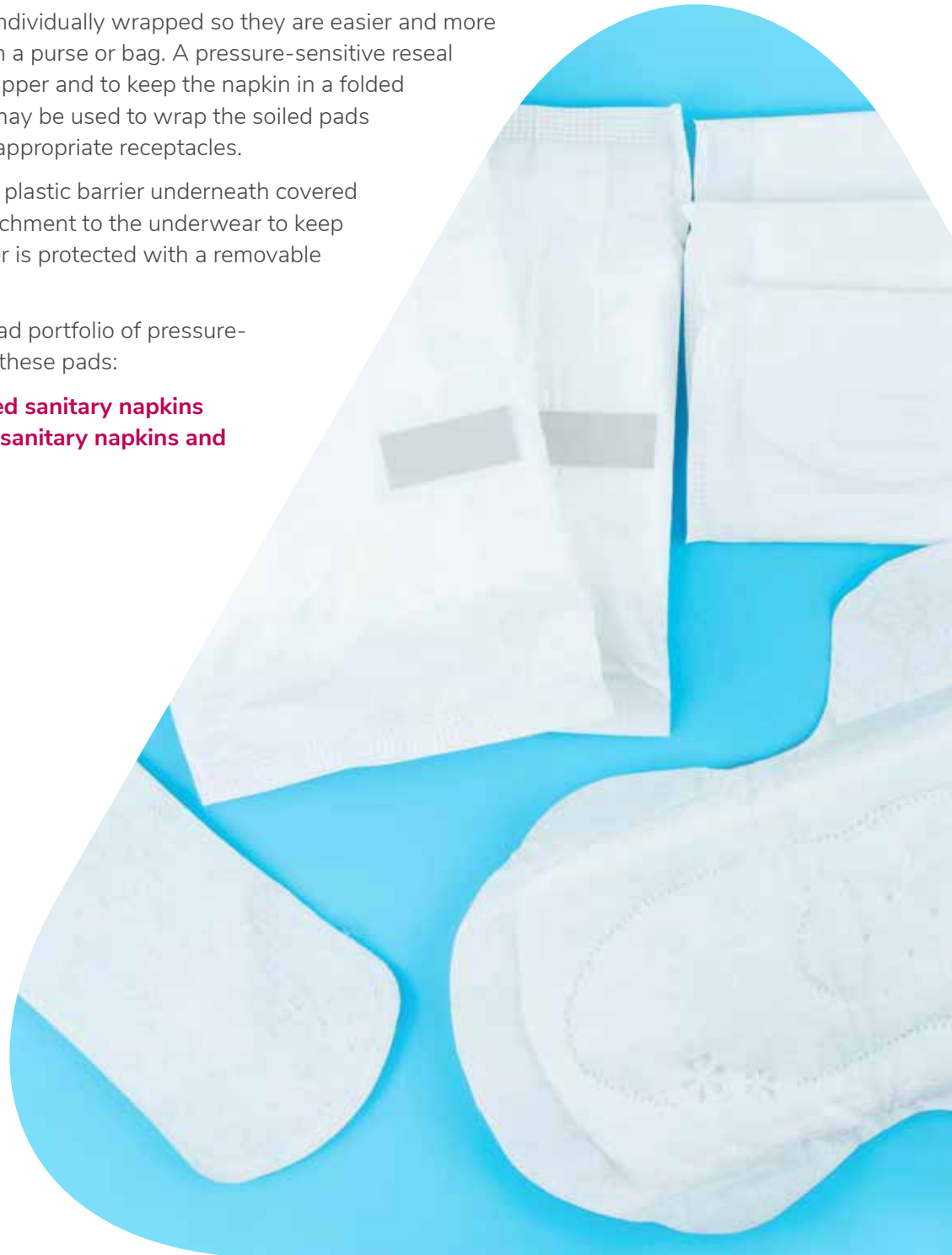
## About Feminine Care and Light Incontinence Products

Often, sanitary napkins are individually wrapped so they are easier and more discrete to carry anywhere in a purse or bag. A pressure-sensitive reseal tape is used to close the wrapper and to keep the napkin in a folded position. Also this wrapper may be used to wrap the soiled pads before disposing of them in appropriate receptacles.

The pad itself typically has a plastic barrier underneath covered with adhesive to enable attachment to the underwear to keep it in place. The adhesive layer is protected with a removable release liner.

Avery Dennison offers a broad portfolio of pressure-sensitive adhesive tapes for these pads:

- **Closure tapes for pouched sanitary napkins**
- **Double coated tapes for sanitary napkins and light incontinence pads**

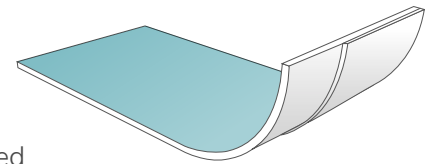




## Closure Tapes for Pouched Sanitary Napkins

### Product Function, Usage & Benefits

Our closures can be applied to a wide variety of polyethylene or nonwoven pouch substrates. These tapes are available in several widths, in multiple fingerlift configurations and can be customized.



**Tape function:** Closure tapes for individually pouched sanitary napkins are used in applications where single-layer tapes are adequate to provide a removable and consequently reclosable closure element. They are designed for packaging (pre-use) and disposal (post-use) closure of individually pouched sanitary napkins to ensure a hygienic and user-friendly use of the product.

- Pre-use: resealable tape on the flap of sanitary napkin pouch to keep the sanitary napkin pouch closed prior to its use and to ensure the quality and freshness of the pad inside. In addition the tape offers increased user-friendliness as it enables easy opening of the individual packing film of the sanitary napkin that is typically sealed at the sides
- Post-use: after usage, the tape can secure the package into a tight ball for hygienic and discrete disposal

**Application area:** A wide variety of polyethylene (PE) or nonwoven pouch substrates






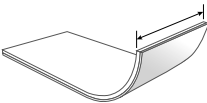
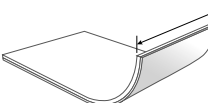
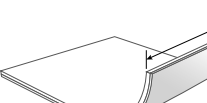
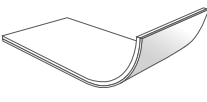
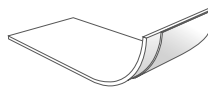
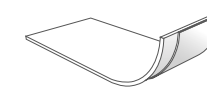
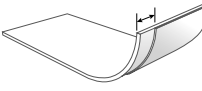
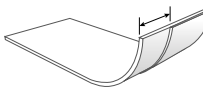




#### Benefits:

- Adhesive-free fingerlift for easy opening and closing
- Single color printing for personalized packaging. This will lead to higher consumer loyalty
- Resealable: our tapes feature Avery Dennison adhesives that provide a controlled bond between the tape and even the most critical substrates, while still being easy to remove



# Product Options and Customisation

## Closure Tapes for Pouched Sanitary Napkins

Features	Options			
Sanitary Napkin Pouch Substrate	 Polyethylene Pouch	 Nonwoven Pouch		
Tape Carrier	 White PP Film	 Nonwoven	Upon Request	
Optical Brightener on Tape (for tape detection)	 Yes	No		
Adhesion Level (suitable for poly pouch)	Low Adhesion	Medium Adhesion	High Adhesion	Super Adhesion (only suitable for Nonwoven Pouch)
Tape Width	25 mm 	28 mm 	31 mm 	
Tape Fingerlift Configuration	No Fingerlift 	Fingerlift on One Side 	Fingerlift on Both Sides 	
Tape Fingerlift Width	4.5 mm 		7.5 mm 	
Branding — Color	Full Color 		Upon Request	
Branding — Imprint	Brand Text 	Brand Logo 	Image 	Upon Request



## Double Coated Tapes for Sanitary Napkins and Light Incontinence Pads

### Product Function, Usage & Benefits

**Tape function:** Double coated tape is a multiple layered system used as a mounting element for sanitary napkins or incontinence insert pads. They feature high quality adhesives that allow the consumer to reliably position the napkin and easily remove it without leaving adhesive residue.

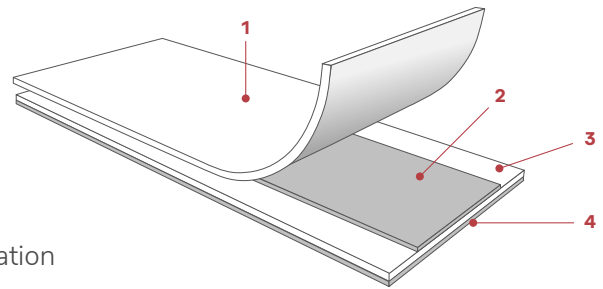
Used in applications where a permanent and a removable fixation element is necessary:

- Permanent fixation: the adhesive on the side or wing parts of the pads / sanitary napkin needs to be permanently fixated to the sanitary napkin, all while preserving the integrity of the product
- Removable fixation: the adhesive on the garment side must be easily removable without leaving adhesive residue, while not causing shifting around during the day and night
- Double coated tapes are typically used where converters lack inline gluing capabilities or when its not meeting the quality requirements

**Application area:** Removable application onto a wide variety of substrates

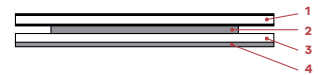
#### Benefits:

- Fingerlift facilitating easy removal of the liner during application
- Single color printing for personalized tape. This will lead to higher consumer loyalty
- Repositioning: our tapes feature Avery Dennison adhesives that provide a controlled bond between the tape and even the most critical substrates, while still being easy to remove



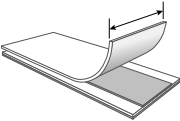
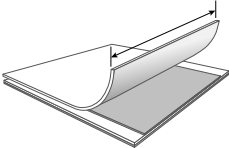



#### Product construction:

1. White super-calendered glassine paper
2. Synthetic rubber resin adhesive
3. White tissue
4. Synthetic rubber resin adhesive



## Product Options and Customisation

### Double Coated Tapes for Sanitary Napkins and Light Incontinence Products

Features	Options			
<b>Tape Width</b>	25 mm, including fingerlifts left and right of 4 mm 	50 mm, including fingerlifts left and right of 5 mm 		
<b>Branding — Imprint</b>	Brand Text 	Brand Logo 	Image 	Upon Request

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Performance  
Tapes