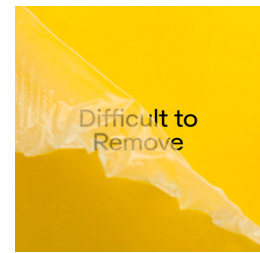


How Dusted Crystal Architectural Window Film Helped Avery Dennison's I.Lab Optimize Its Space

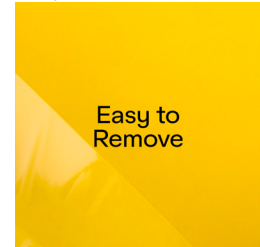
Located in the Mentor, Ohio headquarters of Avery Dennison's Label and Graphic Materials Division, the I.Lab is a showcase for the company's Smartrac RFID technology. It provides opportunities for customers to interact with RFID-enabled products and experience first-hand what the technology can do.

The I.Lab is part of the customer experience center which consists of two spaces: the lab itself and a customer meeting area connected through a 12-foot-wide bank of glass with two sliding doors. This glass was initially intended to allow a seamless light flow between the spaces. In practice, however, the transparency of the glass prevented both spaces from being used simultaneously, as a group in one area could be a distraction to a group in the other.





Competitor



Avery Dennison

A simple yet effective solution was needed — one providing privacy while maintaining the overall aesthetics of the I.Lab. As luck would have it, Avery Dennison Graphics Solutions was preparing to launch an all-new decorative architectural window film called Dusted Crystal. The timing was ideal: the I.Lab would provide a setting to test the new product in a real-world commercial application.

All-new Dusted Crystal film has a breakthrough quick-release adhesive

Avery Dennison Dusted Crystal Architectural Window Film features a frosted effect that many who manage commercial spaces seek. It allows for privacy while still transmitting plenty of light.

But what sets apart this new offering is its breakthrough ease of use. Its wet apply quick-release clean adhesive allows the

film to be repositioned during installation, or removed easily after drying while leaving virtually no residue on the glass. The adhesive also doesn't permanently stick to itself, potentially saving the installer a lot of time and grief when removing the film from its liner.

An installer is impressed from the first pane of glass

The I.Lab installation was managed by Rachel Schabroni of Solar Solutions in Mentor, Ohio. Her family's company specializes in film installations for commercial and residential spaces, along with cars and boats. Founded in 1999, Solar Solutions today works all over northern Ohio.

Rachel was impressed with the new product from the start. "The Avery Dennison Dusted Crystal is a lot less stretchy than similar products from competitors. It's not as 'vinyl-ly,'" said Rachel. "The liner is easy to pull off, and

the adhesive is super simple to work with." When asked about the product's look, she added: "How would I describe the color? It's not as white as a white frost, and it actually looks a little bit classier. It just gives a nice opaque look to the window."

Ease-of-removal is put to the test... and passes!

The I.Lab project also provided a chance to test the quick-release clean adhesive.

A dulled blade caused a small tear in the film during installation. Rachel would typically replace damaged film immediately. Instead, she and the Avery Dennison team decided to leave the film on the glass, let it dry for several weeks, then return to remove it. "The film came off like butter," Rachel says. "We just grabbed both sides from the top and pulled it down as tight to the glass as we possibly could. It only ripped in the spot where it had torn, and that came off in a single, separate piece. I was shocked at how well it came off!"

INSTALLATION TIPS

Rachel offered a few tips for installers working with Avery Dennison Dusted Crystal:

- Prep the glass with a simple cleaning. Rachel uses water, dish soap or baby shampoo, and a scrub pad. Use a razor to remove anything adhered to the glass, and wipe edges with a clean, dry towel.
- Use a soft squeegee for application.
- Use a new, sharp blade when cutting. The product cuts very easily and cleanly, but it can tear with a dull blade.
- Expect a “milky” tone initially, which will clear up as the adhesive dries on the glass.



A film that delivers ultimate design flexibility

Because Avery Dennison Dusted Crystal film is so easy to remove, space makeovers are a snap. This is especially relevant in our post-pandemic era, as many companies are rethinking how they use office space. They value products that can give them greater flexibility as their needs evolve.

“Dusted Crystal allows for ultimate design flexibility,” said Cassandra Yu, Product/Segment Manager, Avery Dennison Graphics Solutions. “We know many business owners are adopting a hybrid model, in which their spaces need to be flexible based on who is in the office. The quick-release adhesive allows the film to be taken down quickly if there’s no longer a need for it.”

Cassandra continued: “The new film also addresses many companies’ recognition of the need to elevate their workplace environment for comfort, health, and wellness. The design flexibility helps companies create a more appealing space and make better use of natural light while still enabling the privacy that may be desired.”

And what about the I.Lab? The Smartrac team is delighted with the outcome. “It has a great look,” said Jay Wittmann, Business Process Manager, Avery Dennison Smartrac. “Dusted Crystal does exactly what we need, providing privacy between the spaces when the doors are closed. But it doesn’t make those spaces feel uninviting. It looks like it’s frosted glass, but it has the removability. It’s nice to have that type of flexibility built in.”

Put a superior Dusted Crystal film to work for your business

To learn more about Avery Dennison Dusted Crystal, with its quick-release clean adhesive, contact your Avery Dennison representative, or visit graphics.averydennison.com/dustedcrystal

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