



Oriflame is one of the fastest growing direct-sales beauty companies, present in more than 60 countries and the marketing leader in half of those countries. As a key player in the Personal Care segment, cost efficiency is a priority but so are brand image and packaging quality.

'Nature Secrets' is one important Oriflame brand, a high volume hair care product produced in the company's main European manufacturing site in Poland. The product uses a clear HDPE bottle.



More labels per roll

boosting productivity for Oriflame

Boosting productivity

With such a high volume product, any improvements in productivity are extremely important. When Oriflame first talked to Avery Dennison about Nature Secrets labelling, they had been using a conventional glassine label liner. This approach had limitations. First of all, a paper-based liner does not have the smooth surface of a filmic liner, so air entrapment in the adhesive will always lead to poorer wet-out and less successful labelling outcomes. Secondly, and more crucially, the glassine liner is significantly thicker. Switching to a thinner material gives a whole range of gains, including more labels per roll, lower transport costs and sustainability benefits.



“With Avery Dennison Global MDO, we have now a product that deliver cost saving, quality improvements and important sustainability wins”.

Christopher Drake

Technical Sourcing & Packaging Innovation Manager Oriflame



Collaboration across different suppliers

Through an on-going technical partnership between Avery Dennison and Oriflame Cosmetics, the development of the Global MDO was quickly acknowledged as the optimum material for this application. Avery Dennison worked with Oriflame label's converter to support qualification at Oriflame's manufacturing site and additionally closely collaborated with a labelling machine supplier to facilitate a successful label application.

The material chosen was Global MDO White - S7000 - PET23, a semi-squeezable product that delivers the ease of conversion previously seen only with non-conformable filmic materials. Global MDO gives optimal stiffness for high speed applications and the water-resistant S7000 adhesive gives up to 50% lower ooze as well as best-in-class wet-out.

Test results

Global MDO does not require any new investment in plant during adoption, but the new filmic liner and thin facestock deliver improved productivity benefits when machines are correctly adjusted - for example, web tension control is very important.

By working with label application equipment manufacturer and the selected label printer, Avery Dennison was able to prove Global MDO's ability to eliminate web breaks and to deliver productivity gains. Ageing tests were also successful, showing the material's ability to withstand the challenging domestic environment in which Nature Secrets products are used.

Ready to adopt

Christopher Drake, Technical Sourcing & Packaging Innovation Manager from Oriflame was delighted with the outcome of the trials: “Avery Dennison has worked with our other suppliers to deliver a complete service, all the way from product selection through to testing and implementation. Now we have a product that delivers cost savings, quality improvements and important sustainability wins. We will continue implementing this solution into other areas of the business where this new material can give us similar benefits.”



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17-2014-02_15427EN



Label and
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