AVERY DENNISON INTRODUCES MEDICAL FOAM TAPE
THAT OFFERS PATIENT COMFORT, SUPERIOR
BREATHTABILITY

CHICAGO – April 24, 2012 – Avery Dennison Medical Solutions has developed a new highly breathable and conformable medical foam tape that provides comfortable, breathable securement and can serve as a backing material in multiple constructions including multi-layer wound dressings and fixation devices.

“Our new tape, named MED 5663U, excels in two key performance measures—conformability and breathability,” says Barbara Van Rymenam, Avery Dennison Medical Solutions global market segment manager. “Plus, it offers breathability comparable to transparent polyurethane films.”

Avery Dennison Medical Solutions, a business unit of Avery Dennison Corporation (NYSE: AVY), develops adhesive and material technologies for medical applications.

Conformable Carrier, Gentle Adhesive
Sold as a component, MED 5663U medical foam tape consists of a soft polyurethane carrier, skin-friendly acrylic adhesive and a paper release liner. The tape’s tan-colored carrier has a film and foam laminate structure and features a smooth outer layer that minimizes friction from clothes, bedding and other fabrics. The carrier conforms to body contours and permits free movement without stretching the skin.
The medical foam tape’s adhesive is coated without solvents, helping address concerns about their potential environmental impact. The adhesive is a UV-curable acrylic with a high moisture vapor transmission rate (MVTR) of 1200 g/24h/m². Its exceptional breathability supports a moist wound environment and minimizes skin maceration or softening. It also can help prevent damage to skin around the wound.

MED 5663U medical foam tape meets ISO 10993 biocompatibility requirements for cytotoxicity, irritation and sensitization, and can be incorporated into products intended for professional use. In applications requiring high absorbency, the foam tape can be combined with a hydrocolloid pad, a gauze pad or a pad containing absorbents. The foam tape is water resistant and acts as a barrier against external contaminants and bacteria. Customers can also choose to print on its paper liner and polyurethane carrier.

www.medical.averydennison.com

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About Avery Dennison
Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. The company is a global leader in pressure-sensitive technology and materials and retail branding and information solutions. A FORTUNE 500 company with sales of $6 billion from continuing operations in 2011, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit www.averydennison.com.

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