



STAND OUT IN SILVER

AVERY DENNISON SILVER FILM PORTFOLIO



Why Silver Films?

Silver adds shine to a product, drawing the eye of prospective customers, especially in competitive categories. Silver labels offer a fast and easy way to give products a “premium” look that differentiates the brand.

Overcoming Design Challenges. With New Choices in Silver Labelling

Silver labels and decorations used to pose many challenges for packaging designers. Besides the higher price points for existing techniques for silver label decoration, the limited choice of metallic inks and the need to install special equipment in order to use them, add cost throughout the production process for label converters and the brand owners.

The Avery Dennison Silver Film Portfolio offers new possibilities that were previously unavailable – these metalised pressure-sensitive (PS) film labels are able to achieve a wide variety of unique looks. The PS silver films can also be combined with different facestocks and liners to give labels a shiny silver appearance or a duller metal look. And instead of buying expensive metalised inks, converters can even lay down ink over the silver film to create silver text or graphics – all using existing equipment.

KEY BENEFITS & FEATURES



KEY TAKEAWAY

For a premium, high-end metallic appearance associated with luxury, trendiness or innovation, go with Avery Dennison Silver Film Portfolio.

Ideal Alternative to Traditional Techniques for Silver Decoration

- Printable with existent label converting equipment and standard printing inks for a wide range of metallic colour finishes
- Faster method than lower speed hot or cold foil stamping
- Lower Total Applied Cost (TAC) compared to metallised papers and standard foil stamping

Excellent Print & Application Performance

- Extra flexible and durable for less print and application wastage
- Faster converting and application speeds
- High conformability allows application on a wide range of packaging types

High Efficiency

- Delivers more labels per roll than metallised papers
- Less changeover downtime



Scan QR code to download product sheet or visit
<https://label.averydennison.com/shelf-appeal/>
for more info



Label and
Packaging Materials



CONFORMABLE FILM

Perfect for labelling on: Unique container shapes, squeezable bottles and tubes that require optimum adhesion

RIGID FILM

Perfect for labelling on: Hard-surfaced, inflexible containers such as glass or heavy PET bottles

Metallized Films		Printability	Conformability
Polyethylene	Bright Silver PE85 TC	★ ★ ★ ★ ★	★ ★ ★ ★
	PP50 Metalized Top XK™	★ ★ ★ ★	★ ★
	PP50 Silver TC	★ ★ ★ ★	★ ★
	PP TC Silver Elite	★ ★ ★ ☆	★ ★ ☆



Scan QR code to download product sheet or visit
<https://label.averydennison.com/shelf-appeal/>
for more info



Label and
Packaging Materials