

Silver Portfolio



Today, more than 80 percent of the purchasing decisions made by consumers are based on impulse. As a result, one of the biggest challenges for packaging designers is designing product packaging that quickly grabs the consumer's attention and interest.

How silver charms consumers

A popular designer tactic is using silver decoration on bottles and containers. Silver labels and decorations are an easy way to give products a "premium" look that differentiates the brand. For one, silver and metal tend to be associated with high-end product traits such as luxury, trendiness or innovation. But in competitive product categories where unique packaging is critical, using a shiny metal label is a simple strategy to draw the eye of prospective customers and make a sale.

The silver design dilemma

There's a reason that you don't see scores of metal containers on the shelf, and that reason is cost. Designers might prefer to put a product in an aluminum container, but it's often too expensive. Existing techniques for silver label decoration also pose a higher price point for the designer's customer, the brand owner. Current options, which include hot foil, cold foil and metallic inks, provide the right silver aesthetic for consumer products, but they also add cost throughout the production process, making them costly for brands as well as for their label converters.

For example, both hot and cold foil techniques generate a great deal of waste due to the size of the base roll material used for the foil stamping process — when the converter applies a silver accent onto the printed surface of a label. Metallic inks can also be prohibitively expensive when applied in a large volume and require converters to install special equipment if they want to use them.

New choices for silver decoration

In the past, packaging designers who wanted to give containers silver label decoration or inks had limited choices, and most of those came with a high price. However, label manufacturers are now developing options that let designers create high-quality, eye-catching silver label designs and graphics, without the drawbacks for their customers.

Avery Dennison offers a wide range of rigid, semi-conformable and fully conformable options for designers to create a variety of unique looks, whether they want to add a small silver decoration to a container or a larger, full-wrap label to give less-expensive containers the appearance of a premium-looking metal.

The PS silver film can also be combined with different facestocks and liners to give labels a shiny silver appearance or a duller metal look, whichever is popular in the brand owner category. And instead of buying expensive metalized inks, converters can even lay down ink over the silver film to create silver text or graphics — all using existing equipment. By applying the silver film in these ways, converters can use it in place of more expensive silver decorating techniques and get the same or better results.

The silver lining of silver films

Consumer packaging designers have a tough job. Not only are they tasked with designing attractive, eye-catching labels to make their customers' products stand out on the shelf, but as they develop new designs, they must select options that meet a brand owner's unique cost, performance and productivity requirements.

The biggest advantage of new silver film labels is shelf appeal. Apart from the standard rigid silver film, we do offer a thinner version to support market needs. The thinner version of PS Silver film allows packaging designers to design unique, premium-looking silver packaging in line with the needs of their customers, and consumers. But just as important, these less rigid, thinner film labels give unique design and performance advantages, from better conformability, clarity and flexibility to superior performance on press and dispensing lines to improved compatibility with the converter's existing equipment. The result is a silver label alternative that benefits not just the packaging designer but all stakeholders in the packaging supply chain.

Product information

Product Code	Facestock	Adhesive	Liner	Description	Region
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Silver Rigid Film

BW0243	PP50 Silver TC	S692N	BG40Wh Imp	A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating	ASEAN
BW0254	PP Silver TC	S631	PET30	A bright silver print-receptive coating on a biaxial oriented polypropylene facestock.	ASEAN
BW0272	PP TC Silver Elite	S692N	BG40Wh Imp	A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating.	ASEAN
AMF9601	PP 50 Silver TC	S2060	BG40Wh Imp	A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating.	India
SW8507	PP 50 Silver TC	S692N	BG40Wh Imp	A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating.	India
SW8547	PP 40 Silver TC	S2060	BG40Wh Imp	A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating.	India
SW8507A	PP 40 Silver TC	S692N	PET23 NI	A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating.	India
F3362.1525	PP50 Top Silver	S692N	BG40WH N	A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating	ANZ
F64692.1525	PP50 Top Silver	S692N	PET30 N	A bi-axially oriented, glossy bright metallised polypropylene film with a print-receptive top coating. Featuring a PET liner for high speed converting, particularly for beer liners	ANZ

Silver Conformable Film

BW9320A	Bright Silver PE85 TC	AF101	BG40Wh Imp	A bright metallic polyethylene featuring top coating.	ASEAN
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Silver Metalised Paper

F54169.1000	MAXFLEX BR SILVER FSC	WLP	BG40WH N	A top-coated silver metallised paper, engineered to provide excellent printability.	ANZ
F54206.1000	MAXFLEX BR SILVER FSC	WLK202	BG40WH N	A top-coated silver metallised paper, engineered to provide excellent printability.	ANZ

Silver Foil Paper

AM21450	Silver Metallized Paper	S2060	BG40Wh Imp	A bright silver metallized woodfree printing paper exhibiting good printability and conversion including die cutting and stripping.	India
SW4100	Silver Metallized Paper	S692N	BG40Wh Imp	A bright silver metallized woodfree printing paper exhibiting good printability and conversion including die cutting and stripping.	India
SW7339.1060	Bright Silver Foil	M3300	BG40Wh Imp	A top coated, bright silver aluminium foil, laminated to a white woodfree printing paper, with a bright silver finish	ASEAN
AW0356.1060	Matte Silver Foil	M3300	BG40Wh Imp	A matte silver aluminium foil, laminated to a white woodfree printing paper, with a bright silver finish	ASEAN



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