



Sensorial collection

Engage your senses

Label look is just one part of a consumer's impression of a bottle. Communicating brand values properly means going further – how does a label feel? What's the sound when it's touched? Is there perhaps even scent?

The Avery Dennison Sensorial Collection gives designers a broader toolset. Different label surfaces can be created using soft touch, textured or patterned papers creating a premium, vintage or artisanal feel. Hand-picked trees used to create wooden labels that recall the roots of nature with a delicate scent. Diverse label surfaces can be used to give consumers a subtle message when hearing the sound of a finger moving over the surface. And of course an outstanding visual impact is retained to engage the most dominant of all the senses.

A wine, spirits and craft beer journey may always reach its zenith in taste, but Avery Dennison Sensorial materials help you to give the consumer a detailed and rewarding experience on the way.

KEY FEATURES

- > Materials for any premium brand image
- > Engage all consumer senses
- > Offers differentiation in the high end labels materials
- > Excellent service and minimum order quantities

APPLICATION AREAS

- > Wine
- > Spirits
- > Craft beer



Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
• BC271	CLOUD WHITE FSC-S2047N-BG45WH	300	1000	EU
• BC274	FIBERS LOOK FSC-S2047N-BG45WH	300	1000	EU
• BC273	SKINNY FSC-S2047N-BG45WH	300	1000	EU
BG348	SOFT TOUCH WHITE-S2047N-BG45WH IMP	1000	1000	EU
AX224	VELVET VELLUM EXTRA-S700 DEC-BG45WH	300	1000	EU
BB492	PAPER WATERMARK-S2047N-BG45WH IMP	250	1000	EU
• BC270	WOOD SKIN PAPER FSC-S2047N-BG45WH	300	1000	EU
BG358	TYVEK54-S2030-BG50WH	300	1000	EU
BH382	BIRCH WOOD-S700-BG50	300	1000	EU
BH379	CHERRY WOOD-S700-BG50	300	1000	EU
BH998	BIRCH WOOD-S700-PET30	300	1000	EU
BH999	CHERRY WOOD-S700-PET30	300	1000	EU

All these products are very unique for characteristics and features, and beside being tested with the main printing and decoration techniques, they require specific attention when converted. Our representatives are here to advise you in every detail.

All materials are on stock and are delivered with Minimum Order Quantities starting at 250 sqm.



The Avery Dennison ClearIntent Portfolio of products offer meaningful improvements in sustainability over other Avery Dennison products. Choosing Avery Dennison ClearIntent Portfolio products can help printers, packagers, and brand owners move toward their own sustainability goals.

For more details visit www.label.sapssa.averydennison.com/sustainability

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes.

For an accurate overview, please check our website label.sapssa.averydennison.com or contact your local Avery Dennison sales representative.

Are we missing a construction you need?

Ask our Avery Dennison Select Solution Expert Team about our Engineered Solutions capabilities.

Contact your technical sales support to discuss how we can meet your needs and make your next application a success. We have a team of technical solutions leaders dedicated to developing engineered solutions that fit your timeline and your bottom line.