

Select Solutions™

Your Guide to Avery Dennison® application-specific portfolios

Stand out on the shelf

2018, SSA ISSUE 2

Shining in Silver

Unconscious Influence with Neuromarketing

Label Ideas Showcase



Label and Packaging Materials



Welcome to our second edition of Select Solutions for 2018. In this edition, we put ourselves in the eyes of the consumer as we focus on the theme of 'Shelf Appeal'. We take a look at how metallic labels help brand owners differentiate on shelf and add a sense of luxury to a label, without compromising performance or productivity.



This edition also explores the topic of consumer buying behavior. An article about neuromarketing explains the impacts of packaging on consumers and how this ultimately influences perceptions of products and purchasing decisions.

Also included in this magazine is a showcase of new and exciting materials to help inspire creative design, made possible by innovative label material.

Amy Hodgson
Marketing Manager - ANZ & South Africa

About us

Avery Dennison Label and Packaging Materials (LPM) offers self-adhesive technology products that can be designed and manufactured for any application.

We combine creative expertise and engineering with best-in-class automation techniques to produce solutions whose beauty and performance help enhance many of the world's most successful brands.

In focus:

Select Solutions™ Collection	4
Shining in Silver	6
Shelf Appeal — Stand out with Select Solutions™	8
Apparel — Look good with Select Solutions™	10
Unconscious Influence	12
Better and Better	16
Avery Dennison Ideas Showcase	18



Portfolios

Wine, spirits & craft beer

2018 Wine Service Programs	26
Black Collection	28
Wine, spirits and craft beer labelling materials	30
Aqua Opaque™ & PLUS technology	32
Sensorial Collection	34

Reclosure & Removable

Removable labelling solutions	36
Reclosure solutions for food applications	40
Reclosure solutions for wet applications	42

Promotion / Retail

Clear Direct Thermal Films	44
Radiant and coloured direct thermal products	46
Cover-up opaque range	48
Holographic range	50
<small>NEW</small> Silver Portfolio	52
Fluorescents	54
Wrap Labels	56
Wash Away and Dissolvables	58

Multi-Layer Label Constructions

Piggyback Portfolio	60
---------------------	----

Digital Solutions

Digital labelling solutions	62
Small office and home office printers	64

Sustainable Solutions

ClearIntent™ sustainable portfolio	66
Biodegradable and compostable range	68
<small>NEW</small> MC FSC® recycled paper facestock	70
Sustainable wine labelling solutions	72
Bio-based PE film	74

Pharmaceutical Portfolio

Ethical and OTC pharmaceutical labelling	76
Blood and plasma bag labels	78
Cryogenic and laboratory applications	80

Baggage Tag

Baggage Tag	82
-------------	----

Durables

Drum Solutions	84
Lubricant and oil can solutions	86
Tyre labelling solutions	88
Durable solutions	90

Brand Protection and Security

Tamper-evident portfolio durable labelling	92
Fiber Tracker™ label	94
Anti-counterfeit labelling technology	96

Intelligent Solutions

Avery Dennison RFID solutions	98
TT Sensor Plus™ 2 technology	102

Select Solutions™ Collection

The Avery Dennison Select Solutions™ Collection provides a range of application-specific portfolios, the ability to custom create your own solutions using our Mix & Match™ service, and our Avery Dennison Technical Excellence Team that provides personal support on ideation through production on new solutions.



Application-specific constructions

offer unique and custom label solutions that can improve performance or productivity, add functionality, enhance shelf appeal or help you become more sustainable.



Mix & Match™ Service

Custom constructions for optimal performance. Thousands of possible combinations.



Engineered Solutions

is a service that helps you develop custom products that differentiate your business and grow your bottom line.



Technical Excellence Team

is always eager to help you find the products and solutions that work for you and your customers.

Meet the Avery Dennison Technical Excellence Team

Sub-Saharan Africa



Amy Hodgson

Marketing Manager for the Australia, New Zealand and South Africa regions, Amy brings with her 7 years of experience with Avery Dennison. With responsibility for the Select Solutions™ portfolio, she works with customers, sales teams, technical support and R&D to develop and select the right products that will meet the market needs.



Scott Leatherbarrow

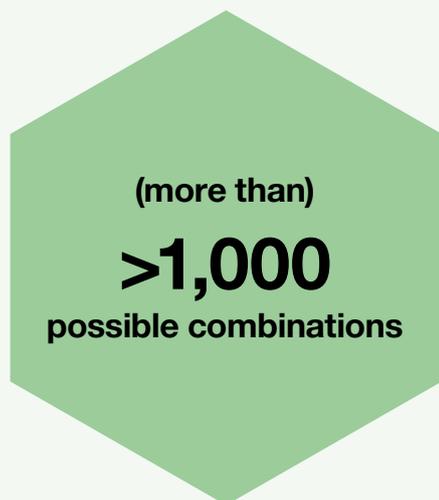
Technical Marketing and Select Solutions Champion for Sub Saharan Africa. Scott brings 10 years of hands-on label and packaging material sales and conversion experience. He works with customers and end users as well as the Avery Dennison technical support team, with a focus on Durables, Specialty and Select Solutions™ products. He is able to leverage his technical knowledge where needed for specialised projects and solutions to suit unique market requirements.



Thelma Ratshikhopha

Quality and ELS Manager for Sub Saharan Africa. Thelma has been with Avery Dennison for more than 10 years and has worked in the engineering and coating departments. In her current role, Thelma is responsible for quality and technical support including quality management systems and certifications (ISO9001 & FSC®).

Mix & Match™ Service



Custom constructions for optimal performance

Mix & Match™ allows label converters to request a precise combination of adhesive, face material and release liner. It opens up whole new opportunities to innovate and differentiate.

As with all Avery Dennison products, extensive support comes as standard, for printers, converters, packers and end-users. A technical specialist can help to determine which existing or tailor-made product is the optimal solution for any given application and, if none of the 1000s of Mix & Match™ combinations meet your requirements, we will work closely with you to produce the right engineered solution.

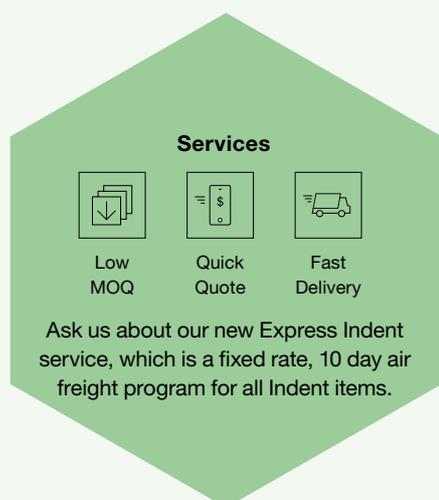
Portfolio Characteristics

Custom facestock, adhesive and liner combinations on request.
All adhesive technologies: emulsion, hotmelt, UV-hotmelt, solvent

Application Areas

The range of potential applications is vast. The Mix & Match™ service is designed for those projects that need label properties that may not be available off the shelf.

Application-specific constructions

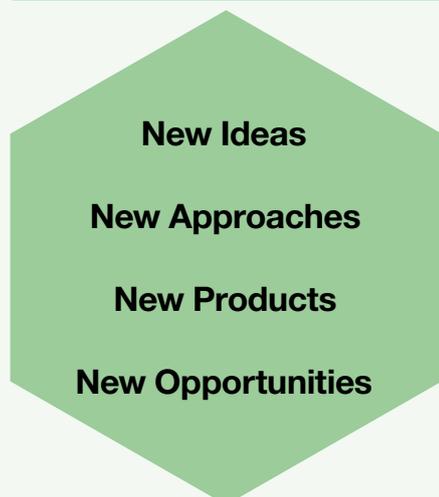


Grow your business; expand your product line and bottom line

Capture consumer attention with unique label solutions and packaging materials that have been specifically designed for a multitude of surfaces and applications. In a crowded environment, our Select Solution portfolios offer unique packaging options and custom label solutions that enhance brand reputation and appeal, and help you differentiate.

Select Solutions™ provides a comprehensive offering of application-specific portfolios to help label converters meet key challenges in the industry. For brand owners, this means a fast and simple route to unique labelling solutions. Whether it is anti-counterfeit labels for security purposes, cover-up labels that save valuable time and cost or food reseal labels that provide ultimate consumer convenience, find what you need with our application-specific constructions.

Engineered Solutions



Customised for your needs

‘Engineered Solutions’ is a service that helps you develop custom products that differentiate your business and grow your bottom line. Take advantage and connect with the Engineered Solutions team, featuring some of the label and packaging materials industry’s most experienced professionals. This team is dedicated to helping you be first to market with solutions meeting your clients’ needs.

Avery Dennison technical leaders play a crucial role in uncovering and explaining the latest innovation trends and broad market developments. They are component experts who help in the design and manufacturing of custom solutions for our customers’ unique challenges. **AD**

Shining in Silver

Grab attention with one of the most effective visual methods of standing out

When it comes to fast moving consumer goods, the success or failure of a brand can be determined largely by its products' shelf appearance. With 90% of purchasing decisions based on impulse¹, product packaging plays a key role in grabbing consumer attention, interest and ultimately their buys.

As consumers are normally drawn to beauty and reflective surfaces, turn heads with packaging that exudes luxury and premium quality. Silver packaging is a popular method of creating this desirable effect, however this can be expensive to achieve with metal containers or traditional techniques for silver decoration.

Get That Premium Look

To get around high cost of foil stamping and the inconvenience of metallic printing inks, Avery Dennison presents our Silver portfolio – silver labels that create that premium look without comprising on performance or productivity.

Pick the Right Product

Our broad range of silver facestocks are ideally suited for applications on premium foods, beers, beverages, wines, spirits as well as home and personal care products. Different applications will require a range of unique label material attributes due to the type of packaging substrate and conditions.

Benefits

Few materials can match the sheer visual impact of metallic labels. Avery Dennison Silver and Metallised Solutions are designed to set consumer products apart, helping brand owners to differentiate their products at point of purchase. Whole new creative approaches are made possible by the portfolio, with innovative label designs for food, beverages, and home and personal care products.



¹“The Checkout”, The Integer Group® and M/A/R/C Research® (2012)



Fast Facts

- ▶ Metallised labels deliver one of the biggest visual impacts
- ▶ Silver and metallised labels give products a “premium” look that differentiates brands
- ▶ Suitable for rigid and squeezable containers
- ▶ A range of different ‘looks’ is available
- ▶ Suitable for conventional and digital printing technologies
- ▶ Applications across all product segments

Features

- ▶ Exceptionally bright and glossy polypropylene films for rigid packaging and bottles (PET & glass)
- ▶ High-speed dispensing with rigid films
- ▶ Premium silver gloss films for a superb ‘mirror effect’
- ▶ Metallised polyethylene films bring new levels of design flexibility to conformable applications
- ▶ Metallised paper also available with matt finish
- ▶ Laminated foils allow for excellent embossing
- ▶ Bright metallised paper also available in gold

Stand out with the Select Solutions™ range



Wine, spirits
and craft beer
Page 30

Sensorial Collection
Page 34

Black Collection
Page 28



Digital labelling
Page 62



Holographic
Page 50

Silver
Page 52



Look good with Select Solutions™

The Avery Dennison Select Solutions Apparel portfolio gives you more pressure-sensitive options for greater opportunities with brand owners and retailers looking to differentiate their products at the store level.

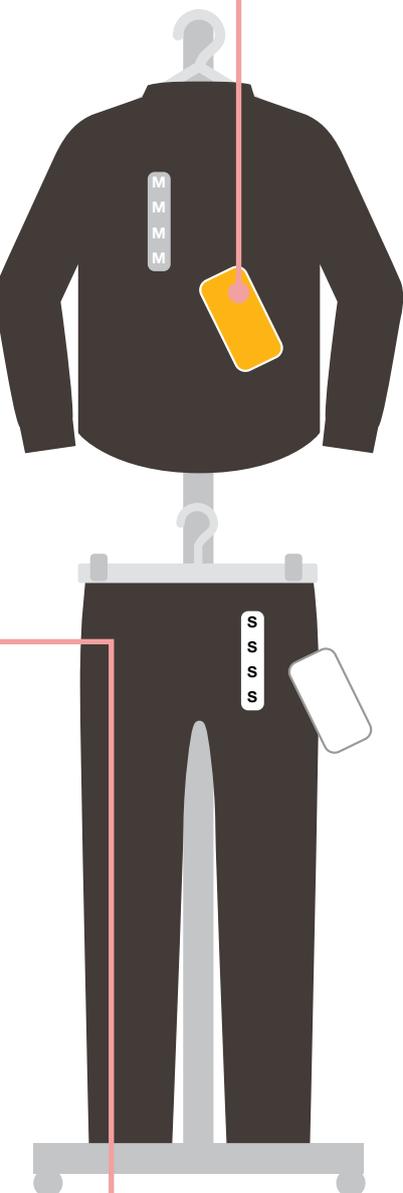
A range of clear and white transcode films featuring exceptional thermal transfer printability, our new Apparel Portfolio provides the application flexibility you need for brand-focused apparel and textile labeling.

Apparel label materials are offered with liners in various weights and thicknesses, as well as a range of adhesives designed for good adhesion to and easy removal from many fabrics, including sports performance fabrics.

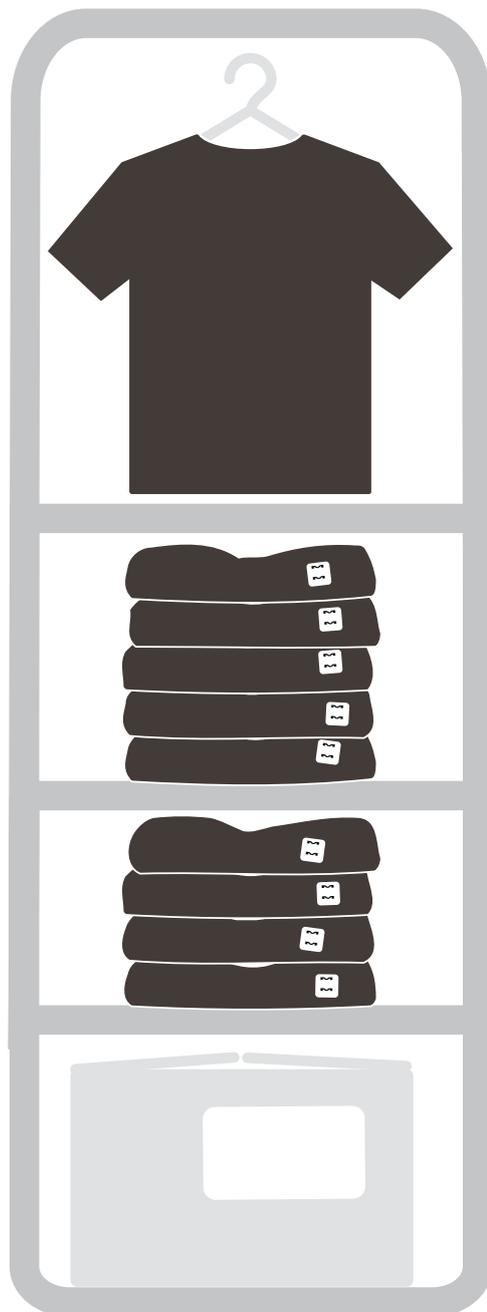
For sizing strips, the Apparel portfolio's thinner material options provide greater conformability for easier folding when stacking garments on shelves.



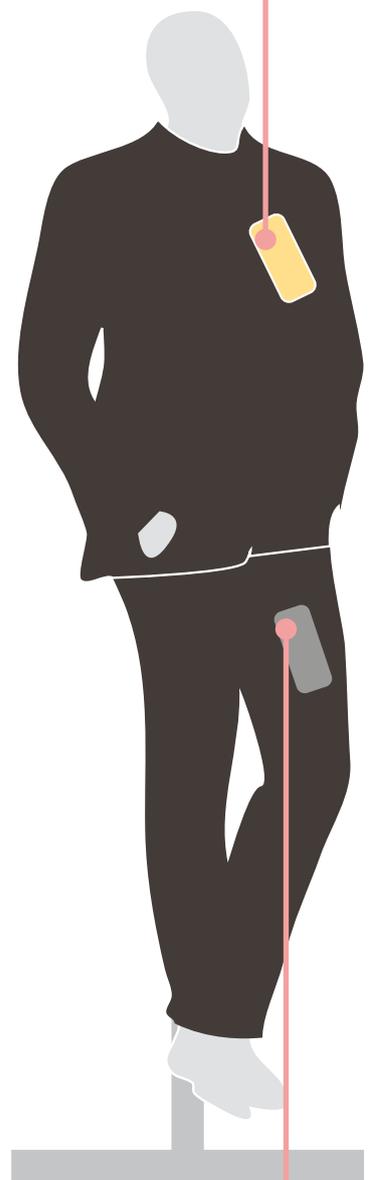
Radiant Direct Thermal
Page 46



Fluorescent
Page 54



Fluorescent
Page 54



Silver
Page 52

Unconscious Influence

Packaging provides more than just information to be perceived consciously. It can also have an influence on the subconscious. This influence has been proven in various studies.

By Holger Klein

The appearance and styling of products is becoming more and more important. This is true not only for cars, technology, or items of furniture, but also for machines, household appliances and of course wine as well (cf. Göbel, 2013). Some might find this unnecessary or superficial, but a fetching product or an appealing package is key to the product being noticed in a sea of options, and therefore being able to compete.

This article explains how packaging affects the consumer, and the conclusions that consumers draw from wine packaging.

NEUROMARKETING

Since the 1990s, a separate branch of economic science has busied itself with the study of consumer decision-making situations, with the help of neuroscientific methods. "Neuroeconomics" is dedicated to the causes and motives of consumer behaviour. Procedures such as magnetic resonance imaging (MRI) are employed in this field, which provide concrete results on the activity of individual areas of the human brain. The landscape is widened by measurements of bodily activities such as pupil dilation or changes in blood pressure. One subtopic of neuroeconomics is neuromarketing. It is very practice-oriented and utilises neuroscientific methods for the purpose of market research. Central to neuromarketing is the question of how a purchase decision can be influenced by emotions or the subconscious.

Limbic Types

- ▶ Traditionalist
- ▶ Performer
- ▶ Harmoniser
- ▶ Disciplined
- ▶ Hedonist
- ▶ Bon vivant
- ▶ Adventurer



Classic labels made of premium paper with an emblem or embossment come across very well for many consumers

THE "LIMBIC MAP"

A prevailing model within neuromarketing is the "Limbic Map" developed by psychologist Dr. Hans-Georg Häusel. With this map, he has created a tool that helps identify conscious and unconscious purchase motives and separate consumers into different target groups. All human values, motives and desires are represented on the map and set in relation to one another. The results are so-called "emotion systems". The Limbic Map is made up of three emotion systems: dominance, balance and stimulance; as well as sub-motives like hunting, sleep, sustenance, sexuality, bonding, etc. All of these motives are processed in the limbic system, the functional area of the brain where emotions are processed and instinctive behaviour originates, among other things. Incidentally, the limbic system is also responsible for the release of endorphins. Based on the "Limbic Map", a consumer personality test was developed, which is used by the market research institutes GfK and Nielsen, among others, which divides consumers into the following seven types ("Limbic Types"): Traditionalist, Harmoniser, Hedonist, Adventurer, Performer, Disciplined and Bon vivant.

Not all consumers can be clearly assigned to one of the mentioned categories, especially when none of the primary emotion systems dominates. These consumers are often lumped together under the "Indifferent" type.

CONSUMER GROUPS

These seven consumer types are represented among the population with varying prevalence. Among the most significant groups are the traditionalists and the harmonisers. It is assumed that together they make up more than 50 per cent of the population. They are also among those who spend the most money. As such, they are of interest for consumer studies. However, the “Limbic Types” differ not only in their motivation and their distribution within society, but are also represented with varying prevalence among different age groups. So, for instance, you will find a significantly higher proportion of adventurers, hedonists or bon vivants in the younger group (age 14 to 24) than in the elderly (age 60+). The latter age group is dominated by traditionalists and harmonisers, as would be expected. The groups also differ in another significant aspect, their selection of preferred shopping locations. Hedonists find what they need in department stores and big stores, while bon vivants and adventurers can often be found in organic grocery stores (cf. Nielsen Household Panel, 2009).

The ability to segment these groups and to target appropriate stimuli to each group’s specific appeal opens up completely new possibilities for marketers. The insights from neuromarketing have already arrived in product design, placement and advertisement.

PACKAGING STUDIES

As already mentioned, market research institutes also use the subdivision of consumers into “Limbic Types” for their analyses. Packaging studies represent another field of application. At the point of sale (POS), the attractiveness of a brand or its packaging is absolutely essential, because most selection decisions are made right from the shelf. A few insights from various packaging studies are outlined below.

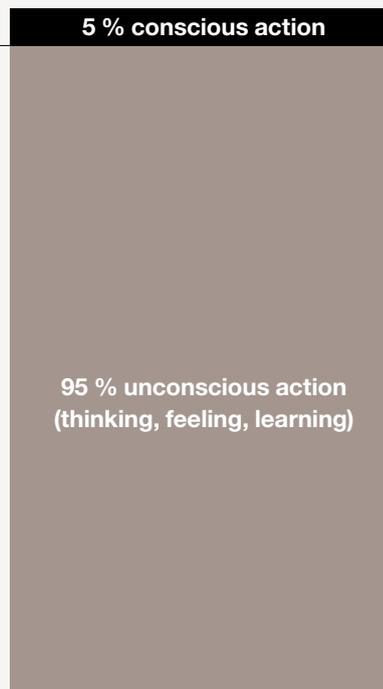
One study by the Gruppe Nymphenburg in 2007 demonstrated how packaging can be given a greater emotional effect by its shaping and graphic design. Different design shapes appeal to different emotion systems and activate the seven “Limbic Types” with different levels of effectiveness.

Men and women, and young and old, respond very differently to packaging. So, for instance, men are more information-oriented and study the packaging labels extensively, while women more often look for sensory contact. Packaging that appeals to both sexes must therefore take both into account as much as possible.

The study among 20,000 consumers further concluded that even packaging of familiar brands sometimes has clear potentials for optimisation, because its design is not geared toward the target group. If this packaging is not adjusted, the manufacturer could needlessly forfeit potentials for the brand.

UNCONSCIOUS EFFECT

The results of a study by SymphonyIRI from 2006 are confirmed by the latest insights from neuroscience. Based on these insights, 95 per cent of the effects of packaging take place unconsciously. Strong packaging with a clear brand



*according to 2006 study conducted by SymphonyIRI

image elicits emotions, and as a result, purchase decisions. If you know the effect of packaging, you can combine your own brand or your own product with emotional packaging, or increase its value.

THE SHOPPER STUDY

The 2011 Shopper Study provides additional compelling results on the significance and effectiveness of packaging, which was carried out by K&A BrandResearch on behalf of the Association of the Folding-Box Industry (FFI).

Of course, wines, as opposed to spirits or champagne, are rarely sold in folding boxes, but a few insights from the study can also be readily carried over to the wine industry. The central questions of this study were: What role is attributed to packaging in the purchase decision? What features of packaging contribute to a purchase decision? What position does packaging hold in the marketing mix? What emotional influencing factors are relevant to the importance of packaging?

INSIGHTS

Packaging influences all purchase decisions at the POS, regardless of whether it comes to planned categories, planned brands, or even unplanned products. On the one hand, packaging provides guidance within the planned product groups, such as pizza, toothpaste or wine, but also helps identify the planned or familiar brands (e.g., Rotkäppchen brand). What’s more, it also draws the consumer’s attention to new products, which end up in the shopping basket without having been planned.

The study was able to prove that the majority of purchase

decisions are made on site at the POS. According to the study, 68 per cent of all purchases are influenced and decided upon at the shelf. Packaging effects this process on various levels. It creates exposure for the product, offers guidance to the buyer, provides for recognition and also helps the customer estimate the product's quality or the value-for-money ratio.

FUNCTIONS OF PACKAGING

The study identified six functions of packaging that are particularly important for the consumer. At the top of the list is the function of informing, that is, conveying the factual and emotional characteristics of the product. 84 per cent of all respondents view this as important or very important. Protection of the product (82%) is in second place, then storage function (80%), followed by branding (77%), ability to distinguish the brand (75%), and the so-called "appetite appeal" (71%), that is, the appeal or desire the product evokes in the customer.

UNITY OF PACKAGING AND PRODUCT

The survey also revealed that packaging is strongly associated with the four Ps of marketing: price, product, placement and promotion. The associations between packaging and product were particularly striking. They were perceived and thus experienced as a single unit. So, in the question concerning a certain brand, it's no wonder that consumers were more likely to remember the product and the packaging, and to a lesser extent the price or the brand – even though the price for the product is the main element in a purchase decision. Many consumers automatically perceive the actual product and its packaging as a unit. Their shared presentation must be consistent, however, and the packaging should be designed to convey information regarding essential product characteristics.

EMOTION ABOVE INFORMATION

Another insight from the study is that the emotional characteristics of the packaging, such as value, beauty, conspicuousness, etc. have a significantly greater influence on the purchase decision than the factual characteristics, such as informative content, everyday suitability or environmental friendliness. According to the study, emotional factors contribute to two thirds of the purchase decision. Again, this confirms the insights from neuromarketing, in that purchase decisions are made unconsciously in most cases and are governed by emotions.

PACKAGING OF WINE

Packaging has also played a role in wine marketing from the year dot. Wine ultimately has to be filled in containers due to its fluid state of matter. These containers, mostly bottles these days, are often sought out by winemakers to fit the style of wine, grape variety, origin or even the price. The other styling elements such as the label and stopper are increasingly being assigned a more significant role. While, in decades past, winemakers were definitively focused on optimising wine quality, today they are by all means aware of the role played by packaging design. This development was influenced, among other things, by marketing through trade. While, in former times, wines were distributed directly from the vineyard in most cases,

where the customer was in direct contact with the winemaker, today wines are often sold from supermarket shelves. There is usually no opportunity for tasting in this context. In addition, many products of the same kind compete for the customer's favour. In this situation, packaging takes on a much more significant role. It must inform the customer and elicit the customer's inducements to buy, all at once. This is on top of the fact that the consumer is also buying the positive image, values and attitude towards life associated with the wine, in addition to the product itself. Therefore, the product should also meet the emotional needs of the consumer.

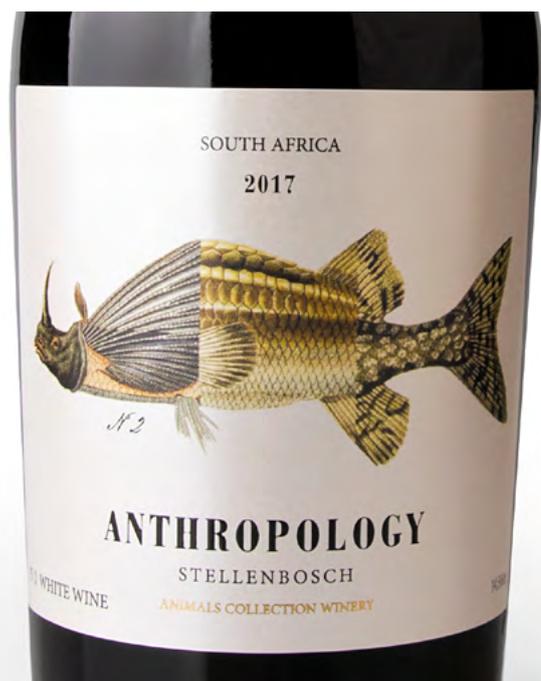
BOTTLE SHAPE AND COLOUR

The bottle has an important function in protecting the product. However, the shape and colour of a bottle raise specific expectations with the buyer. The bottle also conveys product characteristics. So, for instance, the Schlegel bottle signifies German white wines and is often associated with Rieslings, whereas the Bordeaux bottle is viewed as the standard shape for classic white and red wines. Here customers expect mostly dry wines of an international style.

Various characteristics are also attributed to the glass colours. Light green generally signifies light, simpler wines, while antique-green bottles are associated with sophisticated, full-bodied wines.

DIFFERENTIATION OF VALUE

Even with the same glass colour, a differentiation in value can be achieved by varying the height, the weight, the mouth, or also by embossing the bottle. The same is true for the other styling elements. In the label, for example, the type of paper, texture or refinements such as varnish or foil can suggest distinguished value.



Purist labels are also very popular. An appealing design and refinements can increase the willingness to buy and spend

INFLUENCE OF THE LABEL

The label can be viewed as the most important element of styling. It contains all of the objective information and also offers the most opportunities for emotional impact on the consumer through its graphic design and refinement. Especially in the absence of guidance or tasting before a wine is purchased for the first time, the label has a significant influence on the selection. If the wine could be tasted beforehand, its styling would play a secondary role at first. In this case, the flavour is the deciding factor at the first moment. However, the label gains significance in re-purchase situations. This is influenced namely by identifying with the product over the long term, that is, how the bottle conveys the idea of shared enjoyment (cf. Göbel, 2013). In this way, the label is something of a calling card for the company. But what needs to be considered in its design?

Building on the insights from neuromarketing, that target groups respond to different stimuli, it is reasonable to assume that label designs also do not have the same effect across all consumers. There are studies that prove this assumption. For instance, a study from 2005 revealed that the “older, frequent wine drinkers” group is influenced more by the brand and packaging than the “younger, inexperienced consumers”. For the “sophisticated wine drinkers”, on the other hand, the grape variety and flavour were the deciding factors for a purchase (cf. Müller and Szolnoki, 2009). By contrast, these two factors played a lesser role for the “older, frequent wine drinkers”, as this group probably learned over the course of their lives to choose the product most fitting for them. In most cases this selection is made based on the styling. So, it becomes problematic if the familiar, learned styling is changed.

THE RIGHT LABEL

At first glance, the label should reflect the corporate design of the vineyard; in other words, the basic style should be implemented consistently across all communication media (label, brochures, flyers, website, etc.). The word and design mark, often a combination of the family or vineyard name and an emblem (cf. fig.1), represents the most important creative element. It links together all lines and products. Ideally, the logo should communicate the essential core of the brand. An emblem or coat of arms signifies tradition, for example. In turn, this is frequently associated with reliability. A study at the *Weincampus Neustadt*, with the aid of eye tracking, also revealed that the motif or illustration was viewed by consumers first and for a particularly long time (cf. ddw 3/2015).

AUTHENTIC BRAND

To find a suitable style for your brand, you should first be aware of your own personal style. Ideally, the brand should reflect the personality of its originator and have an authentic effect as a result. Therefore, it is not recommended to cater the defined style of the brand to passing trends.

THE RIGHT COLOUR CHOICE

Colours have quite the emotional effect. They intuitively convey information on the type and substance of a product. While red is considered a good signal colour, blue and green have



Colourful labels or artist labels can be very attention-grabbing, but don't always have a positive effect on the purchase decision

a rather cool and soothing effect. Depending on its intensity, yellow can have a warm or a loud effect. In the field of wine, green is associated with freshness, but also acidity. Shades of grey have a rather subdued effect, but can help provide a refined overall image. Shades of gold and silver suggest high value, but can also be over-elaborate if used excessively. The study at the *Weincampus Neustadt* showed that labels with an excessively loud or garish colour design have a deterrent effect on some consumers.

In addition, the study revealed that older, experienced consumers in particular attach importance to a design that emanates quality and is at once stylish and authentic. Classic and purist labels both fall into this category. In this study, the greatest willingness to pay was achieved by these two styles. Very modern, colourful or fancy labels were rated as substandard by most participants. One striking result was that the majority of young wine drinkers also preferred a classic design. Many of the respondents felt that labels should be typical of a wine and convey value.

In one study, Szolnoki estimated the influence of the design elements of bottle shape, bottle colour and label on the willingness to pay to be 70 per cent. 39 per cent alone is attributed to the label. This underlines the significance attributed to the label, and supports the results of the packaging study, which suggest that the emotional characteristics of packaging have a higher priority than factual characteristics.

Thus, packaging signals quality. These signals influence not only the willingness to buy and spend, but also the later assessment of wine quality down the road.

Even if not all customers are influenced by design to the same degree, it's worth having a think about the effect of styling and adapting the style to the product characteristics, because the product and its packaging are often perceived by the consumer as a single unit. **AD**

Better and better



Innovation of the Wine & Spirits Labelling portfolio

Article by Drew Smith
Founder and CEO, design agency, Smith Lumen

As mankind evolves, we innovate and vice versa. We can choose to leave things as they are, or we can try to improve them. To improve or innovate something, we take on the goal to replace what is good with what is better or new. This is true even for supposedly simple things like labels.

Avery Dennison has been demonstrating this for over 80 years as the specialist for innovative solutions centred around the label – from wines, spirits and other beverages, to the area of pharmaceutical products. The requirements are therefore various and at times also very specific.

Avery Dennison has been demonstrating this for over 80 years as the specialist for innovative solutions centred around the label – from wines, spirits and other beverages, to the area of pharmaceutical products. The requirements are therefore various and at times also very specific.

Take innovations in wine labelling, for example: Bottles are often chilled in an ice bucket in the food service industry. The water causes undesired effects in conventional glued labels, such as the formation of blisters or the label becoming translucent. In the worst-case scenario, the label comes off the bottle. Innovative solutions have been developed to give the product a flawless and high-end look in front of the connoisseur ready to enjoy the label at the table. New materials, adhesives and adhesive techniques that stand up to the “Ice Bucket Challenge” without damage are not discovered overnight. That’s because various materials and substances must be tried and tested, and many attempts must be made. The result is AQUA OPAQUE™ and PLUS. The solution is optimized to every bottle shape, all details must taken into consideration during innovation.



Labels for all the senses

But labels can do far more than just look good – specifically, by appealing to other senses such as touch (owing to a particular surface texture) or even the sense of smell. The experts at Avery Dennison demonstrate this with their Sensorial Collection product line. These premium labels are almost regarded as works of art, having recently been awarded a prestigious design prize in New York. Their textures appeal to the sense of touch, in addition to the senses of hearing and smell: For instance, some wood is processed into labels, which is audible when one feels the label and lets off an aroma. This opens up completely new sensory experiences and ultimately emotions for the consumer, as the label is able to “speak” in subtle ways. The original purpose of informing the consumer is expanded by this innovative aspect of active communication.

The labels of the Black Collection on the other hand, show that the eye still plays a deciding role in selecting a product. The Collection conveys an “air” of elegance and luxury. The materials are diverse, which allows for versatile, high-quality visual effects to be achieved. There are no white borders here.

What about a label that melds with the bottle, so to speak, because it feels like glass? This is the stuff of Label'Glass, an innovative technology that can even be used in smaller runs. It gives the wine a prominent, upmarket presentation.

Beautiful black

The innovation of our Black and White Collection, under the name “Inspired By Diversity”, showcases the exceptional structure, authenticity, and elegance of the black label paper. It’s not even printed or coated black; instead it is made up of solid-black fibres. We have been inspired by the many creative possibilities opened up by this innovative paper. Because some of our design ideas would not have been feasible with conventional paper. Even the different ways the various papers of the collection feel – hard or delicate, textured or silky smooth, matte or glossy – evoked in us feelings and memories of certain places and traditions. This is truly the right paper for anyone who values quality and a wealth of detail, to lend even more value to their premium brands and products.



What the future holds

There has been an increasing focus and keen discussion of the contribution of the Wine industry to enable sustainable economies, with many producers wanting to communicate their respect for the environment and the preservation of natural resources, which is evident given the investment required for such campaigns. Measures made to support these initiatives include using labels made from recycled materials, as well as the management of the waste that normally accrues with self-adhesive labels (such as backing papers). These can be sourced from the range of sustainable products offered by Avery Dennison - such as materials made from FSC-certified wood, biodegradable products made from the waste products of sugar cane cultivation or grape seeds, to cooperation with the recycling specialist Cycle4green, which recycles the backing papers.



The networked label

With innovative near-field communication (NFC) technology developed alongside our partner, Pragmatic, the next step toward a “communicating” label is finally a reality. As a link between the physical and digital world, it creates the interface between the product and the world of the brand, as well as activities on social media. Information on the product can also be easily accessed via smartphone, such as ratings, brand history, ordering options or vendors in the area. Unlike a microchip, these wafer-thin, flexible labels can easily be applied to bottles. It’s only a matter of time before “thinking” labels arrive on the scene. The future has already begun!

With the extensive range of innovative labelling materials available, there is certainly no limit to creativity! **AD**



*This article appeared in Meininger Verlag, a Wine Publication

Avery Dennison Ideas Showcase



These concept images have been created by the Avery Dennison Concept Lab to showcase different label materials and applications.

Products may not be available in this region.
If you require any more information please talk to your sales representative for more details.

Fasson® 2.0 Mil White BOPP TC







Estate #8





MARTELE BLANC FSC





2018 Wine Service Programs



When seeking brand differentiation, unique, pressure-sensitive facestock materials can be the difference between your brand remaining on the shelf or being enjoyed by consumers.

For new projects on unique materials, low volume rolls and custom widths are often crucial in helping manage inventory and cost. That's why we've introduced new EXACT and Ready Width services for several premium products in our Wine & Spirits portfolio, like the Black Collection and the Sensorial Range.

The Ready Width service program allows you to purchase just 1 roll at a standard width & length. Our EXACT service allows you to order the exact roll width at a predefined length. Making it easier for your business to kick-start smaller projects, especially for premium products like our Sensorial range.

Use Avery Dennison pressure-sensitive wine label materials and flexible service programs to your advantage.

For more information, please visit label.sapssa.averydennison.com

Need your stock in a hurry?
Ask about our new Express Indent service, a fixed rate 10 day air freight program designed to get you new materials faster!

Ready Width™

Item Code	Product Name	Item Width	Item Length (lm)
Coated Papers			
AE653	FROZEN ORION PLUS DIAM S2047N-BG45WH IMP	250, 333	1000
AM838	FROZEN QUARTZ PLUS-S2047N-BG45WH	250, 333	1000
● AE533	HGWINE PERLE FSC S2047N-BG45WH IMP	250, 333	1000
AG600	LINEN S2047N-BG45WH IMP	250, 333	1000
● AG628	MATT WINE FSC S2047N-BG45WH IMP	250	1000
NEW ● AB224	MATT WINE FSC WLA BG45WH	250, 333	1000
NEW ● AE090	MATT WINE PLUS FSC S2047N BG45WH IMP	250, 333	2000
NEW ● BD732	SUPER PEARL OPAQUE FSC S2047N BG45WH IMP	250, 333	1000

Item Code	Product Name	Item Width	Item Length (lm)
Uncoated Papers			
NEW AF967	ALINEA BLANC S2047N-BG45WH IMP	250, 333	1000
NEW AF961	ANTIQUÉ CRÈME S2047 BG45WH IMP	250, 333	1000
NEW ● BM943	APPLE TOUCH FSC S2030 BG45WH	250, 333	1000
AW682	COTTON EXTRA WHITE S2047N INC-BG45WH IMP	250, 333	1000
NEW ● BI353	COTTON TOUCH CRAFT FSC S2047N BG45WH	250, 333	1000
AU266	COTTON WHITE S2047N INC-BG45WH	250, 333	1000
NEW ● BD733	GRAPE TOUCH FSC S2047N BG45WH IMP	250, 333	1000
● AU564	MARTELE BLANC FSC S2047N-BG45WH IMP	250, 333	1000
NEW ● AL205	MARTELE BLANC PLUS FSC S2047N-BG45WH IMP	200, 250, 333	2000
NEW ● AI553	RUSTIQUE BLANC FSC S2030 BG45WH	250, 333	1000
NEW ● AB864	RUSTIQUE BLANC FSC WLA BG45WH	250, 333	2000
NEW ● AL758	RUSTIQUE BLANC PLUS FSC S2047N BG45WH	333	1000
NEW ● AF060	RUSTIQUE CRÈME FSC S2030 BG45WH	250, 333	2000
NEW BD556	SABLÉ BLANC FSC S2047N BG45WH IMP	250, 333	1000
NEW BG543	SABLÉ CRÈME FSC S2047N BG45WH IMP	200, 250, 333	2000
NEW BG543	SABLÉ CRÈME FSC S2047N BG45WH IMP	200, 250, 333	2000
NEW ● BG283	SUPER MARTELE OPAQUE FSC S2047N BG45WH IMP	250, 333	1000
NEW ● BG284	SUPER RUSTIQUE OPAQUE FSC S2047N BG45WH IMP	250, 333	1000
NEW ● AE098	SUPER WHITE OPAQUE FSC S2047N BG45WH IMP	250, 333	1000
NEW ● AI540	VERGE BLANC FSC S2047N BG45WH IMP	200, 250, 333	1000
NEW ● AB217	VERGE BLANC FSC WLA BG45WH IMP	250, 333	1000
● AH438	VERGE CREME FSC S2047N-BG45WH IMP	250, 333	1000

Item Code	Product Name	Item Width	Item Length (lm)
Sensorial Collection			
NEW BH382	BIRCH WOOD S700 BG50WH	250, 333	250
NEW BH998	BIRCH WOOD S700 PET30	250, 333	250
NEW BH379	CHERRY WOOD S700 BG50WH	250, 333	250
NEW BH999	CHERRY WOOD S700 PET30	250, 333	250
● BC271	CLOUD WHITE FSC S2047N-BG45WH	250, 333	1000
● BC274	FIBERS LOOK FSC S2047N-BG45WH	250, 333	1000
● BI304	PAPER WATERMARK FSC S2030-BG45WH	250, 333	1000
BC273	SKINNY FSC S2047N-BG45WH	250, 333	1000
BG348	SOFT TOUCH WHITE S2047N-BG45WH IMP	250, 333	1000
BG358	TYVEK 54 S2030-BG45WH	250, 333	1000
NEW ● BC270	WOOD SKIN PAPER FSC S2047N BG45WH	250, 333	250

Item Code	Product Name	Item Width	Item Length (lm)
Black Label Range			
BH341	COTTON BLACK S2047N INC-BG45WH	250, 333	1000
● BI441	MARTELE BLACK FSC S2047N-BG45WH	250, 333	1000
● BI477	MATT WINE BLACK FSC S2047N-BG45WH	250, 333	1000
● BI443	SOFT TOUCH BLACK FSC S2047N-BG45WH	250, 333	1000

Item Code	Product Name	Item Width	Item Length (lm)
Metalised and films			
AB116	PP120 WINE MATT S2047N-BG45WH IMP	250, 333	1000
AH955	MP PLUS SILVER S2047N-BG45WH IMP	250, 333	1000
NEW AM098	SILVER FOIL EMBOSS S700 INC-BG45WH	200, 250, 333	500, 1000

EXACT™

Item Code	Product Name	Item Length (lm)
● AU564	MARTELE BLANC FSC S2047N-BG45WH IMP	2000
AC091	MARTELE BLANC WLA-BG45WH	2000
AD963	MARTELE BLANC S2030-BG45WH	2000
● AW792	MARTELE CREME FSC S2047N-BG45WH IMP	2000
● AE630	RUSTIQUE CREME FSC S2047N-BG45WH IMP	2000
● AI544	RUSTIQUE BLANC FSC S2047N-BG45WH IMP	1000, 2000
● AI553	RUSTIQUE BLANC FSC S2030-BG45WH	2000
● AT728	RUSTIQUE BLANC FSC S2030-PET23	2000
● AF935	CENTAURE BLANC FSC S2047N-BG45WH IMP	2000
● AD409	CENTAURE BLANC FSC S2030-BG45WH	2000
● AT729	CENTAURE BLANC FSC S2030-PET23	2000
● AF953	CENTAURE IVOIRE FSC S2047N-BG45WH IMP	2000
AD891	CENTAURE IVOIRE S2030-BG45WH	2000
● AI552	VERGE BLANC FSC S2030-BG45WH	2000
● AI540	VERGE BLANC FSC S2047N-BG45WH IMP	2000
● AF061	VERGE CREME FSC S2030-BG45WH	2000
● AH438	VERGE CREME FSC S2047N-BG45WH IMP	2000
● AG628	WINE MATT FSC S2047N-BG45WH IMP	2000
● AB224	WINE MATT FSC WLA-BG45WH	2000
● AD310	MATT WINE FSC S2030-BG45WH	2000
● AL571	MATT WINE FSC S2030-PET23	2000
AA335	EPIQUE S2047N-BG45WH IMP	2000
AG600	LINEN S2047N-BG45WH IMP	2000
● BD556	SABLE BLANC FSC S2047N-BG45WH IMP	2000
AF023	MP PLUS SILVER S2000N-BG40BR	2000
AP884	DIG INDI PP TOP WHITE S692N-BG40WH	2000

● The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Black Collection



An iconic black label can transform a brand, speaking to consumers of truly premium contents. Quality of execution is everything, and the Avery Dennison Black Collection gives converters and brand owners materials that look the part – right up to the edge.

The Black Collection is a broad portfolio that delivers the exceptional and dependable quality needed for consistently high shelf appeal, even when using textured black labels.

Materials include smooth to highly structured surfaces, thick to thin facestocks and a choice of different shades. Converters no longer have to print twice to create a rich and even black. You'll benefit from saturated black labels without white edges, along with the stable hot foiling needed to release your creativity.

Take consumers on an elegant and luxurious journey into the dark - and use the Black Collection to make wines, spirits and beers really stand out on the shelf.

Key features

- ▶ An extensive black labelling portfolio
- ▶ Different textures and shades
- ▶ Eliminates the need to print 2x for full black
- ▶ Black labels without white edges
- ▶ Good printability
- ▶ Stable hot-foiling on unprinted areas

Application areas

- ▶ Wine
- ▶ Spirits
- ▶ Craft beer



Low
MOQ



Quick
Quote



Fast
Delivery

Product information

Item Code	Product Description	MOQ (SQM)	Width (MM)	Location
• AL409	PAPER NEW BLACK FSC S2047N-BG45WH IMP	500	250, 333	Indent
AR633	PP90 TOP BLACK S692N-BG45WH	100	200, 333	Indent
• BI441	MARTELE BLACK FSC S2047N-BG45WH	250	250, 333	Indent
• BI477	MATT WINE BLACK FSC S2047N-BG45WH	250	250, 333	Indent
• BI443	SOFT TOUCH BLACK FSC S2047N-BG45WH	250	250, 333	Indent
BH341	COTTON BLACK S2047N-BG45WH	250	250, 333	Indent



- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Wine, spirits and craft beer labelling materials



Unmatched for texture, printability and convertibility, the Avery Dennison wine, spirits and craft beer range conveys a sense of quality and sophistication – while ensuring production efficiency.

The portfolio includes traditional, contemporary and specialty papers and films. Choices range from textured and 'natural-look' labels, which evoke an earth friendly feel, through to sleek foil labels that speak to style-minded consumers. Avery Dennison can help you express a unique brand story.

Craft beer is especially interesting, with thousands of retail brands, and new beer varieties constantly entering the market.

Brand owners need maximum shelf impact, with labels that attract consumer attention and drive purchase intent. Avery Dennison offers the market insights, ranges of materials and technical support needed to tap into these new opportunities.

Key features

- ▶ Premium and exclusive uncoated papers
- ▶ Aqua Opaque™ technology helps to keep labels white in wet conditions
- ▶ PE/PLUS technology helps to reduce bubbles and wrinkles in wet conditions
- ▶ New Ready Width and EXACT service programs
- ▶ New Black Paper range
- ▶ Adhesives for different applications (hotmelts and emulsions)
- ▶ Wash-off and removable materials
- ▶ Recycled and waste-based options

Application areas

- ▶ Wine
- ▶ Spirits
- ▶ Craft beer

Product information

Item Code	Product Description	MOQ (SQM)	Width (MM)	Location
AW2141N	CAST GLOSS PREMIUM S2000W BG40W	1500	1500	Local
SW8510	FASSON CHILLER 2000W BG40W IMP	1500	1000	Local
F29233F	ESTATE #8 S2047 BG40WH N	1500	1000	Local
AU266	WHITE COTTON S2047N INC BG45W	500	1000	Local
BE261	RUSTIQUE EXTRA WH FSC Z1010 BG45W	1000	1000	Local
AI020	CANE FIBER PAPER WHITE S2047N BG45W IMP	1000	1000	Local
AG600	LINEN S2047N BG45W IMP	500	1000	Local
AF270	ANTIQUE CREME S451 BG40B IMP	500	500	Local
AL409	PAPER NEW BLACK S2047N BG45W IMP	500	500	Local
AI454	MP PLUS GOLD S2045N BG40BR	500	1000	Local
AW680	MARTELE EXTRA WHITE FSC S2030 BG45WH	250	READY WIDTH (250MM, 333MM)	Local
BH341	COTTON BLACK S2047N BG45WH	250	READY WIDTH (250MM, 333MM)	Local
AW682	COTTON EXTRA WHITE S2047N BG45WH	250	READY WIDTH (250MM, 333MM)	Local
• AC201	ARCTIC S2047N-BG45WH	1000	1000	Indent
AS571	CANAL BLANC NEW S2047N-BG45WH IMP	500	1000	Indent
AD871	COTTON WHITE S2030 INC-BG45WH	1000	1000	Indent
• BG570	COTTON TOUCH FSC-S2047N-BG45WH	1000	1000	Indent
AE294	EPIQUE S2030-BG45WH	1000	1000	Indent
AA335	EPIQUE S2047N-BG45WH IMP	300	1000	Indent
AE293	EPIQUE WLA-BG45WH	1000	1000	Indent
• AG121	FLEURY CHENE S2047N-BG45WH IMP	500	1000	Indent
• AE650	FROZEN ORION DIAMOND FSC S2047N-BG45WH IMP	500	1000	Indent
AE653	FROZEN ORION PLUS DIAM S2047N-BG45WH IMP	500	1000	Indent
• AD643	FROZEN QUARTZ FSC S2030-BG45WH	1000	1000	Indent
• AI987	FROZEN QUARTZ FSC S2047N-BG45WH	1000	1000	Indent
AM838	FROZEN QUARTZ PLUS S2047N-BG45WH	1000	1000	Indent
AA369	GLOSS WLA-BG40WH	1000	1000	Indent
• AE533	HGWINE PERLE FSC S2047N-BG45WH IMP	1000	1000	Indent
BD016	HGWINE PLUS S2030-BG45WH	1000	1000	Indent
• AC461	HGWINE PREMIUM FSC WLA-BG45WH	300	1000	Indent
AG600	LINEN S2047N-BG45WH IMP	300	1000	Indent
• AS890	MAILLE BLANC NEW FSC S2047N-BG45WH IMP	1000	1000	Indent
• AU564	MARTELE BLANC FSC S2047N-BG45WH IMP	300	1000	Indent
• AC091	MARTELE BLANC FSC WLA-BG45WH	1000	1000	Indent
AD963	MARTELE BLANC S2030-BG45WH	1000	1000	Indent
• AW792	MARTELE CREME FSC S2047N-BG45WH IMP	300	1000	Indent
AH966	MP PLUS SILVER S2030-BG45WH	1000	1000	Indent
• AF957	NATURAL BOIS S2047N-BG45WH IMP	1000	1000	Indent
• AI544	RUSTIQUE BLANC FSC S2047N-BG45WH IMP	300	1000	Indent
• AD968	RUSTIQUE BLANC FSC S2047N-PET30	1000	1000	Indent
• AB864	RUSTIQUE BLANC FSC WLA-BG45WH	1000	1000	Indent
AL758	RUSTIQUE BLANC PLUS S2047N-BG45WH	1000	1000	Indent
• AF060	RUSTIQUE CREME FSC S2030-BG45WH	1000	1000	Indent
• AE630	RUSTIQUE CREME FSC S2047N-BG45WH IMP	300	1000	Indent
AF971	SATIN GOLD S2047N-BG45WH IMP	1000	1000	Indent
AF960	SKIN BLANC S2047N-BG45WH IMP	500	1000	Indent
AF958	VALLONE BLANC S2047N-BG45WH IMP	500	1000	Indent
• AB217	VERGE BLANC FSC WLA-BG45WH	1000	1000	Indent
AU266	WHITE COTTON S2047N INC-BG45WH	500	1000	Indent
AE090	WINE PLUS MATT S2047N-BG45WH IMP	1000	1000	Indent
AE733	PP TOP CLEAR S4000N-PET23/BG40WH	1000	1000	Indent
AB116	PP120 MATT WINE S2047N-BG45WH IMP	500	1000	Indent
AD527	PE120 TOP WHITE S700 INC-BG45WH	1000	1000	Indent

• The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Aqua Opaque™ & PLUS technology



Maintaining visual impact in wet conditions is crucial for brand owners and designers. However, many papers find wet conditions challenging - bottle labels can look grey, with unattractive, uneven colouring or wrinkles.

Aqua Opaque and PLUS technology allow you to use a wide range of paper facestock and achieve a premium and authentic 'look', while maintaining visual impact in wet conditions.

Some of our uncoated paper face materials offer very good to excellent performance for wet opacity. Filmic face stocks offer ultimate performance for both opacity and wrinkle resistance. For all other facestocks, Aqua Opaque technology allows you to meet the 2-hour ice bucket test.

Key features

- ▶ Aqua Opaque technology helps to keep your label white, even in wet conditions. This ground breaking innovation resists the impact of moisture absorption and greying of the label for at least two hours. The new feature can be added to virtually any wine label.
- ▶ PLUS technology adds an underlamine to a label that helps to reduce the bubbles and pleats caused by labels absorbing moisture in wet conditions. The underlamine helps to maintain label shape, protecting it from deformation. PLUS technology also improves the die cutting process, making it a good solution for intricate label shapes.

Application areas

- ▶ Wine
- ▶ Craft beer

Product information

Facestocks	Opacity in dry conditions	Opacity in wet conditions	Opacity in wet conditions with Aqua Opaque™ Technology	PLUS Tech.
FASSON® ALINEA BLANC	★★★★★	★	★★★	YES
FASSON® ANTIQUE CREME	★★★★★	★★	★★★★	*
FASSON® ARCTIC FSC	★★★★★	★★★	★★★★	YES
FASSON® CANAL BLANC NEW	★★★★★	★★★	★★★★	YES
FASSON® CANE FIBER PAPER WHITE	★★★★★	★★	★★★★	*
FASSON® CLOUD WHITE FSC	★★★★★	★	★★★	*
FASSON® EPIQUE	★★★★★	★★	★★★★	YES
FASSON® FLEURY ANTIQUE	★★★★★	★★★	★★★★	YES
FASSON® FLEURY CHENE	★★★★★	★★★	★★★★	YES
FASSON® FROZEN ORION DIAMOND FSC	★★★★★	★★	★★★★	YES
FASSON® FROZEN QUARTZ PLUS	★★★★★	★★★	★★★★	YES
FASSON® HIGH GLOSS WINE FSC	★★★★★	★★	★★★	YES
FASSON® HIGH GLOSS WINE LINEN FSC	★★★★★	★★★	★★★★	*
FASSON® HIGH GLOSS WINE PERLE FSC	★★★★★	★★★	★★★★	YES
FASSON® LINEN	★★★★★	★★	★★★★	YES
FASSON® MAILLE CREME NEW FSC	★★★★★	★★★	★★★★	YES
FASSON® MARTELE BLANC FSC	★★★★★	★★	★★★★	YES
FASSON® MATT WINE FSC	★★★★★	★★★	★★★★	YES
FASSON® MC90 FSC	★★★★★	★	★★★	YES
FASSON® RUSTIQUE BLANC FSC	★★★★★	★★★	★★★★	YES
FASSON® RUSTIQUE EXTRA WHITE FSC	★★★★★	★★	★★★★	*
FASSON® SABLE CREME FSC	★★★★★	★★★	★★★★	*
FASSON® SKIN BLANC	★★★★★	★★	★★★★	YES
FASSON® SKINNY FSC	★★★★★	★	★★★	*
FASSON® SOFT TOUCH	★★★★★	★★	★★★★	*
FASSON® SUPER MARTELE OPAQUE FSC	★★★★★	★★★★	★★★★	*
FASSON® SUPER PEARL OPAQUE FSC	★★★★★	★★★★	-	YES
FASSON® SUPER RUSTIQUE OPAQUE FSC	★★★★★	★★★★	★★★★	*
FASSON® SUPER WHITE OPAQUE	★★★★★	★★★★	★★★★★	YES
FASSON® VALLONE BLANC	★★★★★	★★	★★★★	YES
FASSON® VERGE CREME FSC	★★★★★	★★	★★★★	YES
FASSON® VERGE CREME REVERSED FSC	★★★★★	★★	★★★★	*
FASSON® VERGE EXTRA WHITE FSC	★★★★★	★	★★★	*
FASSON® WOOD SKIN	★★★★★	★★★	★★★★	*

Opacity rating

- ★★★★★ 100% - 95%
- ★★★★ <95% - 85%
- ★★★ <85% - 75%
- ★★ <75% - 60%
- ★ <60%

* Request availability

Note: Measurements are all performed in laboratory conditions and results can be influenced by different factors in real applications. Specific tests are strongly recommended.

Aqua Opaque™ and PLUS technologies cannot be offered in combination with each other.

Sensorial Collection



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
- ▶ Deliver unique sensorial experiences to the customer
- ▶ Excellent service and minimum order quantities
- ▶ Winning label design collection: Silver Pencil Award 2017 and Graphis Silver Award 2017

Application areas

- ▶ Wine
- ▶ Spirits
- ▶ Craft beer



Low
MOQ



Quick
Quote



Fast
Delivery

Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
BG348	SOFT TOUCH WHITE S2047N-BG45WH IMP	250	250, 333	Indent
BG358	TYVEK 54 S2030-BG45WH	250	250, 333	Indent
• BC273	SKINNY FSC S2047N-BG45WH	250	250, 333	Indent
• BC274	FIBERS LOOK FSC S2047N-BG45WH	250	250, 333	Indent
• BC271	CLOUD WHITE FSC S2047N-BG45WH	250	250, 333	Indent
• BI443	SOFT TOUCH BLACK FSC S2047N-BG45WH	250	250, 333	Indent
• BI304	PAPER WATERMARK FSC S2030-BG45WH	250	250, 333	Indent
• BC270	WOOD SKIN PAPER FSC S2047N-BG45WH	300	1000	Indent
AX224	VELVET WHITE S700 DEC-BG45WH	300	1000	Indent
BH382	BIRCH WOOD S700-BG50WH	62.5	1000	Indent
BH379	CHERRY WOOD S700-BG50WH	62.5	1000	Indent
BH998	BIRCH WOOD S700-PET30	62.5	1000	Indent
BH999	CHERRY WOOD S700-PET30	62.5	1000	Indent

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 product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Removable labelling solutions



Make it Easy To Choose the Right Removable for the Job.

The Avery Dennison Select Solutions Removables portfolio is a convenient tool designed to simplify the often-confusing world of removable labeling. The portfolio offers:

- ▶ A proven core of robust, multipurpose products that address a range of application needs from simple to complex
- ▶ Separate paper and film featuring solutions developed for a variety of performance requirements

Broad Selection of Purpose-Built Removables

You can depend on our Removables portfolio to deliver a breadth of technologies that can position you to move into new markets with confidence. Suited for an array of applications, the portfolio provides targeted solutions with stable tack across the label's lifespan, clean removal and the substrate versatility you need.

Partnership Approach

Take advantage of the Select Solutions Removables portfolio and the Avery Dennison team to grow your removables business. Our global team – including adhesive research experts, technical specialists and market professionals – can readily suggest a product to meet your application needs. If a product does not exist, our engineered solutions team can create a specialised solution just for you and your customer - expanding your breadth of products and offering the right custom solution.



Low
MOQ



Quick
Quote



Fast
Delivery

Product information

Product Code	Product Description	Width (MM)	MOQ (SQM)	Location	Description
Paper					
F10967.1000	SUPER GLOSS WHITE R5000 BG40WH N	1000	2000	Indent	A white, cast coated gloss finished, wood-free printing paper, featuring OBA.
AA042	HGW PREMIUM R100 BG40BR IMP	1000	2000	Indent	A white, cast coated gloss finished, wood-free printing paper, featuring OBA.
AA003	MC PRIMECOAT R5000N BG40	1000	1000	Local	A white, one side machine coated, wood-free printing paper, with a semi gloss appearance featuring OBA
AB656	SOLID FOIL REV UVR145 ACRYLIC BG45W	1000	2000	Local	
AA036	VELLUM FSC R5000 BG40BR	1000	500	Local	A matte white, wood-free, surface sized and calendered printing paper
BB374	DIRECT THERMAL TC FSC R5000N BG40BR	1000	500	Local	A white, back coated woodfree paper with a barrier-coated, thermosensitive layer.
F22471.1000	TT ELITE FSC R5000 BG40WH N	1000	2000	Indent	A matte-coated paper designed for high quality thermal transfer applications.
AS492	LCJ PREMIUM FSC LR2 HF55	1000	2000	Indent	A matte white woodfree machine paper suitable for use in photocopiers, laser and inkjet printers
Film					
AS192	PE85 TOP WHITE R5000N BG40WH	1000	2000	Indent	A white polyethylene film with a print-receptive topcoat
AA557	PE85 TOP CLEAR R5000N BG40WH	1000	2000	Indent	A clear polyethylene film with a print-receptive topcoat
AE165	PP TOP WHITE R5000N BG40WH N	1000	2000	Indent	A white bi-axially oriented, polypropylene film with a print receptive topcoat.
AU472	PP TOP CLEAR R5000N BG40WH	1000	2000	Indent	A clear bi-axially oriented, polypropylene film with a print receptive topcoat.
F71588.1000	POLYTHERMAL PLUS SR2 BG40WH N	1000	2000	Indent	A white BOPP film coated with a thermosensitive layer.
F3200.1000	SYNTHETIC PAPER SR2 BG40WH	1000	2000	Indent	A surface-treated, matte white BOPP film suitable for thermal transfer printing

Removable Adhesives for Paper Components

UVR145

A removable acrylic based adhesive with excellent clarity and UV resistance.

R5000/N

General applications, food labelling, barcoding and price labelling. Offers relatively long term removability in combination with clean removability from most substrates

R100

High performance removable adhesive. Excellent clean, long term removability with good low temperature and deep freeze performance.

LR2N

Small office and home office applications. Specially formulated for zero bleed with hot fuse technology.

Removable Adhesives for Film Components

R5000/N

General applications, food labelling, barcoding and price labelling. Offers relatively long term removability in combination with clean removability from most substrates.

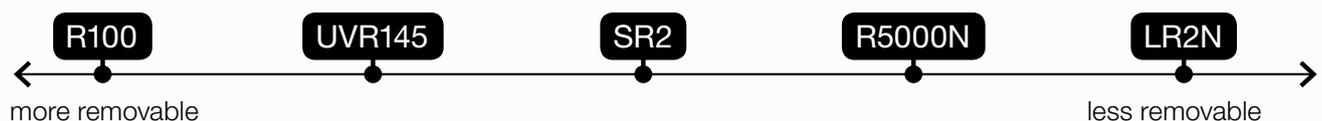
SR2

Good tack and adhesion performance and allows label application at a wide temperature range. Offers clean, medium term removability.

UVR145

A removable acrylic based adhesive with excellent clarity and UV resistance. Suitable for wet and glass applications for clean removability

Removability



Adhesive Selection

	LR2N	R100	R5000/N	SR2	UVR145	S5200
	removable	removable	removable	removable	removable/ reclosure	Application specific - semi permanent
Facestock combination	P	P	P/F/VI	F	F	P/F
Initial Tack	Low	Medium	Low	Low	Medium	Medium
Ultimate Adhesion	Low	Medium	Medium	Medium	Medium	Medium
Min. Appl temp	-15°C	-20°C	-15°C	-15°C	+5°C	+10°C
Service temp. Min	-30°C	-40°C	-30°C	-30°C	-20°C	-20°C
Service temp. Max	+80°C	+80°C	+80°C	+80°C	+80°C	+100°C
Chemical Resistance					✓	
Removability term	Long term	Superior	Long term	Long term	Long term	
UV Exposure	★★	★★	★★	★★	★★★	
Special Gum Pattern (SGP) possible	n	n	n	n	y	y
Application / Segment						
Polymeric	PET	✓	✓	✓	✓	✓
	PP	✓	✓	✓	✓	✓
	LDPE	✓	✓	✓	✓	✓
	HDPE	✓	✓	✓	✓	✓
	PMMA	✓	✓	✓	✓	✓
	PC *1	✓	✓	✓	✓	✓
	PS *1	✓	✓	✓	✓	✓
	Nylon (PA6)	✓	✓	✓	✓	✓
	ABS (Co-Polymer)	✓	✓	✓	✓	✓
	Paper	A4 printing paper		✓		
Newspaper			✓			
Greeting Cards			✓			
Cardboard				✓	✓	
Textiles	100% Cotton (various types)					✓
	100% Polyester					✓
	100% Acrylic					✓
	Cotton/acrylic blends					✓
Other	Fiberboard			✓	✓	✓
	Unvarnished wood					
	Carbamic painted panels (LSE)	✓	✓			✓
	Terracotta					
	Aluminium	✓	✓	✓	✓	✓
	Glass		✓	✓	✓	✓
	Stainless Steel	✓	✓	✓	✓	✓
	Major benefits and applications	Small office & Home office applications. Specifically formulated for zero bleed with hot fuse technology	More demanding applications for ultra clean removability. Excellent low temperature and deepfreeze performance	General applications, Ship & Track (cardboard surface), food labelling, barcoding, price labelling	General applications, food labelling, barcoding, price labelling	Wet reclosure, outdoor use. Excellent chemical and water resistance

Reclosure solutions for food applications



Resealable labels are valued by consumers, giving them open/close packages that prevent food contamination and spills. Brand owners also benefit, because food products stay in their original packaging, increasing brand exposure in the home.

Labels placed anywhere on a pack can be removed or reapplied as desired without leaving adhesive residue. They are a cost-effective and efficient alternative to zippers or hard reclose packaging.

The Avery Dennison reclosure range for food suits applications ranging from simple dry goods needing a limited number of opens/reclosures through to products with challenging contents – with adhesives that perform time after time.

Key features

- ▶ Food compliant, topcoated materials
- ▶ Three food-friendly adhesives
- ▶ Simple or high performance applications
- ▶ Safe to use in all food contact applications

Application areas

- ▶ Dry foods
- ▶ Frozen foods
- ▶ Fresh foods



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Adhesives for dry reclosure

C3

C3 is a highly transparent adhesive with high ageing stability, suitable for dry food reclosure applications

R5050

For more demanding applications, R5050 features good tack and adhesion in combination with superior and clean removability from most substrates. The adhesive allows label application at a wide temperature range, and it retains its removable properties even at very low temperatures.

R1490M

For very demanding dry, food reclosure applications. The adhesive show good moisture and solvent resistance, clean removability and a smooth and quiet peel from PET and PP substrates.

C3	R5050	R1490
----	-------	-------

Application	# of reclosures			
Bakery	24-30	✓		
Cookies & Cereals	12-15		✓	
Confectionery		✓	✓	
Sweet & Savoury	1-3	✓		
Rice & Pasta	1-3	✓		
Tea & Coffee	12-15		✓	
Meat & Cheese	3-6		✓	✓
Frozen Food	1-3		✓	✓
Dry Tissue	9-12			✓
Tobacco	15-30			✓

Requirements				
Clean removability	★★	★★	★★★★	
Moisture condition (low to medium)	★★	★★	★★★★	
Smooth peel	★★	★★	★★★★	
Multiple reclosures	★★	★★	★★★★	
Odour	★★	★★	★	

Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
AE872	PP LIGHT TOP WHITE C3 BG40WH	1000	2000	Indent
AX559	PP LIGHT TOP CLEAR C3 BG40WH	1000	2000	Indent
AA583	PP TOP WHITE R5050 BG40WH	1000	1000	Indent
AM096	PP LIGHT TOP CLEAR R5050 BG40WH	1000	1000	Indent
AQ959	PP LIGHT TOP WHITE R1490M BG40WH	1000	2000	Indent
AO633	PP LIGHT TOP CLEAR R1490M BG40WH	1000	2000	Indent
AQ961	PP90 TOP WHITE R1490M BG40WH	1000	1000	Indent
AU331	PP90 TOP CLEAR R1490M BG40WH	1000	1000	Indent
AV278	SYNTH PAPER PP120 MT WH R1490M BG45WH	1000	1000	Indent

Reclosure solutions for wet applications



Consumers who buy wet-wipes are focused on easy-open/easy-close convenience. For manufacturers and brand owners, the priority is finding cost-effective alternatives to rigid plastic lids and other reclosure solutions.

Growth in wet wipes continues – and they are now used in many different home and personal care applications. Household wipes are growing most rapidly, and Avery Dennison offers a proven range of adhesives designed to ensure performance in baby, cosmetic, toilet and domestic applications. Those adhesives can even handle contact with challenging solvents, oils and chemicals.

High solvent resistance range

Dedicated adhesives for applications where high solvent resistance is needed. These adhesives have been developed specifically for household wipe applications, offering high to medium initial tack and a smooth peel. Suitable for both gloss and matt flexible packaging substrates. Contact Avery Dennison Technical Sales Support or your local Avery Dennison representative to find the right solution for your application.

Key features

- ▶ White and clear polypropylene facestocks
- ▶ Adhesives with good solvent and moisture resistance
- ▶ Up to 60 openings and closures
- ▶ Clean removability and variable peel depending on substrate
- ▶ Special gum pattern
- ▶ New high solvent-resistance range

Application areas

- ▶ Household wipes
- ▶ Baby wipes
- ▶ Cosmetic wipes
- ▶ Toilet wipes



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Adhesives for wet reclosure

R1490M

A re-sealable adhesive designed specifically for home & personal care applications. The adhesive is suitable for use across a broad range of 'wet wipe' applications and also suitable for many dry pack re-closure applications. Combining excellent UV resistance and weatherability with good removability from most substrates (eg PET and PP)

R3200N

A semi permanent UV Hot-melt acrylic based adhesive featuring excellent clarity, durability, chemical and UV resistance. Suitable for reclosure labels in dry, low moisture and high moisture applications where a thicker PP facestock avoids the need for overlamination.

UVR145

A removable acrylic based adhesive with excellent clarity and UV resistance. Suitable for home and personal care wipes

MR980R

A removable high performance acrylic adhesive with medium tack, low adhesion and high cohesion. This adhesive has excellent wetting properties and may therefore be applied below 0°C.

Reclosures up to 60 times		R1490M	R3200N	UVR145	MR980R
Application	Packaging substrate				
Baby wipes	PET Gloss	✓		✓	
	PP Matt	✓	✓	✓	
Cosmetic wipes	PET Gloss	✓		✓	
	PP Matt	✓	✓	✓	
Household wipes	PET Gloss				✓
	PP Matt				✓
Requirements					
Moisture resistance		★★	★	★★	★★★★
Solvent Resistance		★★	★★	★★	★★★★
Smooth peel sound		★★★★	★	★★★★	★★★★
UV resistance		★★★★	★	★★★★	★★★★
Initial tack		★★	★	★★	★★★★
Transparency		★	★★★★	★★	★★
Low min. application temperature		★	★	★	★★★★
Zippy peel sound		★	★★	★	★
Odour		★	★★	★	★

Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Service
R1490M High Performance and Cost Efficiency				
• AO633	PP LIGHT TOP CLEAR-R1490M-BG40WH	970	1000	Indent
• AQ959	PP LIGHT TOP WHITE-R1490M-BG40WH	970	1000	Indent
AQ687	PP90 TOP CLEAR-R1490M-BG40WH	1000	1000	Indent
AQ961	PP90 TOP WHITE-R1490M-BG40WH	1000	1000	Indent
R3200N for low surface energy substrates and strong peel force				
BI335	PP90 TOP CLEAR-R3200N-BG45WH	1000	1000	Indent
BI338	PP90 TOP WHITE-R3200N-BG45WH	1000	1000	Indent
BH088	PP NG TOP CLEAR-R3200N-BG45WH	1000	1000	Indent
UVR145 with excellent chemical resistance and smooth peel				
NEW AF435	PRIMAX I UVR145 BG45WH	1000	1000	Local
AF991	PP TOP CLEAR-UVR145-BG40WH	970	1000	Indent
AG748	PP TOP WHITE-UVR145-BG40WH	970	1000	Indent
MR980R Premium Solvent Resistance for Household wipes				
299901IV670	MACPROPY 699 TC-MR980R-CENT 6 HD WH	1500	1000	Indent
292903IV670	MACPROPY 629 TCP-MR980R-CENTURY 6 WH HD	1500	1000	Indent

Clear Direct Thermal Films



Food packaging continues to grow in importance – and consumers increasingly like to see the product inside. There is strong growth in clear packaging such as clamshells, where white labels cannot deliver the required shelf impact.

Avery Dennison Clear Direct Thermal films are topcoated, BPA-free films that maximise shelf-appeal for see-through packaging – including packaging with variable information (supporting thermal printing speeds up to 200 mm/sec). S692N adhesive supports general purpose applications, whereas S2800 and C2040 give high performance on fresh and cold surfaces.

Any label can be made direct thermal printable using a thin overlamine film, at low Minimum Order Quantities, including selected parts of a pre-printed standard or prime label. This enables late-stage serialisation while maintaining original label characteristics.

Key features

- ▶ Transparent direct thermal printable labelling
- ▶ PP75 grades offering improved transparency
- ▶ Economical PP70 matt clear alternatives
- ▶ PP25 overlamine can make any label direct thermal printable

Application areas

- ▶ Clamshell packaging
- ▶ Fresh fruit and produce packaging
- ▶ Food sold by weight, weighed in-store
- ▶ Addition of variable information section to prime labels



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
Topcoated clear direct thermal PP75 for improved transparency				
AY421	THERMAL PP75 TOP CLEAR-S692N-BG40WH	1000	1000	Indent
AU602	THERMAL PP75 TOP CLEAR-S2800-BG40WH	1000	1000	Indent
Topcoated thermal matt PP70 for cost-effective solution				
AX909	THERMAL PP70 MATT CLEAR-S692N-BG40WH	1000	1000	Indent
AW839	THERMAL PP70 MATT CLEAR-S2800-BG40WH	1000	1000	Indent
Topcoated thermal PP25 overlaminating film				
AX159	THERMAL PP25 MATT CLEAR-S692N-BG40WH	1000	1000	Indent
BD052	DIG INDI PE85 TOP WHITE-S477-BG40WH	1000	1000	Indent

Radiant and coloured direct thermal products



Direct thermal printable radiants, wine papers and foils give you a solution for every application – with Minimum Order Quantities down to 1000 sqm.

Radiant papers are highly popular in segments such as retail. They can help you highlight important information, correct errors, run promotions or reduce prices. High visibility also makes them effective in other applications, such as large ‘warning’ tracking labels.

Conventional coloured direct thermal labels often use solid ink printed on direct thermal paper. This can compromise the thermal layer and its print characteristics. For very high volumes, a direct thermal coating is sometimes applied to the coloured paper instead.

The radiant and coloured direct thermal films solve these issues and offer excellent direct thermal printability with products available with Minimum Order Quantities down to 1000 sqm.

Key features

- ▶ Highly visible direct thermal materials
- ▶ Coloured, structured and metallised options
- ▶ Direct thermal topcoat
- ▶ Bisphenol free
- ▶ Improved water, oil and plasticiser resistance
- ▶ Wide variety of adhesives

Application areas

- ▶ Promotional barcodes
- ▶ Price tags
- ▶ Food labelling with variable information
- ▶ Shelf labelling



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
Radiant and decorative facestocks				
AX162	THERMAL PP RADIANT RED-S2045N-BG40BR	1000	1000	Indent
AY011	THERMAL PP RADIANT CHARTREUSE-S2045N-BG40BR	1000	1000	Indent
AX846	THERMAL PP RADIANT ORANGE-S2045N-BG40BR	1000	1000	Indent
AY454	THERMAL PP RADIANT GREEN-S2045N-BG40BR	1000	1000	Indent
BD190	THERMAL PP DULL FOIL GOLD-S2060N-BG40BR	1000	1000	Indent
Overlaminating films				
AX159	THERMAL PP25 MATT CLEAR-S692N-BG40WH	200	1000	Indent

Cover-up opaque range



High-opacity barrier coating on paper or film hide errors, and covers outdated information on packaging, labels and containers.

Typing errors, changes, omissions, updates ... no matter what the mistake or need to re-label, Avery Dennison Select Solutions Cover-up portfolio can make it right without the high cost of re-packing and saving the environment.

Almost every packaged product will need to have its labeling changed or adapted at some point in its life. It is crucial to ensure that any over-labelling is truly opaque. This makes the new labels fully legible and, especially for correction labels, ensures that overprinted data is hidden. Avery Dennison opaque label stocks offer label converters and their customers an unrivalled range of options in both paper and film, and with permanent and removable adhesives. The range is a genuine one-stop shop for all correction applications, and the sheer quantity of choices available allows for highly creative solutions. Most paper or film products can be customised on demand to use a specific opaque colour - for example, an attractive coloured background on a clear bottle.

Key features

- ▶ Opaque prime films
- ▶ Opaque prime papers
- ▶ Opaque VI front materials
- ▶ A selection of standard colours and multiple opaque layers
- ▶ Customising colours

Application areas

- ▶ Correction labels
- ▶ Translation labels
- ▶ Promotional labels
- ▶ Shipping and tracking labels



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
AMA1450ZA	SEMIGLOSS COVERALL S2050 BG40WH IMP	2000	1000	Local
• BF999	VELLUM OPQ BLUE FSC-S2000N-BG40BR	2000	1000	Indent
AA571	MC PRIMECOAT BLUE OPQ-S2000N-BG40BR	970	1000	Indent
AA569	GLOSS BLUE OPQ-S2000N-BG40BR	1000	1000	Indent
AA570	MATTCOVER BLACK-S2000N-BG40BR	1000	1000	Indent
BC638	MATTCOVER-S2045N-BG40BR IMP	970	1000	Indent
AG216	MATTCOVER-S660-BG40BR IMP	1000	1000	Indent
AG227	GLOSSCOVER PREMIUM-S660-BG40BR IMP	1000	1000	Indent
BC635	GLOSSCOVER PREMIUM-S2045N-BG40BR IMP	1000	1000	Indent
AO053	THERMAL TOP S8 OPQ-S2045N-BG40BR	1000	1000	Indent
• AA186	LCJ PREMIUM OPQ FSC-S2012HTC-HF55	1000	1000	Indent
BC958	PRIMAX I OPQ BLUE-S692N-BG40WH	1000	1000	Indent
AA297	PP NG TOP WHITE OPQ-S2045N-BG40WH	1000	1000	Indent
AF129	PP TOP WHITE REV MET-S692N-BG40WH	1000	1000	Indent
AA331	PP NG TOP WHITE OPQ-S697-BG45WH	1000	1000	Indent
AV389	PE85 TOP WHITE OPQ-S697 DEC-BG40WH	2000	1000	Indent

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Holographic range



Few packaging technologies compete with holographic labels for pure shelf impact. Their dynamic, shifting patterns grab consumers' attention – a winning choice for premium product differentiation, special offers and promotional campaigns.

The premium polyester range provides optimal brightness and unbeatable shelf appeal, for high value applications such as spirits and cosmetics. Polypropylene laminated to paper offers conversion-friendly packaging promotions, festive gift or home care product labelling. A cost-effective polypropylene range, suits food promotions and decorative labels.

Selected products are now available under the Ready Width Program, and Minimum Order Quantity is 1000 sqm across the rest of the range.

Key features

- ▶ Ultimate shelf impact
- ▶ Conversion-friendly paper laminates
- ▶ Six patterns available for rapid delivery
- ▶ Low Minimum Order Quantities
- ▶ Wide variety of adhesives
- ▶ Full sales support in choosing new patterns

Application areas

- ▶ Cosmetic products
- ▶ Promotional or seasonal campaigns
- ▶ Wine and spirits
- ▶ Home and personal care products
- ▶ Food (e.g. mints)
- ▶ Security and pharmaceutical applications



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
Holographic Films				
AO931	HGF PP SHIMMER TOP S692N-BG40BR	1000	1000	Indent
AC738	HGF PET50 BUBBLE S692N-BG45WH	1000	1000	Indent
AE980	HGF PP POINT TOP S692N-BG40BR	1000	1000	Indent
AO760	PB MC115N OPQ-R0010/S2000N-PET23/45WH	1000	1000	Indent
Holographic Papers				
AB709	HGFP SHIMMER TOP FSC S2000N-BG40BR	333	1000	Indent
AT591	HGFP UNIVERSE TOP FSC S2000N-BG40WH	1000	1000	Indent
AE740	HGFP CRISTALINE TOP S2045N-BG40BR	1000	1000	Indent
AF141	HGFP KALEIDOSCOPE TOP S2045N-BG40BR	1000	1000	Indent
AI248	HGFP POINT TOP S2045N-BG40BR	1000	1000	Indent
AI982	HGFP SHIMMER TOP FSC S692N-PET23	1000	1000	Indent
Removable Alternatives				
AU468	HGF PP SHIMMER TOP R5000N-BG40BR	1000	1000	Indent

Customized and non-standard patterns are available upon request.



Point



Shimmer



Kaleidoscope



Universe



Cristaline



Bubble

Silver Portfolio

NEW



Stand Out in Style

When it comes to fast moving consumer goods, the success or failure of a brand can be determined largely by its products' shelf appearance. With 90% of purchasing decisions based on impulse¹, product packaging plays a key role in grabbing consumer attention, interest and ultimately their buys.

As consumers are normally drawn to beauty and reflective surfaces, turn heads with packaging that exudes luxury and premium quality. Silver packaging is a popular method of creating this desirable effect, however this can be expensive to achieve with metal containers or traditional techniques for silver decoration.

To get around high cost of foil stamping and the inconvenience of metallic printing inks, Avery Dennison presents our Silver portfolio – silver labels that create that premium look without comprising on performance, productivity or price.

Our broad range of water-resistant silver facestocks are ideally suited for applications on premium foods, beers, beverages, wines, spirits as well as home and personal care products. Different applications will require a range of unique label material attributes due to the type of packaging substrate and conditions.

Key features

- ▶ Exceptionally bright and glossy polypropylene films for rigid packaging and bottles (PET & glass)
- ▶ High-speed dispensing with rigid films
- ▶ Premium silver gloss films for a superb 'mirror effect'
- ▶ Metallised polyethylene films bring new levels of design flexibility to conformable applications
- ▶ Metallised paper also available with matt finish
- ▶ Laminated foils allow for excellent embossing
- ▶ Bright metallised paper also available in gold



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
Foil Paper				
AN190	DULL SILVER FOIL S2045N BG4BR *Available in gold*	1000	1000	Indent
AO432	BRIGHT SILVER FOIL S2045N BG40BR *Available in gold*	1000	1000	Indent
Metalised Paper				
AL326	MP PLUS SILVER S2045N BG40BR *Available in gold*	6000	1000	Local
AH966	MP PLUS SILVER S2030 BG40WH IMP *Available in gold*	5000	1000	Local
Rigid Films				
AMF9601	PP50 METALISED SILVER S2060 BG40WH IMP	1500	1500	Local
SW8507	PP50 GLOSS SILVER TC S692N BG40WH IMP	1500	1500	Local
Conformable Films				
AO018	PE85 TOP SILVER S692N BG40WH	1500	1500	Indent
Laser Films				
AI808	LASERCOPY PET MATT S4700 HF100	1000	1000	Indent
Durable Films				
72824	2M BRIGHT CHROME PET TC S333 50#SCK	864	1525	Indent
72826	2M MATTE CHROME PET TC S333 50#SCK	500	READY WIDTH (117, 254)	Indent

Fluorescents



Available in a wealth of bold, bright colours, Avery Dennison fluorescent label materials for food industry applications are as versatile as they are functional, improving supply chain visibility, waste reduction and freshness labelling.

Used as inventory and warning labels, as well as eye-catching advertising and promotional labels, fluorescents demand attention. They not only communicate important data, such as use by dates that provide consumer confidence and safety, they also boost consumer impulse buying due to their immediate shelf impact. However you use them, our fluorescent facestocks provide excellent stability and durability in application.

Key features

- ▶ Available in many bold colours

Application areas

- ▶ Promotional Labels
- ▶ Warning Labels



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Product information

Product Code	Product Description	MOQ (SQM)	Deckle Width (mm)	Location
AA546	RADIANT GREEN S2045N BG40BR	4000	1000	Local
AF369	RADIANT CHARTREUSE S2045N BG40BR	4000	1000	Local
AF544	RADIANT ORANGE S2045N BG40BR	4000	1000	Local
AF545	RADIANT RED S2045N BG40BR	4000	1000	Local
AA276	RADIANT PINK S2000N BG40BR	4000	1000	Local

Wrap Labels

NEW



Ready and Frozen meals are becoming more prevalent on supermarket refrigerated shelves and ready meal delivery services. Traditionally these meals are packaged in a microwavable CPET or PP tray and wrapped in a cardboard sleeve, allowing for large graphics on the front and product information on the back.

However, sleeves are often not fixed to the tray and can be slipped off on shelf, posing a risk of product tampering. Sleeves are also generally manually applied, making them a costly decoration technology.

Pressure Sensitive card labels provide the coverage of a traditional sleeve to deliver large graphics, with the added benefit of sticking directly to the food tray, protecting the product from sleeves being removed on shelf. Card labels can also be automatically applied which improves the overall packaging cost and productivity.

Key features

- ▶ Available in 135, 150 and 180gsm coated card
- ▶ Excellent print quality to provide attractive on-shelf appearance
- ▶ Available on hotmelt, emulsion and removable
- ▶ FSC certified facestocks

Application areas

- ▶ Frozen Ready meals in supermarkets or home delivery services
- ▶ Refrigerated meat/fish/poultry trays



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
AM89400	DUKUZA BOARD 160 S2050 BG40	2000	1000	Local
ALY99955	DUKUZA BOARD 270G S2050 BG40B	2000	1000	Local
F71777.1000	COATED CARD 135 ET9 BG40WH N	6000	1000	Indent
AA540	COATED CARD 135 S2045N BG40BR	1000	1000	Indent
AD681	MC ELITE CARD 150 S2000N BG40WH	1000	1000	Indent
AA614	COATED CARD 150 R5100 BG40BR	1000	1000	Indent
BC773	MC ELITE CARD 180 FSC S2045N BG40BR	1000	1000	Indent

Wash Away and Dissolvables

NEW



Wash Away

Fasson WR3000N is a water removable adhesive specially designed for re-usable containers. With Fasson WR3000N we have eliminated the critical problems associated with removing labels from re-usable containers. It allows labels to stay on firmly but can be easily and cleanly removed without leaving any sticky residue. Combining WR3000N with facestocks designed for tracking applications means that reusable containers such as crates, kegs, bins etc. can be tracked through the production process and have the label cleanly washed away ready for the next use.

Dissolvables

When labels are removed from food containers before being washed, there's a good chance adhesive residue will be left on the container. Bacteria can grow on this residue, creating the possibility of cross-contamination. Avery Dennison dissolvable label materials are virtually residue-free, disintegrating in seconds when immersed in water. No residue means no bacteria growth. Because dissolvable labels don't need to be removed, they save on clean up time, making it possible for employees to spend more time on other tasks.

Key features

- ▶ Dissolvables disintegrate in water in seconds with slight agitation
- ▶ Wash away can be easily and cleanly removed without leaving any sticky residue

Application areas

Dissolvable

- ▶ Inventory Labels
- ▶ Container Date Code Labels

Wash Away

- ▶ Inventory Labels
- ▶ Tracking Applications



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Product information

Product Code	Product Description	MOQ (SQM)	Width (mm)	Location
BC512	THERMAL ECO J6 FSC WR3000N BG40BR	1000	1000	Indent
BA959	THERMAL TOP S8 FSC WR3000N BG40 BR	1000	1000	Indent
BC509	MC PRIMECOAT FSC WR3000N BG40BR	1000	1000	Indent
BC501	TRANSFER PLUS WR3000N BG40BR	1000	1000	Indent
BA958	VELLUM EXTRA FSC WR3000N BG40BR	1000	1000	Indent
15666	DISSOLV PPR S2600 40#SCK	1143	1000	Indent

Piggyback Portfolio



For sheer flexibility, operational time savings and brand impact, piggyback labelling is a technology hard to match. The Avery Dennison range enables a whole spectrum of applications, from a simple shipping label through to highly decorative promotional features.

Piggyback labels are multi-layer constructions featuring one self-adhesive label on top of another. The top label can be released and can be reapplied elsewhere, while the bottom label is stationary, remaining affixed to the original surface. Dynamic and versatile, piggyback labels can be created in constructions that adhere to paper, plastics, cardboard or metals, and standard products are compatible with using all conventional printing techniques.

Key features

- ▶ Multi-layer constructions with two adhesive layers and two release liners
- ▶ Easy automatic dispensing
- ▶ Wide variety of face materials and adhesives
- ▶ Combinations of permanent and/or removable adhesives available

Application areas

- ▶ Shipping and tracking
- ▶ Inventory management
- ▶ Promotional labels (coupons)
- ▶ Administration
- ▶ Healthcare



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Product information

Product Code	Product Description	MOQ (SQM)	Width (mm)	Location
SW4106	PB MC SEMIGLOSS 2XS2090 2XBG40WH	4500	1500	Local
AA286	PB MC PRIMECOAT 2XS2000N BG40WH/BG40BR	1000	1000	Indent
AM399	PB MC PRIMECOAT 2XS2045N BG40WH/BG40BR	1000	1000	Indent
AD272	PB MC PRIMECOAT-R5000N S2000N BG4040WH/BG40BR	1000	1000	Indent
AA254	PB VELLUM EXTRA FSC 2XS2000N BG40WH/BG40BR	1000	1000	Indent
AF411	PB VELLUM EXTRA 2XS2045N 2XBG40BR	1000	1000	Indent
AE422	PB THERMAL TOP S8 FSC 2XC2075N BG40WH/BG40BR	1000	1000	Indent
AA687	PB THERMAL TOP S8 FSC 2XS2000N 2XBG40BR	1000	1000	Indent
AG603	PB THERMAL TOP S8 FSC 2XS2045N BG40WH/BG40BR	1000	1000	Indent
AC281	PB PE85 TOP MATTE WHITE 2XR5000N 2XBG40WH	1000	1000	Indent
AH867	PB PE85 TOP WHITE 2XS692N 2XBG40BR	1000	1000	Indent
AE036	PB PP NG TOP WHITE 2XS2045N BG40WH/BG40BR	1000	1000	Indent
AH971	PB PP TOP CLEAR 2XS692N PET30/BG40WH	1000	1000	Indent
AD168	PB PP TOP WHITE 2XS692N 2XBG40WH	1000	1000	Indent
AH773	PB PRIMAX I 2X692N 2XBG40WH	1000	1000	Indent
AC622	PB TRANSFER PE HD 2XS2045N 2XBG40BR	1000	1000	Indent
AO408	PB TRANSFER PE HD 2XS2060N 2XBG40BR	1000	1000	Indent

Digital labelling solutions



Digital labelling solutions offer exceptional speed, flexibility and customisation – allowing businesses to create bespoke labels for printing on demand.

The technology is growing fast. Digital solutions greatly reduce inventory and revision costs, after initial OEM investment, and give versatile labelling that adapts quickly to branding requirements. Sheer flexibility, along with multiversioning capabilities, also deliver improved sustainability and supply chain efficiency by printing only on demand to reduce stock on hand and eliminate waste.

Our digital materials portfolio supports all major digital labelling presses in different technology groups - including HP Indigo label, Xeikon label, UV Inkjet label, and Waterbased Inkjet label. The portfolio includes newly developed UV inkjet wine stocks that give maximum colour vibrancy, uniformity and text clarity. Digital inkjet has the highest projected growth rate for digital label printing over the next five years. UV inkjet and water-based inkjet offer a number of performance and cost benefits compared with flexo, and in some cases with electrophotography.

Key features

- ▶ Supports all major digital labelling presses and technologies
- ▶ High quality printing on demand
- ▶ Performance and cost benefits
- ▶ Multiversioning
- ▶ Rapidly growing market

Application areas

- ▶ Mass customisation
- ▶ Printing on demand
- ▶ HP Indigo, Xeikon, UV Inkjet, Water-based Inkjet



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Product information

Product Code	Product Description	MOQ (SQM)	Width (mm)	Location
UV Inkjet				
BG084	DIG UVIJ HGWINE S2030 BG45WH	1000	1000	Indent
AL539	PP 60 TOP CLEAR S692N BG40WH	2000	1000	Indent
AF187	PE 85 TOP CLEAR S692N BG40WH	2000	1000	Indent
AF186	PE 85 TOP WHITE-S692N-BG40WH	2000	1000	Indent
Water-based Inkjet				
OW2350	GLOSS IJ PAPER AP103 BG40WH N	2000	1070	Local
OZ2120	100UM IJ SYN PAPER AF101 BG40WH N	2000	1070	Local
OW2150	MATT INKJET PAPER AP103 BG40WH IMP	3000	1000	Indent
OW2180	MATT INKJET PAPER PREMIUM AP103 BG40WH IMP	3000	1000	Indent
OZ2180	127 μ INKJET SYNTHETIC PAPER PREMIUM AF101 BG40WH IMP	3000	1000	Indent
AW393	DIG WBIJ PP GLOSS S692N BG40WH	2000	1000	Indent
AW404	DIG WBIJ PP TOP CLEAR S692N BG40WH	1000	1000	Indent
AW405	DIG WBIJ PP TOP SATIN WHITE S692N BG40WH	1000	1000	Indent
HP Indigo				
AE079	DIG INDI LW TOP - S2000N-BG40WH	1000	1000	Indent
AT274	DIG INDI MARTELE TOP BL S2030 BG45WH	1000	1000	Indent
AQ211	DIG INDI HGW PREMIUM TOP S2000N BG40BR	2000	2000	Indent
AP447	DIG INDI MP PLUS TP SILVER S2000N BG40BR	1000	1000	Indent
AV595	DIG INDI PP50 TOP WHITE S7000 BG40WH	2000	2000	Indent
AX616	DIG INDI PP50 TOP CLEAR S7000 BG40WH	2000	2000	Indent
BE920	DIG INDI PP60 CAV TOP WHITE S692N BG40WH	2000	2000	Indent
AZ268	DIG INDI PP50 TOP SILVER S692N BG40WH	2000	2000	Indent
AQ206	DIG INDI PE85 TOP WHITE S692N BG40WH	2000	2000	Indent
AQ814	DIG INDI PE85 TOP CLEAR S692N BG40WH	2000	2000	Indent

High quality labels for small office and home office printers



Demand from small office and home office users for high quality print media has expanded dramatically. It continues to grow fast, driven by the widespread availability of very high quality printers. More and more people are also working from home.

Many different home, home office and hobby applications now require print media with the best possible print quality, as well as the right facestock and adhesive properties.

Key features

- ▶ Optimal print resolution, ink and toner anchorage
- ▶ Optimal conversion – backing liners with excellent layflat characteristics

Application areas

- ▶ Address labelling
- ▶ Labels for filing and organising
- ▶ Over-labelling of documents
- ▶ Promotional and retail labels
- ▶ Inventory and instruction labels
- ▶ Media labels for CDs and DVDs
- ▶ Photo printing labels



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
OW0053A1	LASERPRO 70 S2700 CCK	2520	1050	Local
OW2350	GLOSS IJ PAPER AP103 BG40WH N	2000	1070	Local
OW2120	100UM IJ SYN PAPER AF101 BG40WH N	2000	1070	Local
AW389	LCJ BASIC FSC S2012 HF52	210	2000	Indent
AP445	LCJ PREMIUM FSC S2012HT HF75 5	210	2000	Indent
AS492	LCJ PREMIUM FSC LR2N HF55 5	210	2000	Indent
AC238	PE LASER MATT WH E400 HF80	2000	1400	Indent

ClearIntent™ sustainable portfolio of products and services



Whether you're designing more resource-efficient labels, or work toward other sustainability goals, Avery Dennison can help. With hundreds of sustainable solutions on offer Avery Dennison can help you make labels a stronger part of your sustainability story and help to improve your environmental impact.

Avery Dennison understands the challenges

An ever-growing selection of sustainability-oriented products includes hundreds of facestocks, adhesives and other solutions. All are made using fewer inputs, certified renewable materials and performance-enhancing innovations.

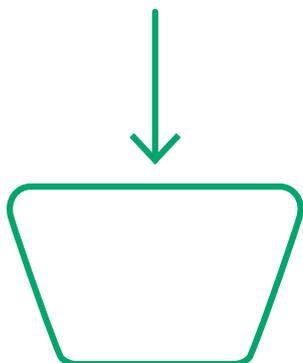
As a key part of the extensive Select Solutions range, the ClearIntent portfolio has been designed to help you make a big impact on the shelf, and a smaller impact on the environment. As some of the examples here show, the portfolio covers a very wide range of potential applications.

For a product to qualify for the Avery Dennison ClearIntent Portfolio, it must meet at least one of three sustainability standards:

Responsibly Source: a significant amount of the product's content is verified to come from sustainably sourced materials;

Reduce: the product offers comparable or superior performance using less materials; or

Recycle: the product is recyclable, made of recycled content, or enables recycling.



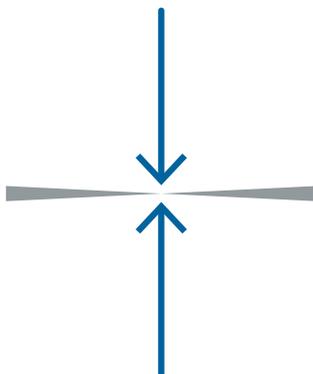
RESPONSIBLY SOURCE.

Choose from hundreds of label options made with paper certified by the Forest Stewardship Council® or film made from renewable resource.

Examples

With over 1100 FSC® constructions to select from, Avery Dennison offers the broadest range of FSC-certified products at price parity. It includes paper for food, wine, spirits and dairy applications, and also FSC-certified liners in combination with filmic facestocks.

The Avery Dennison bio-based PE film will reduce the usage of fossil fuel.



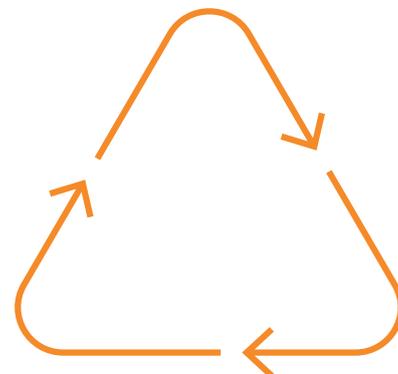
REDUCE.

Consume less material by using thinner labels. You can measure the environmental impact of a product's life cycle using Avery Dennison Greenprint.

Examples

The Avery Dennison ThinkThin™ portfolio consists of products that use thinner labels without compromising brand image.

The portfolio also enables scrap levels and improves management of production waste.



RECYCLE.

Make your packaging more recyclable or incorporate more recycled content. Tap into our network of recyclers for matrix and liner waste.

Examples

As well as products derived from recycled content, Avery Dennison offers ranges that help facilitate:

- ▶ Recycling of PET bottles (CleanFlake™)
- ▶ Recycling of glass bottles (Avery Dennison Glass Recycling)
- ▶ Re-use of glass bottles (Wash-off™ & Multi-cycle™)
- ▶ Labels that are industrial compostable (Compostable adhesive S9500).

The full range of sustainable products can be found on

label.sapssa.averydennison.com/clearintent

Biodegradable and compostable range



Facestock and adhesive combinations that can be re-introduced into nature. Demand for compostable packaging is increasing across all business segments, due to upcoming legislations on the ban of the usage of plastic bags. Switching to compostable alternatives drive the need for compostable labels.

The S9500 compostable range from Avery Dennison is extensive. It helps brand owners, retailers and converters meet growing consumer demand for sustainable solutions. It also addresses anticipated legislative requirements on landfill and sustainable packaging.

Key features

- ▶ The compostable adhesive S9500 carries the “OK Compost” certificate according to EN13432 regulations for industrial composting
- ▶ Direct food contact approval for dry, non-fatty foods
- ▶ Biodegradable and compostable
- ▶ Straightforward conversion using conventional printing techniques

Application areas

- ▶ Packaging solutions required to be both biodegradable and compostable
- ▶ Various types of food for indirect application, and dry food for direct labelling, including fruit and vegetables
- ▶ Beverages, especially on biodegradable bottles (e.g. PLA)
- ▶ Healthcare and bio-cosmetics (e.g. on biodegradable packaging)



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
Papers				
• AM395	CANE FIBER PAPER WHITE-S9500-BG45WH	1000	1000	Indent
• AO474	THERMAL ECO L10 FSC-S9500-BG40WH	1000	1000	Indent
• BL455	THERMAL ECO BPA FREE FSC S9500 BG40WH	1000	1000	Indent
• AM234	MC PRIMECOAT FSC-S9500-BG40WH	1000	1000	Indent
• AM424	TRANSFER VELLUM FSC-S9500-BG40WH	1000	1000	Indent
Films				
• AM581	NATUREFLEX WHITE-S9500-BG40WH	1000	1000	Indent
• AO293	NATUREFLEX CLEAR-S9500-BG40WH	1000	1000	Indent
• AV816	PLA CLEAR-S9500-BG40WH	1000	1000	Indent
• AV800	PLA WHITE-S9500-BG40WH	1000	1000	Indent
<i>NEW</i> AV817	PLA50 WHITE S692N-BG40WH	1000	1000	Indent
<i>NEW</i> AV818	PLA50 CLEAR S692N-BG40WH	1000	1000	Indent

A Wide range of options

Consumers are focusing more and more on healthy lifestyles and environmental protection - that's why Avery Dennison compostable products are already in widespread use in Benelux, France and Italy.

The Avery Dennison biodegradable portfolio uses biodegradable and compostable adhesive S9500 in combination with a whole range of paper and biodegradable film facestocks and Thermal Eco L10 FSC label construction.

Avery Dennison S9500 adhesive has been awarded the "OK Compost" certificate under the tracking code S259. This certificate implies that it is recognized as both biodegradable and compostable, and complies with EN13432, European Compostability Packaging Standards for industrial composting.

Facestocks in the biodegradable portfolio include uncoated and coated papers; wine-range papers and biodegradable films made from renewable sources (PLA and NatureFlex). The paper facestocks in the biodegradable portfolio are from responsible sources: they are made with FSC® certified pulp (FSC Mix Credit, chain-of-custody number: CU-COC-807907).

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

MC FSC® recycled paper facestock

NEW



Labelling materials consisting of recycled content are now an excellent choice for sustainability-minded label converters and brand owners, thanks to careful selection from post-consumer waste streams and better paper manufacturing processes.

Part of our ClearIntent™ portfolio of sustainability-oriented products and also shortlisted for last year's sustainability award at Labelexpo 2017 label industry global awards - our MC FSC recycled paper facestock is made from 100% post-consumer waste. It offers converters an important differentiator by allowing them to help their customers meet sustainability targets without compromising on exceptional print results. Our recycled paper facestocks offers similar whiteness, brightness and opacity as conventional facestock, converts fast and is manufactured without chlorine bleaching. Using recycled paper also reduces the consumption of energy, water, and trees, and cuts greenhouse gas emissions and waste. We offer our entire range of recycled paper facestock at price parity to like products.

Key features

- ▶ 100% post consumer waste recycled facestocks
- ▶ Similar whiteness, brightness and opacity to conventional paper facestock
- ▶ Produces exceptional print quality with digital, conventional and thermal transfer printing
- ▶ Savings in natural resources, water, energy, greenhouse gasses and waste (ask to see the details in our Avery Dennison GreenPrint™ assessment)
- ▶ Achieves shelf appeal with excellent environmental credentials

Application areas

- ▶ Suitable for all kinds of label shapes and designs

Product information

Product Code	Product Description	% Recycled content	MOQ (SQM)	Width/Length (mm)	Location
Prime Paper					
BE896	MC FSC Recycled S2000N-BG40BR IMP	100	970	1000	Indent
BE897	MC FSC Recycled S2045N-BG40BR IMP	100	970	1000	Indent
BG772	MC FSC Recycled R5000N-BG40BR	100	2000	1000	Indent
BK854	MC70 FSC Recycled S2550-BG30BR FSC	100	2000	1000	Indent
BK855	MC70 FSC Recycled S2060N-BG30BR FSC	100	2000	1000	Indent
BK856	MC70 FSC Recycled S2045N-BG30BR FSC	100	2000	1000	Indent
Variable Information (VI)					
AE932	LCJ FSC RECLD S2012HTC-KRAFT FSC RECL	100	1000	1000	Indent
BG724	TR SUPERIOR RECLD FSC S2045N-BG40BR FSC	100	1000	1000	Indent

Prepare for the future

Using 1,000,000 square meters of our recycled paper facestock in place of conventional facestock enables users to achieve the following resource savings at no extra cost:

Reduce the consumption of bio-based materials up to 59%- the equivalent of saving 1.867 trees

Reduce energy usage by 18%- the equivalent of saving the annual electricity usage of 27 households

Reduce waste generated by 16%- the equivalent of eliminating the annual waste generated by 21 households

Sustainable wine labelling solutions



Sustainability is about choices in everyday life and business. What we do - or don't do - now, has an ever larger impact on our living environment tomorrow.

The close connection between nature and wine is especially obvious, and taking appropriate steps will support the industry in the future.

Avery Dennison offers many solutions to help converters and end-users both meet and communicate personal sustainability goals. They include everything from waste recycling programs through to responsibly sourced or recycled wine, spirits and craft beer materials. This catalogue features the new 100% recycled facestock in combination with Aqua Opaque™ technology.

Key features

- ▶ New hero product - a paper facestock made from 100% recycled post consumer waste
- ▶ Responsibly sourced materials made from crop waste
- ▶ Partially recycled facestocks
- ▶ Waste recycling programs

Key benefits

- ▶ Help end-users to build a sustainable image
- ▶ Show that you are re-using post consumer waste
- ▶ Source from responsible suppliers
- ▶ Recycle waste from our own industry

Application areas

- ▶ Wine
- ▶ Spirits
- ▶ Craft beer



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Product information

Product Code	Product Description	Content Indication
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Recycle

• BG848	MATT RECYCLED FSC-Z1010-BG45WH	<ul style="list-style-type: none"> ▶ 100% recycled facestock, incl. 20 to 30% recycled paper liner ▶ Outstanding opacity in the ice bucket, with Aqua Opaque™ technology
• BF747	MATT WINE RECYCLED FSC-S2047N-BG45WH	▶ 100% recycled facestock, incl. 20 to 30% recycled paper liner
• AA525	FLEURY ANTIQUE-S2047N-BG45WH IMP	▶ More than 50% recycled facestock
• BB981	FLEURY ANTIQUE PLUS-S2047N-BG45WH IMP	▶ More than 50% recycled facestock
• AG121	FLEURY CHENE-S2047N-BG45WH IMP	▶ More than 25% recycled facestock
• AG130	FLEURY CREME-S2047N-BG45WH IMP	▶ More than 25% recycled facestock

Responsibly Source

• AI020	CANE FIBER PAPER WHITE-S2047N-BG45WH IMP	
• AI811	CANE FIBER PAPER WHITE-S2030-BG45WH	▶ Face material is produced using a minimum of 90% bagasse fiber - the waste product is generated during production of rum
• AZ018	CANE FIBER PAPER WHITE-S2030-PET23	
• BG300	CANE FIBER PLUS-S2047N-BG45WH	
• BD733	GRAPE TOUCH FSC-S2047N-BG45WH IMP	▶ Face material is made using 15% grape waste from wine production

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

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Bio-based PE film



Brand owners are seeking sustainability gains hence the demand for sustainably sourced raw materials is growing rapidly. Products derived from plant-based sources avoid using scarce petroleum resources, and prevent pollution from fossil fuel extraction. A 2013 European Commission Survey* showed 77% of European consumers are willing to pay extra if they are confident in a product's green credentials.

This bio-based PE film is the latest addition to Avery Dennison's extensive range of sustainably sourced materials. This filmic facestock is made entirely from sugar cane ethanol. The resin used to produce the facestock is Bonsucro® certified, and the material converts in a similar way to conventional polyethylene (PE)**. This film is available in white and clear and can easily be exchanged for fossilbased PE. Additionally, plant-based PE film can be recycled in the same way as standard PE.

Key features

- ▶ The resin used is certified under the Bonsucro® scheme
- ▶ The film has more than 80% bio-based content
- ▶ Functions and converts in a similar way to conventional polyethylene (PE)**
- ▶ Plant-based PE film can be recycled in the standard Polyolefin recycling stream

Application areas

- ▶ Any application that currently uses white or clear standard PE85
- ▶ Premium applications in food and beverage
- ▶ Home and Personal Care (HPC)
- ▶ Applications where sustainable sourcing is the differentiator



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* European Commission Survey, 2013: "Attitudes of Europeans towards building the single market for green products"

** Due to the nature of the resin, special care is required for optimal conversion on the press. We recommend the dies should be sharp and not damaged for the die-cutting opportunity

Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Service
• BC449	PE85 BIOB WHITE-S692N-BG40WH	2000	1000	Indent
• BD380	PE85 BIOB CLEAR-S692N-BG40WH	2000	1000	Indent

This bio-based PE labelling film is the first self-adhesive polyethylene material with a very high bio-based content (both white and clear above 80%).

Customisation can be set up on request (testing required).

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Ethical and OTC pharmaceutical labelling materials



Pharmaceutical containers are small – with volumes between 10-150 ml and typical diameters of 15-50 mm. An adhesive with excellent mandrel performance is essential for successful label conversion and dispensing.

The Avery Dennison pharmaceutical portfolio suits substrates that include glass, PE and PP (including treated, slip-coated or varnished). It also offers availability and change notification 12 months in advance.*

A wide range of applications is possible. Low-migration adhesive S692NP dramatically reduces migration risks – especially important as the use of plastic increases.

Dedicated pharmaceutical adhesive S717P is designed for low surface-energy substrates, down to 10 mm in diameter, with minimal edge lift on small mandrels. It is Food and Drug Administration (FDA) approved and cytotoxicity tested in accordance with ISO10993-5 standards, enabling accelerated re-certification.

Key features

- ▶ Outstanding adhesion on small diameter containers
- ▶ High visual impact, with high quality paper and filmic facestocks
- ▶ Print performance for decorative OTC drug containers
- ▶ Availability and change notification 12 months in advance*
- ▶ Compliance with FDA and European food regulations
- ▶ Approved by ISEGA testing institute

Application areas

- ▶ Over-the-counter (OTC) products
- ▶ Small containers: 10-150 ml volume, 15-50 mm diameter
- ▶ Glass, PE and PP substrates (including treated, slipcoated or varnished)
- ▶ Low migration labels for thin-walled LDPE containers
- ▶ Any application requiring excellent mandrel performance



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* only applies to the following adhesives: S2000NP, S2045NP, S717P, S692NP

Blood and plasma bag labels



Blood and plasma bags in refrigerators and freezers pose unique labelling challenges, including reliable low-temperature performance and chemical exposure.

More than one million human tissue samples are collected, stored and transported each year – at temperatures as low as -196°C . Our comprehensive low temperature portfolio is designed for bottles, test-tubes, vials and other containers used in hospitals, clinics and research labs. It enables many printing technologies, across applications ranging from blood bags through to cryogenic and laboratory packaging.

Labels comply with FDA and European food regulations, and have been approved by ISEGA testing institute according to DIN ISO 3826 for “Plastic Collapsible Containers for Human Blood and Blood Components”.

Key features

- ▶ Extreme low cryogenic temperatures: -196°C
- ▶ Steam autoclave sterilisation (up to $+121^{\circ}\text{C}$)
- ▶ Good chemical resistance
- ▶ UV flexo, thermal transfer, direct thermal and UV inkjet
- ▶ White, opaque and clear versions

Application areas

- ▶ Blood bag and plasma bag labelling
- ▶ Human and animal health: blood fractioning, stem cells, serum
- ▶ Hospital, clinic and laboratory labelling
- ▶ Deep freeze applications
- ▶ Re-labelling with opaque labels



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Product information

Product Code	Product Description	Service temp. range	Minimum application temp.	Multi-layer construction	Autoclave sterilization	DIN ISO3826 compliance	FDA175.105 compliance	Printability		
								Thermal transfer	Direct thermal	Laser Print
Primary and secondary application										
AD980	TRANSFER PP AL171-BG40WH	-80°C to +140°C	+10°C		✓	✓	✓	✓		
AA134	PE105 MATT WHITE AL171-BG40WH	-80°C to +140°C	+10°C		✓	✓	✓			✓
AA437	MC WETT STRENGTH-AL171-BG40WH	-80°C to +140°C	+10°C		✓	✓	✓	✓		
Secondary application										
AQ665	PB PP NG TOP WHITE 2XS2060NP-BG40BR/BG40WH	-40°C to +70°C	0°C	✓		✓	✓	✓		
AX238	PB PP NG TOP WHITE 2XC2020P-BG40BR/BG40WH	-50°C to +80°C	-20°C	✓		✓	✓	✓		
• AX583	THERMAL TOP S8 FSC C2020P-BG40WH	-50°C to +80°C	-20°C			✓	✓			✓
AO525	TRANSFER PE HD C2020P-BG40WH	-50°C to +80°C	-20°C			✓	✓	✓		
AN038	TRANSFER PEHD S2060NP-BG40BR	-40°C to +70°C	0°C			✓	✓	✓		
AQ596	PP NG TOP WHITE S2060NP-BG45WH	-40°C to +70°C	0°C			✓	✓			

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Cryogenic and laboratory applications



More than one million human tissue samples are collected every year – all needing storage and transportation at temperatures down to -196°C . Label durability is essential under such challenging conditions, so life-saving (and life-creating) samples remain intact and clearly identified.

Avery Dennison offers a complete range of clear and white labelling materials for test tubes and laboratory applications in hospitals, clinics and research laboratories. They can be used to identify medical bottles, test-tubes and vials, which often have challenging surfaces and/or small diameters, and can be exposed to chemicals and temperature changes. Printing technologies include thermal transfer, direct thermal or inkjet.

Key features

- ▶ Extreme low cryogenic temperature performance: -196°C (and up to $+121^{\circ}\text{C}$)
- ▶ Steam autoclave sterilisation compatible
- ▶ Good chemical resistance
- ▶ UV flexo, thermal transfer, direct thermal and UV inkjet
- ▶ White, opaque and clear versions

Application areas

- ▶ Hospital, clinic and laboratory labelling
- ▶ Deep freeze applications
- ▶ Small diameter containers
- ▶ Re-labelling with opaque labels



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Product information

Product Code	Product Description	Service temp. range	Minimum application temp.	Opaque Blockout Labels	Autoclave sterilization	Chemical Resistance	Small diameter applications < 15mm	Printability		
								Thermal transfer	Direct thermal	UV inkjet
• AT754	TRANSFER VELLUM FSC S2060NP-BG40WH	-40 °C to +70 °C	0 °C					✓		
AQ525	TRANSFER PEHD C2020P-BG40WH	-50 °C to +80 °C	-20 °C					✓		
AY612	THERMAL60 TOP K8 S2000NP-BG40BR	-20 °C to +80 °C	0 °C				✓		✓	
• AX583	THERMAL TOP S8 FSC C2020P-BG40WH	-50 °C to +80 °C	-20 °C						✓	
• BF174	THERMAL TOP S8 OPQ S2060NP-BG40WH	-40 °C to +70 °C	0 °C	✓			✓		✓	
AZ452	PP TOP WHITE S2196-BG40WH	-196 °C to +120 °C	+10 °C				✓	✓		✓
• BD522	PP LIGHT TOP WHITE S717P-BG45WH	-50 °C to +121 °C	+10 °C				✓	✓		✓
AY924	PP TOP WHITE REV MET S692NP-BG40WH	-20 °C to +80 °C	+5 °C	✓			✓	✓		
• BF237	PP LIGHT TOP CLEAR S717P-BG45WH	-50 °C to +121 °C	+10 °C		✓		✓	✓		✓
• BB624	PP LIGHT TOP CLEAR S2196-BG40WH	-196 °C to +120 °C	+10 °C		✓	✓	✓	✓		✓
AX308	PET50 PT CLEAR S692NP-BG40WH	-20 °C to +80 °C	+5 °C		✓			✓		
BH419	PET50 PT WHITE S2196-BG40WH	-196 °C to +120 °C	+10 °C		✓	✓	✓	✓		
AH403	2.3M PP TOP WHITE C0196-40BG	-196 °C to +120 °C	-28 °C		✓	✓	✓	✓		
AQ596	PP NG TOP WHITE S2060NP-BG45WH	-40 °C to +70 °C	0 °C				✓	✓		
AN038	TRANSFER PEHD S2060NP-BG40BR	-40 °C to +70 °C	0 °C					✓		
AQ665	PB PP NG TOP WHITE 2XS2060NP-BG40BR/BG40WH	-40 °C to +70 °C	0 °C					✓		
AX238	PB PP NG TOP WHITE 2XC2020P-BG40BR/BG40WH	-50 °C to +80 °C	-20 °C					✓		

- The product codes highlighted by the green mark are products from the ClearIntent™ portfolio.

Baggage Tag



Labels that deliver high quality printing and endurance

With the constant increase in air passenger traffic and the pressure of rising aviation costs, airline baggage tags and boarding passes need to be even more reliable, faster, and simpler to print, apply and use. They also need to be highly durable.

Baggage tags are the key conveyors of all the relevant information needed to ensure efficient transfer of airline luggage from checkin desk to final destination. Clear imaging on the facestock by direct thermal print, coupled with good, durable barcode readability, is essential. The self-adhesive tag must be sufficiently flexible for check-in staff to wrap around luggage handles and straps easily and efficiently, with good punching or perforating performance.

A boarding pass carries critical information like the passenger's name, the flight number, and the date and scheduled time for departure. With increasing traffic at airports, it is required that boarding passes should have smooth direct thermal printing, smudge resistance and good lay-flatness and good punching or perforation performance.

Key features

- ▶ Smudge-proof print on direct thermal printers
- ▶ Thermal printed data that is resistant to external influences, such as rain or abrasion
- ▶ High tear resistance product for baggage tag
- ▶ Flexible material for easy wrapping and sealing of tags around handles and straps
- ▶ Reliable adhesive that can withstand relatively high strain



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Product information

Product Code	Product Description	MOQ	Width (mm)	Location
LLG4651	BAG TAG NTC S2060N	2000	1000	Local
SW7045F	SEMIGLOSS PB FSC S2090 BG40W IMP	2000	1000	Indent
AG7644	BOARDING PASS 220	1000	1000	Indent

Drum Solutions



Avery Dennison drum label materials are designed to perform in extreme labelling environments. They handle heat, cold, rain, snow and salt water. Consistent printability and readability are ensured over the transportation of a drum, through all climate or environmental changes.

Drum labels are typically large, and the portfolio suits application by hand. Materials have high dimensional stability, and can meet BS 5609 Marine Test standards for seawater resistance and durability.

Grades are available for UV Flexo, Thermal Transfer and Laser printing. A new grade is also available suitable for water-based inkjet printing, which facilitates GHS compliance for smaller quantities and on-location printing.

Key features

- ▶ Large and small labels
- ▶ Matt coated filmic grades for superior performance
- ▶ Special polyethylene and polypropylene grades for laser applications
- ▶ Special grade for water based-inkjet

Application areas

- ▶ Chemical drums and containers
- ▶ Point-of-use labels printed on-site at manufacturing and shipping locations
- ▶ Labels facing extreme conditions



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Product information

Product Code	Product Description	MOQ (SQM)	Deckle Width (mm)	Location	Comments
AF229	TRANSFER PE HD S2045N BG40B	2000	1000	Local	Suitable for Thermal Transfer printing Complies with BS 5609, Section two, Marine Immersion Test
AF207	TUFF S445N BG40BR	2000	1000	Local	Complies with BS 5609, Section two, Marine Immersion Test
OZ2180	127µ INKJET SYNTHETIC PAPER PREMIUM AF101 BG40WH IMP	1530	1530	Indent	Suitable for Inkjet Printing Complies with BS 5609, Section two, Marine Immersion Test.
AF170	PE100 WHITE S277 BG45WH IMP	2000	2000	Indent	Suitable for Thermal Transfer printing Complies with BS 5609, Section two, Marine Immersion Test.
AF172	PE100 TOP WHITE S277 BG45WH IMP	2000	2000	Indent	Suitable for Thermal Transfer printing Complies with BS 5609, Section two, Marine Immersion Test.
AN025	TRANSFER PEHD105 S2045N BG40BR	1000	2000	Indent	Suitable for Thermal Transfer printing Complies with BS 5609, Section two, Marine Immersion Test.
AM664	TRANSFER PEHD105 S445N BG40BR	2000	2000	Indent	Suitable for Thermal Transfer printing Complies with BS 5609, Section two, Marine Immersion Test.
AB655	CO-EX100-S445N-BG45WH 1000 1000 EU	2000	2000	Indent	Complies with BS 5609, Section two, Marine Immersion Test.
AZ089	DIG WBIJ PE127 MT WH S4600 50#SCK	451	1504	Indent	Suitable for water-based inkjet printing The product has received BS-5609 Section 2 compliance; followed by BS-5609 Section 3 compliance and certification for use with EPSON C-3400, C-3500, and C-831 printing platforms.

Lubricant and oil can solutions



Fuel your business

Lubricant and oil cans pose major labelling challenges, thanks to oily, aggressive and possibly hazardous contents as well as textured container surfaces. All of these factors make adhesion difficult.

Brand owners want bottles to attract consumers - often using high quality gold/silver labels - so pleating, bubbling, and scuffing must be avoided. Containers must also survive storage outside on forecourts, so water resistance is important.

The Avery Dennison S277-based portfolio supports high-speed labelling, and labels can be applied immediately after blow molding of the containers - a point where surface energy is extremely low and adhesion is difficult. The materials also resist bubble formation from outgassing. The S477-based products have been developed to support label application on the filling line (hot-fill process). They allow containers to expand and contract during hot filling without causing pleats and wrinkles.

Key features

- ▶ Can be applied immediately after container production or on filling lines
- ▶ Adhesives perform well on low energy surfaces
- ▶ Avoids pleats and wrinkles from container expansion/contraction
- ▶ Excellent service, including EXACT service on dedicated grades

Application areas

- ▶ Lubricant bottles
- ▶ Oil cans
- ▶ Brake fluid containers
- ▶ Cooling fluid containers
- ▶ Other hot-fill applications, such as food



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Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
AF170	PE100 White S277-BG45WH IMP	970	1000	Indent
AF172	PE100 Top White S277-BG45WH IMP	970	1000	Indent
AD385	Primax Plus S277-BG45WH IMP	970	1000	Indent
AF174	PVC White S277-BG45WH IMP	1000	1000	Indent
AA684	PP Top White S277-BG45WH	1000	1000	Indent
AS844	DIG INDI PE85 Top White S277-BG45WH	2000	1000	Indent
BB697	PE100 Top White S477-BG40WH IMP	970	1000	Indent
AY414	PE100 White S477-BG40WH IMP	6000	1000	Indent
AV721	PE100 Top Silver S477-BG40WH	1000	1000	Indent
BD663	PE85 Top White S477-PET30	1000	1000	Indent
BG226	PP Top White S477-BG40WH IMP	2000	1000	Indent
BD904	PP50 Top White S477-BG40WH IMP	1000	1000	Indent
AV723	PP Light Top Silver S477-BG40WH	1000	1000	Indent
BA988	PVC Matt White S477-BG40WH	1000	1000	Indent
BD052	DIG INDI PE85 Top White S477-BG40WH	1000	1000	Indent
BJ024	PP Light Top White S477-BG40WH	2000	1000	Indent

Tyre labelling solutions



Brand and energy labels for tyres pose unique labelling challenges, and a rough, low surface energy substrate makes specialist labelling technology essential. Missing labels mean lost profits, and a tyre often faces severe handling and storage conditions long before it reaches a wheel.

Avery Dennison offers the high performance labelling materials needed to make sure that labels look good and stay in position on the tread. Extensive segment experience means we can ensure productivity remains high all the way from the conventional print converting phase to thermal transfer printing by end-users.

Key trends in the tyre market are auto-labelling and tracking and tracing during the lifetime of the tyre. Avery Dennison supplies dedicated materials that support these needs.

Key features

- ▶ Excellent thermal transfer printability
- ▶ Rubber-friendly higher adhesive coat weights
- ▶ Production-friendly gum patterns to eliminate bleeding
- ▶ Application specific coat weights (winter/summer, hairy/shaven)
- ▶ Special products for easy automatic dispensing
- ▶ Back-side siliconisation option, so labels do not adhere to the liner
- ▶ In-depth technical sales support available

Key features

- ▶ All types of tyre labelling
- ▶ Specific brand owner application requirements



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Product information

Product Code	Product Description	MOQ (SQM)	Deckle Width (MM)	Location
AA875	TYRE PLUS / TS79 / BG50WH IMP	1000	1000	Local
AD640	TYRE PLUS / TS79 / BG45WH N	500	1000	Indent
Depends on SGP	PP NG TOP WHITE / TS8000 SGP / BG45WH IMP	1000	1000	Indent
Depends on SGP	PP TYRE 55 TOP WHITE / TS8000 SGP / BG45WH	1000	1000	Indent
Depends on SGP	PP TYRE 60 TOP WHITE / TS8000 SGP / BG45WH IMP	1000	1000	Indent
Depends on SGP	PP LIGHT TOP SILVER / TS8000 SGP / BG45WH	1000	1000	Indent
Depends on SGP	THERMAL TOP S8 / TS8005 SGP / BG45-50WH	1000	1000	Indent
Direct Thermal				
Depends on SGP	THERMAL TOP S8 FSC-TS8005 SGP-BG40WH	1000	1000	Indent
Auto dispensing				
Depends on SGP	PP NG TOP WHITE PLUS-TS8000 SGP-BG45WH BSS	1000	1000	Indent

SGP = Special gum pattern depending on customer reel size. Gum patterns are added to enable adhesive free edges on the slit reels. This has very specific advantages on the converting process of the materials. Specifically the run speed and the pollution of the press are positively influenced. Avery Dennison can customize the gum patterns at 1000 sqm MOQ.

Durable solutions



Durable goods face many different challenges over time. You need confidence that the label you choose will stay in place and also look good for as long as it takes.

Avery Dennison's cost-effective durables materials deliver high performance applications in cars, electrical appliances, electronics, tyres and beyond. You can safeguard essential product and security information, or create the visual impact needed for compelling point-of-sale labels.

A choice of many different adhesive technologies and facestocks lets you meet both technical and market-driven challenges more easily, whether designing cost-effective and straightforward applications or high-end speciality products. Avery Dennison can help you to choose a laminate that matches your own quality/image criteria, or the right removable product that will meet customer specifications and fully protect an underlying surface. We can also help you to meet strict automotive OEM specifications, and compliance standards such as UL969, CSA, IMDS among others.

Portfolio Characteristics

- ▶ Broad portfolio meeting requirements from basic to high end
- ▶ Excellent service with low Minimum Order Quantities and short lead times
- ▶ Locally provided technical support to select a fit-for purpose label material



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Product information

Product Code	Product Description	MOQ (SQM)	Width / Length (mm)	Location	Certification/Comments
SE3401	TRANSFER PET50 WH S695 BG45WH	1000	2,000	Local	
72828	2M WH PRT PET S333 50 SCK	1524/500	500	Indent	
72826	2M MATTE CH PET TC S333 50 SCK	1524/500	500	Indent	
MZ0206	2 MIL WHITE PET TC3/S2045P.BG40 WH IMP	1000/3000	3,000	Indent	For general purpose Durable applications
MZ0207	2 MIL MATTE CHROME PET TC/S2045P/BG40 WH IMP	1000/3000	3,000	Indent	For general purpose Durable applications
MZ0208	2 MIL BRIGHT SILVER PET TC/S2045P/BG40 WH IMP	1000/3000	3,000	Indent	For general purpose Durable applications
72823	2M CL PET TC/S333/50#SCK	1370/1000	1,370	Indent	
72824	2M BRT CH PET TC/S333/50#	1524/567	864	Indent	
72825	2M WH PET TC/S333/50#SCK	1524/1000	1,524	Indent	
72829	2M CL PRT PET/S333/50#SCK		1,524	Indent	

Tamper-evident portfolio durable labelling



The Avery Dennison Tamper Evident Portfolio increases awareness among end users about brand protection and security issues. It suits a wide range of applications, resists tampering at all stages of end users' supply chain.

Avery Dennison can help you choose the right security products and applications that work for you and your customers. Our Technical Excellence Team is here to help with converting and application troubleshooting.

Cost effective durable security applications

- ▶ Ready Width™ service offers products at standard per slitted widths and lengths
- ▶ Compatible with standard press printing and thermal transfer
- ▶ High performance security adhesive
- ▶ Customisable void text and colour with competitive price and flexible MOQ
- ▶ Sample rolls available for your conversion and application trials

Portfolio characteristics

Destructible Films

- ▶ Destructible upon removal from substrate
- ▶ RoHS compliance film available
- ▶ Available in Clear and White facestock

Transferable/Non-Transferable Void Materials

- ▶ Transferable Void - Irreversible void message on substrate when label is detached
- ▶ Non-Transferable Void - Irreversible void message on facestock, leaves no residual when label is detached

Customisation of Void Materials

- ▶ Facestock: 25mic, 38mic, 50mic
- ▶ Color: White, Silver, Red, Blue, Yellow, Black
- ▶ Void Text: Fully customisable



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Product information

Product Code	Product Description	Width (mm)	MOQ (m ²)	Location
AM65241ZA	FOAMTAC II S2050 BG40W IMP	1000	2000	Local
LM74451ZA	TE TAMPER EVIDENT S2345ST BG40W IMP	1000	2000	Local
LMH9602	2M MATTE CHROME VOID PET/PERMANENT/CK40	1000	250mm x 500m	Indent
AMH3602	2M WHITE VOID TREATED PET /PERMANENT/CK40	1000	250mm x 500m	Indent
AS191	TRANSFER PET36 TOP WHITE/S8092/PET75	178	178mm x 250m	Indent
AB079	PE HD TAMPEREVIDENT/S700/BG45WH	1000	267mm x 500m	Indent
ADS1409	TAMPERFAS FILM/PERMANENT/BG50WH	1070	267mm x 500m	Indent
ADS1410	25MIC MATTE WHITE VOID PET TC/TRANSFERABLE PERMANENT/BG50WH	1070	267mm x 500m	Indent
ADS1411	25MIC GLOSS WHITE VOID PET TC/TRANSFERABLE PERMANENT/BG50WH	1070	267mm x 500m	Indent
ADS1412	38MIC MATTE RED 'VOID OPEN' PET TC/NON-TRANSFERABLE PERMANENT/BG50WH	1070	267mm x 500m	Indent
ADS1413	38MIC MATTE BLUE 'VOID OPEN' PET TC/NON-TRANSFERABLE PERMANENT/BG50WH	1070	267mm x 500m	Indent
ADS1414	25MIC CLEAR VOID PET TC/NON-TRANSFERABLE PERMANENT/BG50WH	1070	267mm x 500m	Indent
ADS1415	TAMPERFAS™ VINYL FILM/PERMANENT/BG50#WH	1070	267mm x 500m	Indent
ADS1419	38MIC MATTE RED 'VOID OPEN' PET TC/TRANSFERABLE PERMANENT/BG50WH	1070	267mm x 500m	Indent
ADS1420	38MIC MATTE WHITE 'VOID OPEN' PET TC/NON-TRANSFERABLE PERMANENT/BG50WH	1070	267mm x 500m	Indent
ADS1421	TAMPERFAS™ FILM VINYL CLEAR/PERMANENT/BG50WH	1070	267mm x 400m	Indent
ADS1434	TAMPERFAS™ VINYL FILM EZ MX/PERMANENT/BG50WH	1070	267mm x 400m	Indent
ADS1437	25MIC GLOSS WHITE VOID NEG PET TC/TRANSFERABLE PERMANENT/BG50WH	1070	1070mm x 500m	Indent
ADS1454S	50MIC BRIGHT SILVER VOID POS-SM PET TC/TRANSFERABLE PERMANENT/BG50WH	1070	1070mm x 500m	Indent
SY0035	FOAMTAC II/AP104/BG40WH	1000	1000mm x 500m	Indent

Fiber Tracker™ label



Counterfeited products account for 5-7% of all world trade. Brand owners in almost every manufacturing segment need effective and dependable ways to protect their reputation and their customers.

The Fiber Tracker anti-counterfeiting solution uses Prooftag™ FiberTag™ technology. Each label carries a unique, individual and visible fingerprint. Verifying a product's authenticity is made easy for businesses and consumers alike, using nothing more than a smartphone – in a warehouse, retail outlet or home.

The benefits of the Fiber Tracker label extend beyond security, because the QR-codes are also linked to marketing collateral. End-users can directly interact and engage with their consumers.

Key features

- ▶ Counterfeit protection: combination of the fiber pattern and QR code makes every label unique
- ▶ Easy verification: no other tool than a smartphone is needed
- ▶ Direct interaction with customers via QR code
- ▶ Tamper-evident feature

Application areas

All market segments affected by counterfeiting, for example:

- ▶ Pharmaceutical
- ▶ Wine & Spirits
- ▶ Consumer electronics
- ▶ Automotive
- ▶ Food
- ▶ Cosmetics



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Product information

Product Code	Product Description	MOQ (SQM)	Location
AW455	FIBERTRACKER 65 S701-BG45WH	970	Indent

Fiber Tracker™ label

The Fiber Tracker anti-counterfeiting solution uses Prooftag™ FiberTag™ technology. Verifying a product's authenticity is made easy for businesses and consumers alike, using nothing more than a smartphone – in a warehouse, retail outlet or home. Each label carries a unique, individual and visible fingerprint.



- ▶ Fiber chaosmetrics; a unique identifier
 - ▶ Visible and non-repeating pattern
 - ▶ Analogue, not digital
 - ▶ Impossible to replicate
 - ▶ Photographed and uploaded
- ▶ Datamatrix or QR code
 - ▶ Unique alphanumeric code
 - ▶ Digitally printed
 - ▶ Permits reading with smart device
 - ▶ Compliant with FCTC protocol

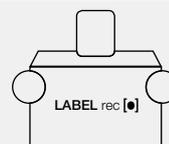


- ▶ Unique combination of fiber pattern and QR-code
- ▶ Easy to understand and verify
- ▶ Low cost concept
- ▶ Additional features can be added

Converting & serialization Recording Certification Authentication

Label converting

Printing of the serialized references



Application & activation

Authentication

Anti-counterfeit labelling technology



Anti-counterfeiting solutions are hard-to-copy features, integrated with labels, that enable authorities and/or consumers to tell between an authentic product and a counterfeit one. They can be combined with tamper-evident features to meet any required security level.

The need to protect products against counterfeiting is present in numerous segments ranging from pharmaceuticals, spare parts and electronics, food, wine and spirits to high-end cosmetics. Protect any brand with standard or customised anti-counterfeit solutions from Avery Dennison.

Security Holograms

Micro-embossed metallised papers or films with 2D/3D holographic diffraction patterns. Can be registered with the Industrial Hologram Manufacturers Association (IHMA) database for further security.



Security Papers

OBA-free (Optical Brightening Agent) papers with/without fibres (visible or UV luminescent). It is possible to integrate customised fibers, watermarks and threads into the label material. Suitable for official documents that require authentication.

Security Threads

Threads made of film material can be inserted into the label, visibly or covertly. They can be customised with messages, fluorescent print coatings or holographs.



IR Taggants

These are special completely invisible additives included in label materials that can be detected with special IR readers. Different products require different types of protection.

Contact our experts to learn more about how to select the right security solution. The appropriate choice depends on:

- ▶ Understanding available security features
- ▶ Knowing what level of security is required
- ▶ Determining which security solutions can complement available resources

Carefully assessing these factors will help manufacturers, packagers, label developers and printers incorporate multilayer security features into a secure strategy, ideal for protecting any brand at an optimal level.



Avery Dennison RFID solutions



Why choose Avery Dennison RFID?

As the world's largest UHF RFID partner, we provide solutions for multiple industries, from retail apparel and food to healthcare and aviation. Our integrated global RFID approach is proven to increase inventory accuracy, improve supply chain agility and enhance visibility across all channels.

Sustainability is at the core of everything we do, from innovation and product design to development and production. Our inlays now feature our patented SmartFace™ Technology, which is one of the most sustainable solutions on the market, reducing your brand's environmental impact.

Dedicated customer support and service

Avery Dennison RFID solutions bring you all of the benefits that come with our best-in-class customer support, technical advice and service levels.

Our top performing RFID products are available with a fast service of just one business day lead time.

Other products in our portfolio offer a delivery service, typically of 14 business days for customer forecasted products, and a PTO service of up to 5 weeks for orders where no forecast is provided.

Key features

- ▶ Field-proven inlay products
- ▶ Advanced research and testing capabilities
- ▶ Excellent technical support
- ▶ Partnership with a deep understanding on what makes your application successful

Application areas

- ▶ Healthcare: Medical and pharmaceutical
- ▶ Transportation: Automotive and aviation
- ▶ Industrial logistics and manufacturing
- ▶ Brand protection and product authentication
- ▶ Supply chain, inventory and logistics
- ▶ Contactless cards and tickets
- ▶ Library, media, documents and files
- ▶ Item-level retail: Apparel, accessories, cosmetics, jewelry, food and general retail



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Product information

Antenna	Product Name	Size	Chip / Memory	Product Code
UHF / Product Category 1				
	AD806U7 Dry Clear	Antenna 16 x 16 mm	NXP UCODE 7 128 bit w/ TID**	AW137
	AD806U7 Wet Clear	Die-cut 19.18 x 19.18 mm		AW136
	AD160U7 Dry Clear	Antenna 60 x 4 mm	NXP UCODE 7 128 bit w/ TID**	AZ613
	AD160U7 LBL White	Die-cut 64 x 6 mm		AZ640
	AD171M5 Dry Clear	Antenna 22 x 12.5 mm	NXP UCODE 7 128 bit w/ TID**	AY902
	AD171M5 Wet Clear	Die-cut 24 x 15.5 mm		AW135
	AD171M5 SMF FCC			BF079
	AD172U7 Dry Clear	Antenna 27 x 14 mm	Impinj® Monza® 5 128 bit w/ TID**	AS223
	AD172U7 Wet Clear	Die-cut 30.5 x 17.8 mm		AS222
	AD172U7 SMF			BF078
	AD180U7 SMF	Antenna 26 mm Die-cut 29.25 mm (DM)	NXP UCODE 7 128 bit w/ TID**	AZ641
	AD226IM Dry Clear	Antenna 95 x 8.15 mm	NXP UCODE G2iM "256 bit w/ TID**" 512 bit User Memory"	AZ615
	AD226IM Wet Clear	Die-cut 98.68 x 11.18 mm		AW220
	AD227M5 Dry Clear WW	Antenna 95.03 x 8.15 mm	Impinj® Monza® 5 128 bit w/ TID**	AS226
	AD227M5 Wet Clear	Die-cut 98.7 x 11.2 mm		AS225
	AD229R6 Dry White	Antenna 95 x 8.15 mm	Impinj® Monza® R6 96 bit w/TID**	BF080
	AD229R6 Wet White	Die-cut 98.7 x 11.2 mm		BF081
	AD229R6P Dry White	Antenna 95 x 8.15 mm	Monza R6P 128 bit w/ TID**	BJ824
	AD229R6P Wet White	Die-cut 98.7 x 11.2 mm		BJ825
	AD236U7 Dry Clear	Antenna 70 x 14.5 mm	NXP UCODE 7 128 bit w/ TID**	AZ617
	AD236U7 Wet Clear	Die-cut 73.18 x 17.68 mm		AZ647
	AD236U7 SMF	Die-cut 76.2 x 20.3 mm		BF101
	AD237R6 Dry White	Antenna 70 x 14.5 mm	Impinj® Monza® R6 128 bit w/ TID**	BF117
	AD237R6 Wet White	Die-cut 73.18 x 17.68 mm		BF118
	AD237R6 SMF	Die-cut 76.2 x 20.3 mm		BJ555
	AD237R6P Dry White	Antenna 70 x 14.5 mm	Impinj® Monza® R6 128 bit w/ TID**	BJ826
	AD237R6P Wet White	Die-cut 73.18 x 17.68 mm		BK795
	AD237R6P SMF	Die-cut 76.2 x 20.3 mm		BK322
	AD 238U8 SMF	Antenna 70 x 14.5 mm	NXP U8 128 bit w/ 96bit TID**	BL025
	AD238U8 Wet White	Die-cut 73.18 x 17.68 mm		BL024
	AD238U8 Dry White	Die-cut 76.2 x 20.3 mm		BL023
	AD320U7 SMF FCC	Antenna 41.4 x 16 mm	NXP UCODE 7 128 bit w/ TID**	AZ642
	AD321R6 Dry White	Antenna 41.4 x 16 mm	Impinj® Monza® R6 96 bit w/ TID**	BF121
	AD321R6 Wet White	Die-cut 44.6 x 19.17 mm		BF125
	AD321R6 SMF	Die-cut 44.5 x 19.0 mm		BJ748
	AD321R6P Dry White	Antenna 41.4 x 16 mm	Impinj® Monza® R6 128 bit w/ TID**	BK800
	AD321R6P Wet White	Die-cut 44.6 x 19.17 mm		BJ563

Antenna	Product Name	Size	Chip / Memory	Product Code
HF / Product Category 2				
	AD370U7 Dry Clear	Antenna 19 x 53 mm	NXP UCODE 7 128 bit w/ TID**	AW144
	AD370U7 Wet Clear	Die-cut 22.18 x 56.18 mm		AW143
	AD370U7 PFL	Die-cut 23 x 80.01 mm		BK748
	AD380Im Dry Clear	Antenna 50 x 30 mm	NXP UCODE G2IM "256 bit w/ TID**" 512 bit User Memory"	BF136
	AD380Im Wet Clear	Die-cut 54 x 34 mm		BF126
	AD383U7 Dry Clear Nel	Antenna 30 x 50 mm	NXP UCODE 7 128 bit w/ TID**	AZ620
	AD383U7 Wet Clear Nel	Die-cut 34.01 x 54 mm		AZ645
	AD383U7 PFL Nel	Die-cut 40.64 x 76.2 mm		BK770
	AD384R6 Wet White Wel	Antenna 50 x 30 mm	Monza r6 / -P 96 bit w/TID**	BK660
	AD384R6-P Wet White Wel	Die-cut 54 x 34.01 mm	Monza r6 / -P 128 bit w/ TID**	BK668
	AD550M5 Dry Clear	Antenna 38 x 76 mm	Impinj® Monza® 5 128 bit w/ TID**	AS351
	AD550M5 Wet Clear	Die-cut 41 x 79 mm		AS352
	AD661R6 Dry White	Antenna 90 x 19 mm	Impinj® Monza® R6 96 bit w/TID**	BB854
	AD661R6 Wet White	Die-cut 93.1 x 22.1 mm		BB856
	AD661R6P Dry White	Antenna 90 x 19 mm	Impinj® Monza® R6-P "96/128 bit w/TID 64/32 bit User Memory"	BF129
	AD661R6P Wet White	Die-cut 93.1 x 22.1 mm		BF130
NEW	AD662UDNA Dry White	Antenna 90 x 19 mm	UCODE DNA "224 bit EPD 3072 bit User Memory"	BK312
	AD662UDNA Wet White	Die-cut 93.1 x 22.1 mm		BF315
NEW	AD663U7XM Dry White	Antenna 90 x 19 mm	UCODE 7XM "448 bit UPC w/ TID 48 bit User Memory"	BK318
	AD663U7XM Wet White	Die-cut 93.1 x 22.1 mm		BJ269
	AD680R6 Dry White	Antenna 50 x 50 mm	Impinj® Monza® R6 96 bit w/TID**	BF127
	AD680R6 Wet White			BF128
	AD680R6P Dry White	Antenna 50 x 50 mm	Impinj® Monza® R6-P "96/128 bit w/TID 64/32 bit User Memory"	BF132
	AD680R6P Wet White			BF133
NEW	AD681M4D Dry White	Antenna 50 x 50 mm	Monza 4D 128 bit w/TID**	BL691
	AD681M4D Wet White	Die-cut 53 x 53 mm		BL692

Antenna	Product Name	Size	Chip / Memory	Product Code
HF / Product Category 2				
	AD709X Dry Clear	Antenna 47 x 47 mm	NXP ICODE SLIX "896 bit EEPROM Read/Write"	BJ401
	AD709X Wet Clear	Die-cut 50 x 50 mm		AM566
	AD714X Dry Clear	Antenna 45 x 76 mm	NXP ICODE SLIX "896 bit EEPROM Read/Write"	AM563
	AD714X Wet Clear	Die-cut 49 x 81 mm		AM561
	AD730X Dry Clear	Antenna 31 x 14 mm	NXP ICODE SLIX "896 bit EEPROM Read/Write"	AM966
	AD730X Wet Clear	Die-cut 36 x 18 mm		AM965
NFC / Product Category 3				
	AD721 Dry Clear	Antenna 21 mm diameter	NXP NTAG213 "144 bytes Read/Write"	BF134
	AD721 Wet Clear	Die-cut 25 mm diameter		BF138
	AD740 Dry Clear	Antenna 38 x 22.5 mm	NXP Ultralight EV1 "384 bit Read/Write"	BF139
	AD740 Wet Clear	Die-cut 42 x 26.5 mm		BF140
NEW 	AD750 Dry Clear	Antenna 18 x 8 mm	NXP NTAG213 144 bytes	BL026
	AD750 Wet Clear	Die-cut 24 x 12 mm		BL027

* Business days

** TID Memory: 48-bit unique serialized TID Number.

Drawings not to scale. The chart contained herein is only intended as a suggestive guide for preliminary inlay selection.

TT Sensor Plus™ 2 technology



Producers and purchasers of temperature-sensitive products, like pharmaceuticals, food and floral, have a vested interest to ensure the quality of their products, as well as to identify supply chain issues that may lead to compromised products. To address these needs, Avery Dennison offers the TT Sensor Plus™ 2 - a cost-effective, smart packaging solution that not only logs time and temperature, but offers a complete solution with multiple services such as cloud environment, application programming interface and individual calibration capabilities.

How it functions

TT Sensor Plus 2 records the temperatures an item is exposed to throughout its supply chain journey. Based on the temperatures the product is exposed to, TT Sensor Plus 2 can indicate if the item is suitable for its intended use. The data is stored in a near field communication (NFC) chip and can be uploaded to a smartphone or computer at anytime, anywhere throughout the supply chain.

The technology incorporates sensor functionality and temperature data logging capabilities in a cost effective packaging solution. When affixed to a product or container, the small, thin solution can be programmed by the user to record the temperature history of goods at defined intervals during shipment.

Once a shipment reaches its destination, the temperature data can be uploaded to a smartphone or computer, reviewed and/or sent to the cloud with the easy-to-use TT Sensor Plus 2 mobile app. Each TT Sensor Plus 2 also contains a unique identifier (UID). With its built-in battery and NFC chip, it has a very desirable form factor. About one-third the size of a credit card, the TT Sensor Plus 2 can be placed on (or in) cartons of various sizes. This is especially attractive to the food, pharmaceutical, beverage and films industries.



Low
MOQ



Quick
Quote



Fast
Delivery

More sustainable

TT Sensor Plus 2 can provide useful time-temperature information from the supply chain journey, allowing customer to reduce product loss and waste.

Features and benefits

- ▶ Low cost and accurate time-temperature data logger
- ▶ Small, one-third the size of a credit card with easy set up
- ▶ Programmable logging and wireless data transfer
- ▶ Provides data to help improve shipment quality, inventory and logistics
- ▶ Can help reduce product loss

Applications

- ▶ Pharmaceutical and medical
- ▶ Food and beverage
- ▶ Chemicals and polymers
- ▶ Other temperature-sensitive goods

Key features

Key features of the TT Sensor Plus 2 smart labelling system include:

- ▶ Up to 150,000 data points
- ▶ Battery life more than three years after product activation
- ▶ LED for visual temperature alarm
- ▶ Button to check status (operating yes/no, alarm)
- ▶ Operating temperature range of -20°C to +70°C
- ▶ Temperature accuracy of $\pm 0.3^{\circ}\text{C}$ from 0°C to +40°C
- ▶ $\pm 0.5^{\circ}\text{C}$ for the rest of the temperature range
- ▶ Temperature resolution = $.1^{\circ}\text{C}$
- ▶ UTC real-time clock for data logging
- ▶ Embedded NFC and temperature sensor microchip
- ▶ Corresponding PC software and mobile app (SDK available)
- ▶ to read and manage temperature and shipping data
- ▶ Cloud service and cloud service integration available (API)

Prior to purchase the TT Sensor Plus card, a reseller has to sign a distribution agreement with Avery Dennison. The sampling of the intelligent label will only take place once agreement is signed.

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