



# Self-Adhesive Silver Solutions

High impact metallised labelling

## FAST FACTS

- > 75-80% of purchase decisions happen at the shelf
- > 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

## BENEFITS

Most purchasing decisions are made at the shelf – around 75-80% according to some estimates. Just a few seconds can determine which brand sells, so eye-catching labelling is crucial.

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.

## FEATURES

- > Exceptionally bright and glossy polypropylene films for rigid packaging and bottles (PET & glass)
- > High-speed dispensing with rigid films
- > Metallised polypropylene films available with ClearCut™ adhesive technology
- > 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





## SELF-ADHESIVE SILVER SOLUTIONS PRODUCT RANGE

### RIGID METALLISED FILMS

Product code	Film Facestock	Adhesive	Liner	
AY261	PP LIGHT TOP SILVER	S7000	PET30	Three bright metallised polypropylene films combined with ClearCut™ adhesive technology. All deliver a bright silver look for outstanding shelf impact.
AU180	PP50 TOP SILVER	S7000	PET23	
AV997	PP50 TOP SILVER	S7000	BG40WH	
AN884	PP50 TOP GLOSS SILVER	S692N	BG40WH	Premium silver gloss film for a superb 'mirror effect'. Suits conventional printing and qualified for digital printing with Xeikon technology. Good repositionability and no metal residue after removal.
AI343	DIG INDI PP TOP SILVER	S692N	BG40WH	Metallised bi-axially oriented polypropylene film with topcoat for excellent transfer and anchorage of ElectroInk (Indigo digital printing). Design and performance excellence for rigid packaging and bottles.

### FULLY CONFORMABLE METALLISED FILMS

Product code	Film Facestock	Adhesive	Liner	
BC795	PE TOP SILVER	S692N	BG40WH	Two premium bright and glossy conformable films for squeezable and flexible containers. AN071 provides good ink adhesion without priming (priming is recommended for A0018).
A0018	PE85 TOP SILVER	S692N	BG40WH	

### METALLISED PAPERS

Product code	Paper Facestock	Adhesive	Liner	
BG732 EN	MP PLUS SILVER FSC	S2000NG	BG40BR	Three top coated bright silver, vacuum metallised printing paper. This product is also available with top coating for Indigo.
AL326 EN	MP PLUS SILVER	S2045N	BG40BR IMP	
AR032	MP PLUS SILVER	S2000N	PET23	
AV034	MP PLUS MATT SILVER	S2000N	BG40BR	One top coated matt silver, vacuum metallised printing paper.
AY926	MP PLUS GOLD	S2000N	BG40BR	Two top coated bright gold, vacuum metallised printing papers.
AI454	MP PLUS GOLD	S2045N	BG40BR	

### METALLISED FOILS

Product code	Paper Facestock	Adhesive	Liner	
AN163	BRIGHT FOIL SILVER	S2000N	BG40BR	Two top coated aluminium foils, laminated to a white woodfree printing paper having a bright silver finish. Foil products have very good embossing properties.
AO432	BRIGHT FOIL SILVER	S2045N	BG40BR	
AO197	DULL FOIL SILVER	S2000N	BG40BR	Two top coated coated aluminium foils, laminated to a white woodfree printing paper, with a premium matt silver finish.
AN190	DULL FOIL SILVER	S2045N	BG40BR	
AO750	DULL FOIL GOLD	S2000N	BG40BR	Two top coated aluminium foils, laminated to a white woodfree printing paper, with a matt gold finish.
AO749	DULL FOIL GOLD	S2045N	BG40BR	

DISCLAIMER - All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>

©2017 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.

2017-11\_16185EN



Label and  
Packaging Materials

#### North Asia

5th Floor, Hongye Park  
1801 Hongmei Road,  
Xuhui District 200233,  
Shanghai, China  
+86 21 33951888

#### South Asia Pacific and Sub-Saharan Africa

151 Pasir Panjang Road #03-13/16  
Pasir Panjang Distripark, Singapore  
118480  
+65.6349.0333

#### Europe

Willem Einthovenstraat 11  
2342 BH Oegstgeest  
The Netherlands  
+31 85 000 2000

#### Latin America

Rodovia Vinhedo-  
Viracopos, KM 77  
CEP 13280-000  
Vinhedo - SP, Brazil  
+55 19 3876-7600

#### North America

8080 Norton Pkwy  
Mentor, OH 44060  
800.944.8511