



New Whites from Avery Dennison

The White Wine Rainbow

White is the most-used colour in wine labels, with different shades needed to reflect specific application needs and brand images.

The Avery Dennison White Rainbow materials broaden our wine labelling range still further, and offer you unique opportunities to differentiate.

New extra-white papers give you optimal colours when printing – the brighter the white, the greater the contrast. They also deliver improvements to the appearance of fine details.

New textured papers are available too, allowing you to create unique labels with a strong brand presence. All five White Rainbow papers will ensure impact on the shelf: this range of papers takes its inspiration from global trends, and fits a variety of consumer targets.

FAST FACTS

- > White is the leading wine label colour
- > Retail shelves are seeing intense wine brand competition
- > White Rainbow materials give your brand:
 - » Higher visibility on the shelf, using exclusive colours and textures
 - » More choice when differentiating





THE 5 NEW WHITE RAINBOW PRODUCTS

> 3 top-selling grades with an exclusive whiter appearance:

- » Fasson® Rustique Extra White FSC
- » Fasson® Martelé Extra White FSC
- » Fasson® Pure Cotton, in new bright white and 100% Tree Free

> 2 new creative and elegant patterns:

- » Fasson® True Linen with new textile effect
- » Fasson® Pampa FSC with a fine and luxurious diamond shape

PRODUCT OVERVIEW

Code	Face		Adhesive	Liner
AW679	Rustique Extra White	FSC	S2030	BG45WH
AW680	Martelé Extra White	FSC	S2030	BG45WH
AW681	True Linen	FSC	S2030	BG45WH
AW682	Pure Cotton	Pure Cotton	S2047N	BG45WH Imp
AW683	Pampa	FSC	S2047N	BG45WH Imp

Please note that the Avery Dennison product range and service offering can be subject to change. For an accurate product overview, including all other wine labelling solutions, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

ORDER YOUR SAMPLE TODAY

A4 samples are available from your local Avery Dennison sales representative, to facilitate pre-testing in your specific application. In case of more specific requirements, a technical specialist can help you to determine which existing or tailor-made product will be the optimal solution for your needs.

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