



# Sensorial collection

Engage your senses

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

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

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

## KEY FEATURES

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

## APPLICATION AREAS

- > Wine
- > Spirits
- > Craft beer



Product Code	Product Description	MOQ (SQM)	Lead Time (EX WORKS)
BG348	SOFT TOUCH WHITE-S2047N-BG45WH IMP	1000	7 business days (RW)
BG358	TYVEK 54-S2030-BG45WH	1000	7 business days (RW)
• BC273	SKINNY FSC-S2047N-BG45WH	1000	7 business days (RW)
• BC274	FIBERS LOOK FSC-S2047N-BG45WH	1000	7 business days (RW)
• BC271	CLOUD WHITE FSC-S2047N-BG45WH	1000	7 business days (RW)
• BI443	SOFT TOUCH BLACK FSC-S2047N-BG45WH	1000	7 business days (RW)
• BI304	PAPER WATERMARK FSC-S2030-BG45WH	1000	7 business days (RW)
• BC270	WOOD SKIN PAPER FSC-S2047N-BG45WH	300	7 business days
AX224	VELVET WHITE-S700 DEC-BG45WH	300	7 business days
BH382	BIRCH WOOD-S700-BG50WH	300	7 business days
BH379	CHERRY WOOD-S700-BG50WH	300	7 business days
BH998	BIRCH WOOD-S700-PET30	300	7 business days
BH999	CHERRY WOOD-S700-PET30	300	7 business days

RW = Fasson® Ready Width™ service

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

Lead time for the RW services from the Sensorial range is 7 days

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.



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

For an accurate overview, please check our website [label.averydennison.eu/wine](http://label.averydennison.eu/wine) or contact your local Avery Dennison sales representative.

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.

2017-08\_18145EN



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**  
460 Alexandra Road  
#28-02/03  
Singapore 119963  
+65 6430 7000

**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