

Deliver a first impression that lasts

Packaging solutions that stand out





**What's  
your brand  
all about?**



## Look the part.

Products are very much like people, first impressions are stamped into lasting ones simply by how they present themselves – the substance in their conversations or labels, the brawn in their character, their handshake or how they fit in your hand.

While it's true that in the world of personal care, home care and cosmetic products, face value is more than skin deep – it is face value that paves the way for people to want to even know more about your product. With millions of purchase decisions made instantly at the store, the ability to stand out from the crowd makes or breaks

your product. Innovative packaging is a necessity in order to catch the attention of consumers.

Avery Dennison works closely with brand owners to generate new, high impact ideas that create tangible product differentiation. From eye-catching graphics to outstanding functionality, intriguing shapes and bottles, we make possible both the looks and the works that deliver real value. Our innovations cover luxury beauty care products to household aerosols and cartons. All of which is backed by global research and development centers that play a huge part in our product development, testing and prototyping services. Which means we can help you create not just an identity, but also an identity that competitors will have to contend with.

Take your brand to the next level.



# Make them look twice

When picking personal care, home care and cosmetic products, consumers have shown preference to pressure-sensitive labeling as it looks fresher, cleaner and more attractive.<sup>1</sup>

## **This is what Avery Dennison is best at.**

A global leader in pressure-sensitive technology, we offer superb labeling flexibility and innovative packaging designs to create stunning visual impact.

More brands have been choosing ultra-clear labels with seamless edges, which enhance the visual impact of its products contents. This no-label premium look has indicated intrigue and shelf-appeal to consumers.

Furthermore, our labeling materials allow the use of brilliant print graphics, intricate die-cuts, and diverse print technologies such as metallic inks, embossing and hot foil stamping to differentiate your brand and influence consumer choice. Infused with textured surfaces and light refracting patterns on the packaging, your brand will be hard to miss.

As for curiously eye-catching packages, Avery Dennison has something that's not quite like anything else. It's Fasson Curvy™ labels, a pressure-sensitive material comes coupled with the Avery Dennison Curve Appeal application system. This allows for eye-catching designs at expanded container coverage, even on unique shaped containers.



<sup>1</sup> Survey conducted by KL Communications, March 2009



## More than just a pretty face

No matter what form, from squeeze tubes to trigger packs, unusual shapes, bottles or tubs, Avery Dennison delivers consistent performance in conformability, squeezability and resistance to water. A host of versatile labels and applications available means your product can be used without compromising its form and while retaining its visual integrity.

“

There is a strong connection between brand positioning and brand identity. For THEFACESHOP, we place the highest value on sharing the beautifying benefits of nature – in our product formulations and our labeling. It is essential for the brand that the visual impact of our label makes that happen.

”

**SunYoung Park**

Part Leader, Design Team, THEFACESHOP

## Re-sealable packaging

Consumers are always on the look out for the practicalities of the products they use. Avery Dennison's reclosure labels are designed for easy opening and/or multiple open-closure cycling of flexible packaging, providing greater consumer convenience. Offering a user-friendly and economical method of repeated pack sealing, we balance both functional and aesthetic needs to deliver real brand value.

Avery Dennison labels for 'wet' applications such as wet-wipes employ adhesives that are highly resistant to the pack contents, in order to combat water and oil migration through packaging, potential contaminations and chemical reactions. In 'dry' applications, our labels harness a robust adhesive carrier that withstands repeated reclosures without tear – regardless of seal strength.





POP label

## Prompting purchase decisions

Avery Dennison can work the full-spectrum for your marketing collaterals with cohesive and consistent point-of-purchase materials to entice and engage consumers in-store and right to the shelf.

## Communicating information clearly

Add-on items such as booklet labels and leaflets could be easily packaged to accommodate critical information without clutter.



booklet label

## Tracing and tracking your steps

Gain greater control over your inventory with a range of reliable tracking features, including RFID, barcoding and weigh scale information.



over-the-cap seal

## Sealed secure

Protect your brand integrity through the use of tamper-evident solutions such as over-the-cap seals.

## Savings on tactical efforts

We offer simple solutions for seasonal promotions by decorating at point-of-packaging. This allows for greater variety and small order sizes, particularly useful for tactical promotions and themed campaigns – reducing inventory costs, material waste and significantly improving operational efficiency.

## Sustainable labeling

Avery Dennison offers thinner films, achieving material reduction and making our products more sustainable.

Choose Global MDO film laminate to reduce your environmental footprint without compromising on packaging performance and shelf appeal. Driven by lower material usage, research has shown that Global MDO produces 40% less solid waste, uses 37% less energy to manufacture and reduces greenhouse gas emissions by 10%<sup>2</sup>.



<sup>2</sup> Results are based on Life Cycle Assessment (LCA) research on the production and the disposal of 1m<sup>2</sup> of laminated and slitted Global MDO.

# Benefits of pressure-sensitive labeling

Decoration solutions /considerations	Pressure-sensitive labels	Wet glue paper	In-mold	Wrap around and sleeving
<b>Design and appearance</b>	<ul style="list-style-type: none"> <li>• Suitable for popular 'no label' look</li> <li>• Consistent application and placement</li> <li>• Good print flexibility</li> <li>• Good aesthetics and enhances premium image</li> <li>• Good scratch and chemical resistance</li> </ul>	<ul style="list-style-type: none"> <li>• Unsuitable for popular 'no label' look</li> <li>• Less consistent application and placement</li> <li>• Generally inferior aesthetics</li> </ul>	<ul style="list-style-type: none"> <li>• Does not support elaborate designs as each shape change requires different mold settings and tools</li> </ul>	<ul style="list-style-type: none"> <li>• Unsuitable for popular 'no label' look</li> </ul>
<b>Versatility</b>	<ul style="list-style-type: none"> <li>• More cost-effective for greater variety and smaller order sizes</li> <li>• Can be tailored to suit variations in temperature, humidity, natural and artificial changes in climate</li> </ul>	<ul style="list-style-type: none"> <li>• Limited options with adhesives and facestock</li> <li>• Does not support variations in label shapes and sizes</li> </ul>	<ul style="list-style-type: none"> <li>• Limited facestock options</li> <li>• Costly molds to change shapes and sizes</li> <li>• Inability to accommodate late stage differentiation</li> </ul>	<ul style="list-style-type: none"> <li>• Offer various design options because of their ability to conform to all shapes and sizes</li> <li>• 360° labeling require the use of more material than necessary</li> <li>• Poor scratch and chemical resistance</li> </ul>
<b>Inventory management</b>	<ul style="list-style-type: none"> <li>• Does not require stocks of pre-printed containers</li> <li>• Easier to control as labels are in rolls and can be kept together</li> </ul>	<ul style="list-style-type: none"> <li>• Storage, handling and disposal of glue in addition to printed labels</li> <li>• Higher need of maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Tedious to manage stocks of pre-printed containers</li> </ul>	<ul style="list-style-type: none"> <li>• Storage, handling and disposal of glue in addition to printed labels</li> <li>• Lower dispensing speeds</li> </ul>
<b>Total application costs</b>	Low to medium	Low to medium	Medium	Low to medium

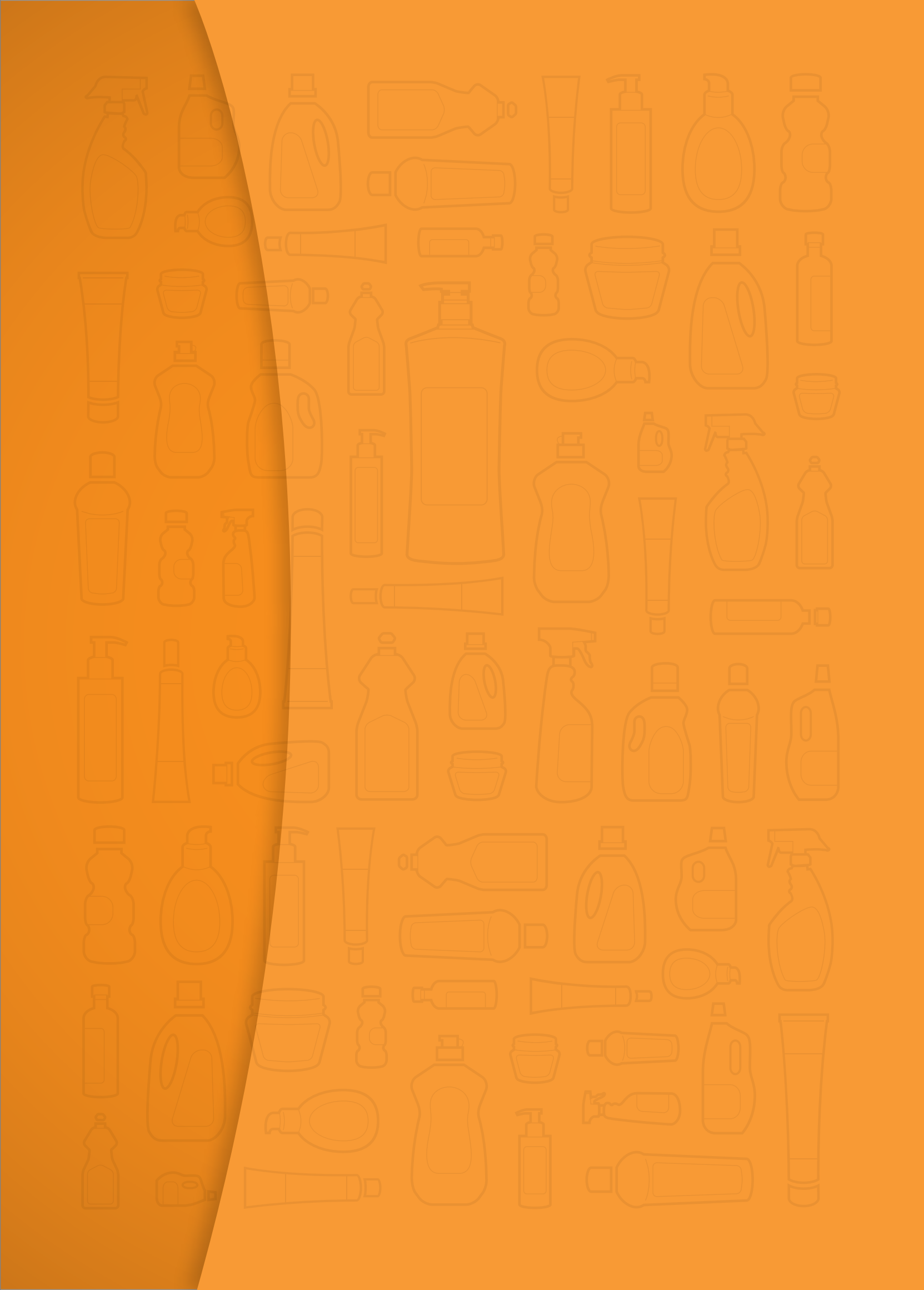
A woman with dark hair, wearing a white dress, is smiling and looking towards the camera. She is in a social setting, possibly a party or event, with other people and lights visible in the blurred background.

# Get that second glance

As we said in the beginning – products are like people, first impressions are stamped into lasting ones. Your potential consumers will be scrutinizing everything before they even think of take your product home.

**Give them something to really look at and want. Let Avery Dennison's extensive solutions make the difference for your brand today.**





# About Avery Dennison

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. For more than 75 years the company has been a global leader in pressure-sensitive technology and materials, retail branding and information solutions, and organization and identification products for offices and consumers. A FORTUNE® 500 company with sales of \$6.5 billion in 2010, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit [www.averydennison.com](http://www.averydennison.com).

To learn more about solutions that match your specific business and material needs, please contact us at [hpcteam@averydennison.com](mailto:hpcteam@averydennison.com).

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Label and  
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