

Premium Label Materials

Sophisticated labels that showcase quality
and craftsmanship for premium products



As consumers prioritize high-quality ingredients, careful preparation, and exceptional flavor, it's essential for packaging to embody these values. Packaging should not only showcase the product's quality and origin but also reflect the care and craftsmanship that went into creating it.

Our Premium Materials Collection redefines product labeling, offering elegance and sophistication that enhance perceived value. Whether for wine, spirits, gourmet foods, or beauty products, these labels convey a powerful message: what lies within is truly exceptional.



Pleasing to the touch

Discover our collection of textured and tactile materials, curated to suit diverse needs and preferences. From subtle, soft finishes that exude elegance to fine, bold textures that make a striking statement, each material is crafted with precision. Designed to elevate the presentation of premium products, these materials not only enhance visual appeal but also add a unique sensory experience, ensuring your products stand out and leave a lasting impression.

Create a brand that stands apart

Our collection empowers you to create truly distinctive labels for exceptional products, whether it's high-end chocolate, specialty coffee, artisanal marmalades, or extra virgin olive oil. For small-batch artisan foods and bigger premium brands alike, materials in this collection promise an extra delicious and pleasurable experience.

Key features

- Perfect for applications that demand standout visual impact and eye-catching designs
- Labels of various textures and appearances available including uncoated paper, holographic and metallized paper and film
- Engineered for reliable performance, even in challenging conditions like ice buckets or humid environments, making it ideal for alcoholic and non-alcoholic beverages
- Backed by Avery Dennison's renowned customer service and flexible minimum order quantities to suit your needs

Application areas

- Wine, spirits and craft beer
- Gourmet food and beverages
- Cosmetics and beauty

All materials in our collection let you create unique labels for distinctive products.

Wine Labels



Product information

Origin: ASEAN



FSC® certified



Wet-strength properties



F02785.1525

Super White Opaque FSC/ S3037/ BG40WHN

An extra white, uncoated paper with high whiteness and good wet opacity. It features wet strength and fungicidal treatments, and is made from FSC® certified paper.



F02901.1525

Artisan rPLUS FSC/ rS2030MB/ BG40WHN

A white, uncoated matt wood-free paper with a felt-marked finish and a tactile hand-made look and feel. It is made from FSC certified paper and features wet strength and fungicidal treatments. To prevent bubbles and wrinkles and maintain structure in the ice bucket, it is under-laminated with rPET, containing 25% recycled content.




Textured Uncoated Paper

Product information

Origin: China

 FSC® certified

 Wet-strength properties



AWS1118

80g Kraft Paper FSC Mix Credit/ AP999/ BG40# Imp

Premium light brown paper made from FSC-certified pulp, offering a natural and rustic appearance.



SW3109

80g Black Paper FSC Mix Credit/ AP999/ BG40# Imp

Black matte paper made from FSC-certified pulp, delivering a sophisticated and modern look, ideal for spot varnish applications to add visual accents.

SW4004

Pearl Yellow Paper/ AP104/ BG40#White Imp

Material with a soft shimmering finish that delivers a refined and elegant appearance.

SW4015

120g Cotton Paper/ HP104/ BG40# Imp

A premium white paper made from 100% cotton, offering a natural-looking and tactile finish, ideal for high-end beverage labels.



SW4016

120g Cotton Touch Paper/ HP104/ BG40#White Imp

A premium white wood-free printing paper with a 5% cotton blend for exceptional texture and unique qualities. Enhanced with wet strength and fungicidal treatments, it's designed for durability and superior performance.



SWS1006

Grain Yellow Paper/ AP999/ BG40# White Imp

A high-tactility, white embossed paper with a grain effect, designed for durability. It features wet strength and fungicidal treatments, making it both functional and visually appealing.

SWS1007

105g Pearl Lattice Paper/ AP999/ BG40 Imp

Embossed art paper that delivers a luxurious, shimmering texture, adding an elegant tactile dimension with a subtle pearlescent finish.





SWS127

110g Rustique Extra White Paper/ AP999/ BG40# Imp

A white paper, ideal for gourmet food packaging and artisanal products, best suited for dry applications.

SWS128

Serina Watermark Paper/ AP999/ BG40# Imp

A premium art paper commonly used for wine labeling, designed for application on flat and gently curved surfaces of most substrates.

SWS129

Sinead Cotton Paper/ AP999/ BG40# Imp

A special paper made with cotton fibers, offering a soft, tactile feel with a refined but natural, handcrafted appearance.

SWS1878

95g Silk Paper/ AP999/ BG40#White Imp

An embossed paper with a silk-like effect and distinctive personalized texture.

SWS901

95g Antarctic White Paper/ AP999/ BG40#White Imp

A bright white, matte art paper with a textured felt-mark finish and fine dot pattern, perfect for high-quality prints and a sophisticated look.



SWS902

90g Linen Texture Paper/ AP999/ BG40#White Imp

Embossed linen-textured paper offers a tactile, natural appearance with added wet strength for durability.



SWS903B

100g Art Yellow Paper FSC Mix Credit/ AP999/ BG40# Imp

Made from FSC-certified pulp, offering a smooth surface finish, ideal for applications requiring a clean, natural look.

SWS904

100g Classical White Paper/ AP999/ BG40#White Imp

A smooth white art paper that offers a clean, modern, and minimalist appearance.



SWS905

95g Blanc White Ripple Paper/ AP999/ BG40#White Imp

Pure white art paper with a smooth, versatile matte finish. Perfect for all your creative needs.

SWS906

95g Blanc Yellow Paper/ AP999/ BG40# White Imp

A yellow art paper with a natural finish, best suited for dry applications.

SWS907

100g Felt Texture Yellow Paper/ AP999/ BG40#White Imp

An embossed paper featuring a rich felt texture for a premium finish.

SWS908

110g White Pearl Paper/ AP999/ BG40# Imp

Pearl-coated white art paper with a luminous sheen and elegant finish, perfect for a refined and polished look.

SWS909

100g Ultra White Ripple Paper/ AP999/ BG40#White ni

Material with a textured surface, delivering a unique visual and tactile appeal, ideal for applications.

Holographic and Metallized Materials



Product information

Origin: China

BW5159

100g Plain Holography Paper/ HP103/ 60g Glassine ImpA

A special laser-effect label that combines a holographic polypropylene layer with a coated paper backing.

BW9276B

Plain Holography Film/ S692N/ BG40#Wh Imp

A holographic film-laminated synthetic paper that delivers vibrant, high-impact visual effects while offering durability and moisture resistance.

BWS1373

Bright Silver Embossed Film/ SF603/ BG50#White

A metalized PET-laminated film featuring excellent embossed effect, combining high durability with striking texture.

BWS1686

50um Holographic Film/ S692N/ BG40# FSC Mix Credit Imp

A plain holographic film with a print-ready surface, constructed on a stretched polyacrylic base film.

SW2115

100gsm Bright Silver Foil/ AP104/ BG40#White Imp

A top-coated bright silver aluminum foil laminated onto a white base paper, offering a metalized appearance.



Contact your local Avery Dennison
representative today or visit
label.averydennison.com to find out
how we can meet and exceed your needs.



#MakingPossible

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