

Sensorial Collection



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
- ▶ Deliver unique sensorial experiences to the customer
- ▶ Excellent service and minimum order quantities
- ▶ Winning label design collection: Silver Pencil Award 2017 and Graphis Silver Award 2017

Application areas

- ▶ Wine
- ▶ Spirits
- ▶ Craft beer

Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
BG348	SOFT TOUCH WHITE S2047N-BG45WH IMP	250	250, 333	Indent
BG358	TYVEK 54 S2030-BG45WH	250	250, 333	Indent
• BC273	SKINNY FSC S2047N-BG45WH	250	250, 333	Indent
• BC274	FIBERS LOOK FSC S2047N-BG45WH	250	250, 333	Indent
• BC271	CLOUD WHITE FSC S2047N-BG45WH	250	250, 333	Indent
• BI443	SOFT TOUCH BLACK FSC S2047N-BG45WH	250	250, 333	Indent
• BI304	PAPER WATERMARK FSC S2030-BG45WH	250	250, 333	Indent
• BC270	WOOD SKIN PAPER FSC S2047N-BG45WH	300	1000	Indent
AX224	VELVET WHITE S700 DEC-BG45WH	300	1000	Indent
BH382	BIRCH WOOD S700-BG50WH	62.5	1000	Indent
BH379	CHERRY WOOD S700-BG50WH	62.5	1000	Indent
BH998	BIRCH WOOD S700-PET30	62.5	1000	Indent
BH999	CHERRY WOOD S700-PET30	62.5	1000	Indent

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

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.

All materials are on stock and are delivered with Minimum Order Quantities starting at 250 sqm.



Low
MOQ



Quick
Quote



Fast
Delivery

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Label and
Packaging Materials

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