Velvet is back

Engage the senses
with more ways to say 'luxury'

The Velvet portfolio

A growing trend for velvet, with its origins in the fashion industry, is now inspiring one of the ultimate luxury packaging looks. Sensuous velvet labels are transforming applications that range from wine and spirits to cosmetics, craft foods and much more.

You can use velvet to add a touch of class to any product, and make neutral or bold colour choices to suit a brand. Avery Dennison offers the industry's broadest range of velvet materials – with 9 standard colours and low minimum order quantities. Custom colours can be created to match special applications, so the velvet trend is yours to use however you wish.

This portfolio helps you to engage all consumers' senses. It is an outstanding way to help brand owners make a lasting impression with soft, sophisticated packaging that talks of heritage values.

Full technical support is available, as with all Avery Dennison materials, and the portfolio is designed to convert well, without exposing white edges (thanks to the use of a black base paper).

Features

▸ Broadest range of velvet materials
▸ Labels that both look and feel luxurious
▸ No white edges for dark colours
▸ Custom colours on request
▸ Excellent minimum order quantities

Applications

▸ Wine & Spirits
▸ Cosmetics
▸ Craft food
▸ Luxury packaging

Product information

[1] Business days

Code	Product description	MOQ (SQM)	Lead time (EX WORKS) [1]
AX224	VELVET WHITE S700 DEC-BG45WH	300	14 days
BO517	VELVET GREY S700 DEC-BG45WH	500	30 days
BL759	VELVET BLACK S700 DEC-BG45WH	500	14 days
BO516	VELVET ROSE S700 DEC-BG45WH	500	30 days
BO713	VELVET GARNET S700 DEC-BG45WH	500	30 days
BO519	VELVET BORDEAUX S700 DEC-BG45WH	500	30 days
BO520	VELVET EMERALD S700 DEC-BG45WH	500	30 days
BL760	VELVET VIOLET S700 DEC-BG45WH	500	30 days
BO518	VELVET INDIGO S700 DEC-BG45WH	500	30 days

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