

Greaseproof



A premium brand image for edible oils

As consumers adopt healthier lifestyles, brand owners need food packaging that emphasises quality and provenance. Messaging of this kind is especially important for edible oils, such as extra virgin olive oils, where more sophisticated labelling can convey a sense of premium contents, adding to product value.

Oil stains on paper labels pose a major challenge when labelling oils, and other oily food or cosmetics products. The Avery Dennison Greaseproof range offers labelling materials, with different textures and thicknesses providing design flexibility. Those materials offer the opportunity not only to create the right brand messages at point of sale, but also to safeguard packaging appearance as contents are used by the consumer.

Key features

- A broad range, including different textures
- Premium brand image at point of sale
- Protection of brand image during whole lifecycle
- Excellent resistance to oil stains
- Small minimum order quantities

Application areas




- Extra virgin olive oils
- Other edible oils
- Oil-based cosmetics and beauty products

Product information

Code	Description	MOQ (m ²)	Width (mm)	Location
• BM335	GREASEPROOF MARTELE FSC S2047N BG45WH IMP	1000	1000	EUR
• BM746	GREASEPROOF RUSTIQUE FSC S2047N BG45WH IMP	250, 333	1000	EUR
• AM256	GREASEPROOF FSC 80 S2045N BG40BR	2000	1000	EUR
• AM644	GREASEPROOF FSC S2800 BG40WH	1000	1000	EUR
• AN103	GREASEPROOF FSC S451 BG40BR	1000	1000	EUR

• Sustainable Advantage Portfolio

Find more label solutions at label.averydennison.com

Connect with us on:   



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.averydennison.com>. © 2021 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its contents and 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 of purposes other than marketing by Avery Dennison.