

Avery Dennison
Label and Packaging Materials
Product Overview

Asia Pacific - ANZ
July 2021

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 to produce a premium, vintage or artisanal feel. Hand-picked trees are 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

Code	Description	MOQ (m ²)	Width (mm)	Location
• BC271	Cloud White FSC S2047N BG45WH	500	250, 333	EUR
• BC274	Fibers Look FSC S2047N BG45WH	500	250, 333	EUR
BC273	SKINNY FSC S2047N BG45WH	500	250, 333	EUR
BG348	Soft Touch White S2047N BG45WH IMP	500	250, 333	EUR
BG358	Tyvek 54 S2030 BG45WH	500	250, 333	EUR
• BI304	Paper Watermark FSC S2030 BG45WH	500	250, 333	EUR
• BC270	WOOD SKIN PAPER FSC S2047N BG45WH FSC	500	250, 333	EUR
BH382	Birch Wood S700 BG50WH	500	250, 333	EUR
BH379	Cherry Wood S700 BG50WH	500	250, 333	EUR
BH998	Birch Wood S700 PET30	500	250, 333	EUR
BH999	Cherry Wood S700 PET30	500	250, 333	EUR

• Sustainable Advantage Portfolio

Find more label solutions at label.averydennison.com

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