

Avery Dennison  
Label and Packaging Materials  
Product Overview

Australia & New Zealand  
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# Sustainable Wine Labels

Made from recycled and  
responsibly sourced materials





Labels made of recycled and responsibly sourced materials are a great way for wine brands to tell a compelling story and exhibit their commitment to sustainability.

Our range of sustainable facestocks containing organic residue and recycled waste gives wine lovers another reason to feel good about their favorite vintage.

#### Recycled Content




- **rSable** - 85 gsm paper made 100% from recycled waste with a white, uncoated, smooth texture, featuring wet strength, fungicidal treatments and wet opacity
- **rFleury Range** - Smooth flecked papers with attractive natural color with 40% recycled content
- **rFrozen Pearl** - Silver, pearlescent paper with a white/blue shimmering effect, made with 40% post-consumer fiber
- **Graduate Range** - Highly decorative natural papers with 50% recycled fibers, with premium embossing available in four different textures
- **rCrush Range** - Contains 15% organic residue and 40% post-consumer waste

#### Responsibly Sourced

- **Cotton Range** - Papers with a handcrafted look and feel and a tactile finish made with cotton linters, a by-product of the textile industry
- **Apple Touch** - 95 gsm face paper made with 5% apple residue (from apple juice production), featuring a craft look
- **Cane Fiber** - Made with a minimum of 90% sugarcane bagasse fiber with the same whiteness as conventional labels

## Product information

Code	Description	MOQ (m <sup>2</sup> )	Width (mm)	Location	Content indication for face material
<b>Recycled Content</b>					
CK388	rMARTELE BLANC FSC - S2030-BG45WH FSC	1000	1000	EUR	100% recycled content
BQ924	rFROZEN PEARL FSC S2047N-BG45WH IMP FSC	250	Ready Width	EUR	40% recycled content
BW314	rMC 100% FSC RECYCLED S2030 BG45WH FSC	1000	1000	EUR	100% recycled content
CF724	rSABLE BLANC FSC S2030 BG45WH FSC	1000	1000	EUR	100% recycled content
BZ877	rNOBLE BLANC FSC S2030 BG45WH FSC	1000	1000	EUR	100% recycled content
CG296	rEVORA BLANC FSC S2047N BG45WH IMP FSC	1000	1000	EUR	50% recycled content
BS186	rSIENA BIANCO FSC-S2047N BG45WH IMP FSC	1000	Ready Width	EUR	50% recycled content
BS188	rSORBONNE BLANC FSC S2047N BG45WH IMP FSC	1000	Ready Width	EUR	50% recycled content
BS189	rOXFORD WHITE FSC S2047N BG45WH IMP FSC	1000	Ready Width	EUR	50% recycled content
AA525	rFLEURY ANTIQUE FSC-S2047N-BG45WH IMP FSC	1000	1000	EUR	40% recycled content
BB981	rFLEURY ANTIQUE PLUS FSC -S2047N-BG45WH IMP FSC	1000	1000	EUR	40% recycled content
AG121	rFLEURY CHENE FSC -S2047N-BG45WH IMP FSC	1000	1000	EUR	40% recycled content
BD733	rCRUSH GRAPE TOUCH FSC S2047 BG45WH	250	Ready Width	EUR	15% recycled content
BT024	rCRUSH BARLEY FSC S2030 BG45WH FSC	250	Ready Width	EUR	>50% recycled content
BT025	rCRUSH CITRUS FSC S2030 BG45WH FSC	250	Ready Width	EUR	>50% recycled content
<b>Responsibly Sourced</b>					
AI020	CANE FIBER PAPER WHITE-S2047N-BG45WH IMP	2000	1000	EUR	>90% recycled content (bagasse fibre from rum production)
AI811	CANE FIBER PAPER WHITE-S2030-BG45WH	1000	1000	EUR	
BG300	CANE FIBER PLUS S2047 BG45WH	1000	1000	EUR	
BM943	APPLE TOUCH FSC S2030 BG45WH	250	Ready Width	EUR	5% recycled content (apple residue from juice production)
AD871	COTTON WHITE S2030 INC-BG45WH	1000	1000	EUR	100% recycled content (cotton linter)
AU266	COTTON WHITE S2047N INC-BG45WH	1000	1000	EUR	
AW682	COTTON EXTRA WHITE S2047N INC-BG45WH IMP FSC	1000	1000	EUR	
BH341	COTTON BLACK S2047N INC-BG45WH	1000	1000	EUR	
BS095	MARBLEBASE S2030 BG45WH FSC	1000	1000	EUR	80% recycled content (calcium carbonate from marble mining)
BJ667	MARBLEBASE S692N-BG40WH FSC	1000	1000	EUR	
BN088	MARBLEBASE S692N-PET30	1000	1000	EUR	
BO372	MARBLEBASE R5000N-BG40WH FSC	1000	1000	EUR	

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