

# Premium Materials Collection

As consumers demand high-quality ingredients and careful preparation of food, along with deliciousness and sensual pleasure, brand owners need food packaging that emphasizes quality and provenance.

With wine and craft beer, sophisticated labelling adds value by conveying a sense that what's inside is special.



## Pleasing to the touch

Our Premium Materials Collection offers a variety of textured and tactile materials, from a subtle and soft to fine and bold finishes, all designed to elevate the packaging and presentation of premium food products.

## Create a brand that stands apart

All materials in our Premium Materials Collection let you create unique labels for distinctive products, including high-end chocolate, specialty coffee, marmalade and other jams and jellies, and extra virgin olive oil. For small-batch artisan foods and bigger premium brands alike, materials in this collection promise an extra delicious and pleasurable experience.

## Key features

- Conveys a premium brand image at the point of sale
- Labels of various textures and appearances available including uncoated paper, holographic and metallized paper and film, and black paper
- Designed for applications that require eye-stopping shelf appeal
- Reliable performance in ice-buckets and moist conditions
- Avery Dennison's signature customer service and flexible minimum order quantities

## Application areas

- Premium food and beverages
- Spirits and craft beer

## Product information

	Code	Description
Wine label / Premium paper	F12783.1525	Vintage FSC/S2047/BG40Wh
	F02785.1525	Super White Opaque FSC/S3037/BG40Wh N
	F02901.1525	Artisan rPlus FSC/r2030MB/BG40Wh N
	F90646.1525	KWG3 FSC PE/rS2030MB/BG40Wh N
Textured Uncoated Paper	SWS901	95g Antarctic White Paper/AP999/BG40#White Imp
	SWS902	90g Linen Texture Paper/AP999/BG40#White Imp
	SWS905	95g Blanc White Ripple Paper/AP999/BG40#White Imp
	SWS907	100g Felt Texture Yellow Paper/AP999/BG40#White Imp
	SWS908	110g White Pearl Paper/AP999/BG40# imp
	SWS1006	Grain Yellow Paper/AP999/BG40# White Imp
	SW4016	120g Cotton Touch Paper/HP104/BG40#White Imp
Holographic/ Metallized Paper and Film	AWS1003	80g Pillar Holographic Paper/AP104/BG40#White imp
	BW9264	100gsm Bright Silver PET Paper/AP104/BG40#WH imp
	BW9271	90g plain Holography/AP103/BG40#WH imp
	SW2115	100gsm Bright Silver Foil Paper/AP104/BG40#WH imp
	SW3103	Bright Silver Metalized Paper/AP104/BG40#WH imp

Find more sustainable label solutions at  
[label.averydennison.com](https://label.averydennison.com)



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