

Avery Dennison
Label and Packaging Materials
Product Overview

Asia Pacific
July 2021

Black Collection



An iconic black label can transform a brand, speaking to consumers of truly premium contents. Quality of execution is everything, and the Avery Dennison Black Collection gives converters and brand owners materials that look the part – right up to the edge.

The Black Collection is a broad portfolio that delivers the exceptional and dependable quality needed for consistently high shelf appeal, even when using textured black labels.

Materials include smooth to highly structured surfaces, thick to thin facestocks and a choice of different shades. Converters no longer have to print twice to create a rich and even black. You'll benefit from saturated black labels without white edges, along with the stable hot foiling needed to release your creativity.

Take consumers on an elegant and luxurious journey into the dark - and use the Black Collection to make wines, spirits and beers really stand out on the shelf.

Key features

- An extensive black labelling portfolio
- Different textures and shades
- Eliminates the need to print 2x for full black
- Black labels without white edges
- Good printability
- Stable hot-foiling on unprinted areas

Application Areas

- Wine
- Spirits
- Craft beer

Product information

Code	Description	MOQ (m ²)	Width (mm)	Location
• AL409	PAPER NEW BLACK FSC S2047N BG45WH IMP FSC	250,333	250,333	Indent
• BI441	MARTELE BLACK FSC S2047N BG45WH FSC	250,333	250,333	Indent
• BI477	MATT WINE BLACK FSC S2047 BG45WH FSC	250,333	250,333	Indent
• BI443	SOFT TOUCH BLACK FSC S2047N BG45WH FSC	250,333	250,333	Indent
• BH341	COTTON BLACK S2047N BG45WH	250,333	250,333	Indent

• Sustainable Advantage Products

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