

# Card Labels



Ready and frozen meals are becoming more prevalent on supermarket refrigerated shelves and ready meal delivery services. Traditionally these meals are packaged in a microwavable CPET or PP tray and wrapped in a cardboard sleeve, allowing for large graphics on the front and product information on the back.

However, sleeves are often not fixed to the tray and can be slipped off on shelf, posing a risk of product tampering. Sleeves are also generally manually applied, making them a costly decoration technology.

Pressure sensitive card labels provide the coverage of a traditional sleeve to deliver large graphics, with the added benefit of sticking directly to the food tray, protecting the product from sleeves being removed on shelf. Card labels can also be automatically applied which improves the overall packaging cost and productivity.

## Key features

- Available in 135, 150 and 180gsm coated card
- Excellent print quality to provide attractive on-shelf appearance
- Available in hotmelt, emulsion and removable
- FSC certified facestocks
- Application areas

## Application areas

- Frozen ready meals in supermarkets or home delivery services
- Refrigerated meat/fish/poultry trays

## Product information

Code	Description	MOQ (m <sup>2</sup> )	Width (mm)	Location
AM89400ZA	DUKUZA BOARD 160 S2050 BG40	500	1000	Local
• AA540	COATED CARD135 FSC S2045N BG40BR	2000	1000	Indent
• AD681	MC ELITE CARD 150 FSC S2000N BG40WH FSC	1000	1000	Indent
• AA614	COATED CARD150 FSC R5100 BG40BR	1000	1000	Indent
• BC773	MC ELITE CARD180 FSC S2045N BG40BR	1000	1000	Indent

• Sustainable Advantage Portfolio

Find more label solutions at [label.averydennison.com](http://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.