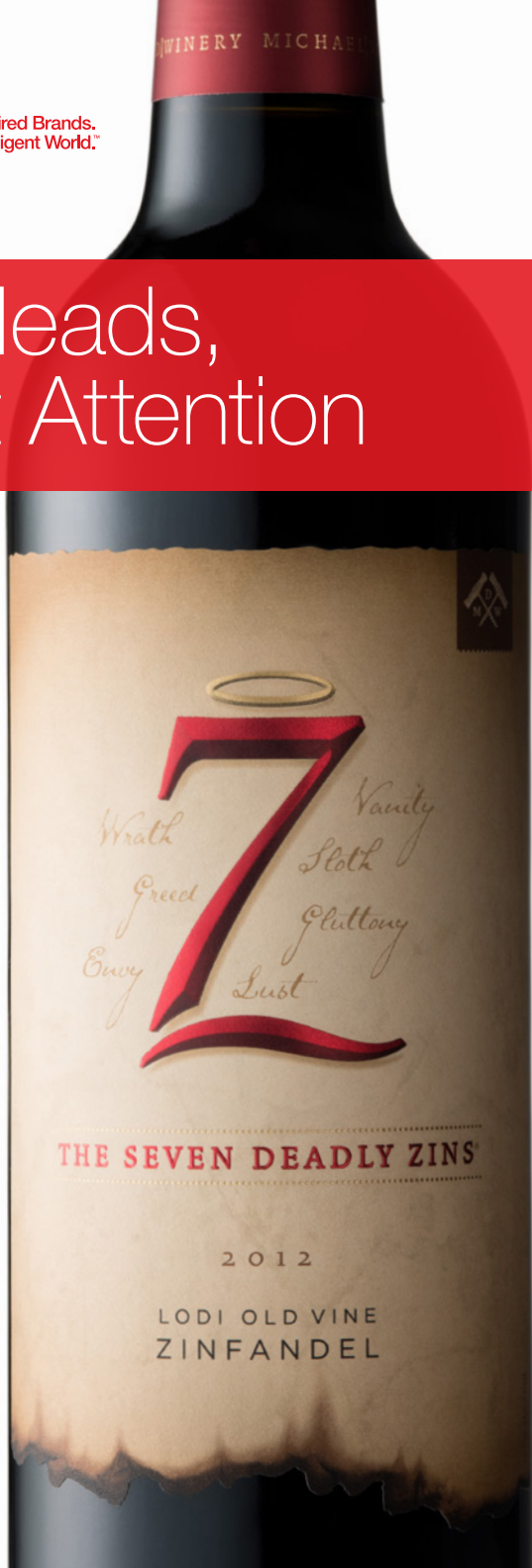




Inspired Brands.
Intelligent World.™

Turn Heads, Attract Attention

Wine & Spirits Labeling with **Pressure-Sensitive Materials**



Your Bottles Must Speak for Themselves

Wine & spirits brands are increasingly relying on package differentiation to grab consumers' attention where it really counts: the retail point of sale. And for a growing number of brands, that differentiation is driven by Fasson® pressure-sensitive labeling from Avery Dennison.

Fasson-brand, pressure-sensitive labeling materials give you the premium look your wine & spirits deserve. The look that drives differentiation, recall and brand preference. Beyond that, pressure-sensitive labeling offers a broad range of operational advantages including faster changeovers; less waste and reduced clean-up; and the flexibility to accommodate varying label sizes, shapes and designs (especially on short labeling runs). Even better, you get all this at a much lower total applied cost than you might expect.

Switching to Pressure-Sensitive is as Easy as 1-2-3

The basic steps for converting from glue-applied to pressure-sensitive labeling are outlined below. Please contact your sales representative for assistance with product selection, testing, employee training or any other pressure-sensitive labeling questions.

Step 1

In many cases, your existing glue-applied labeling equipment can be retrofitted with pressure-sensitive labeling dispensing heads. Alternatively, this may be a good opportunity to upgrade your entire labeling line with new equipment. No matter which option you choose, you should contact several manufacturers of pressure-sensitive application equipment for guidance and recommendations.

Step 2

Work with your graphic designer and printer to create your new label, incorporating any other packaging changes the project requires. Choose from hundreds of pressure-sensitive papers, films and foils to get exactly the look your brand deserves.

Step 3

Be sure to thoroughly test samples of your new pressure-sensitive label. First, apply labels by hand under normal filling room conditions to verify proper adhesion and label lay-down. Then, test labeled bottles for critical end-use performance factors such as ice-bucket, refrigeration and scuff resistance. Once you have determined the facestock/adhesive/liner combination will do the job, you are ready to begin scaling up to full production.



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Pressure-Sensitive Advantages

Simplified Operations

Glue-applied labeling involves cumbersome, time-consuming materials and equipment maintenance. Adhesive temperature and viscosity must be tightly controlled and new equipment change parts may be required when switching SKUs. With pressure-sensitive labels, we take care of the adhesive for you – changeovers are as simple as switching rolls. This translates to quicker, easier operations, less downtime and higher productivity.

Substrate Variety

A wide variety of papers, films and specialized materials accommodate your most innovative wine packaging ideas. Pressure-sensitive substrates include clear-on-clear films, metallized papers and films, glossy bright white materials, laminated foils and traditional uncoated papers in a vast collection of colors and textures.

Better End-Use Performance

Pressure-sensitive labels stand up better to ice chest, humidity and sterilization. Which means your labels last longer and look better than traditional glue-applied labels. Film labelstocks deliver improved abrasion resistance and ultimate moisture resistance. And our industry proven Fasson® S100R adhesive is warm water-removable, so your bottles can easily be relabeled, re-used or recycled.

Faster Speed to Market

Pressure-sensitive technology provides greater design and production flexibility with fewer limits on label shape and size. Your designs look better and get to market faster. No other decorating technology offers the same combination of brilliant graphics, intricate die cuts and virtually invisible edge lines. And the clear-on-clear “no-label” look is just one of many ways in which pressure-sensitive labels deliver distinctiveness and true brand differentiation.

Lower Scrap and Reduced Clean-Up

With pressure-sensitive labeling, you get much lower label scrap from tears, jams and mislabeled bottles. In addition, clean-up is much simpler and quicker without the mess of wet glue.

Competitive Total Applied Cost

When you consider the total cost of taking a new wine package to market, your concerns go far beyond simply designing and applying the label. Avery Dennison has developed a powerful Total Applied Cost Analysis software model to help wine marketers accurately compare the costs of different decorating technologies. This computes the cost for every facet of the packaging process: labor, equipment, operations, and all other fixed and variable costs. Armed with this data, you are able to compare decorating costs between glue-applied and pressure-sensitive technologies.

Pressure-Sensitive Glossary

Abrasion Resistance: The degree to which a facestock will resist deterioration from rubbing, handling or scuffing.

Brightness: A measurement of the light reflectance (brilliance) of a facestock.

Calender-Finished: A finishing technique in which a paper's surface is glazed under the pressure of a calender stack.

Cast-Coated: A finishing technique in which a paper facestock is coated and dried under pressure against a highly polished cylinder. Cast-coated papers have a high-gloss, enamel finish.

Embossing: Impressing a print surface with dies to produce a relief image.

Facestock: The top layer or printing surface of a pressure-sensitive labelstock.

Gloss: A measurement of the spectral reflectance of light off the surface of the label, usually expressed as "glossy," "low-gloss" or "matte."

Grain: A characteristic of a paper facestock referring to the direction most fibers lie, corresponding to the direction the paper travels through the paper machine.

Ice Bucket Test: A performance test in which labeled bottles are immersed in a 50/50 ice/water bath for up to 24 hours. Failure may include edge lifting, sliding, label delamination or ink flaking off the label.

Liner: The carrier for a pressure-sensitive label. Liners are coated with a release material, allowing them to separate from the label immediately before application.

Machine Direction Orientation (MDO):

A property of an extruded film, achieved by stretching the film by a given ratio in the direction of machine flow to enhance its final properties; e.g. conformability.

Mandrel Test: An aggressive test used to determine the suitability of an adhesive/facestock combination for very tight curvatures; e.g. neck label applications.

Peel Strength: A characteristic of adhesion referring to the force per unit width required to break the bond between the label and container (Often expressed at a specific degree and rate of peel under controlled environmental conditions).

Permanent Adhesive: An adhesive designed so labels cannot be removed without damage to the label or container.

Repositionable: An adhesive property that allows labels to be removed from a surface and re-applied with no damage to the label or container.

Tensile Strength: The force required to break a facestock when pulled in opposite directions.

Warm Water-Removable: A characteristic of some pressure-sensitive adhesives that allows labels to be removed in warm water, leaving the bottle clean of adhesive residue so it can be re-used or recycled.

Wet Stick: The ability of an adhesive to stick to wet glass.

Wet Strength: Describes a paper that has chemical and/or physical components added to improve moisture resistance.

Advantages of Pressure-Sensitive Labeling

PRESSURE-SENSITIVE LABELING

GLUE-APPLIED LABELING

Label Shape	Wide-range of label shapes and sizes	Limited; labels must fit magazine
Appearance on Bottle	Hidden edge lines with clear-on-clear film	Clear-on-clear film not widely available
Printed Graphics	Web fed; multiple technologies in-line	Sheet fed; multiple passes may be required
Changeovers	Easy changeovers; minimal adjustments	Best for long runs with same size label; expensive change parts
Production Speeds	Low- to high-speed applicators	Low- to super-high-speed applicators
Label Cost	Higher, but includes adhesive and application	Lower, but only includes label material
Set Up	Wide temperature range for dispensing	Adhesive temperature critical for viscosity control
Glue Clean-Up	No clean-up	Equipment wash-down; adhesive waste

Pressure-Sensitive Labeling and Water

Labeling wet bottles is difficult. Water acts as a contaminant, compromising the integrity of the adhesive. When applying pressure-sensitive labels to wet bottles, the following tips should help:

- Use bottles with adequate levels of bottle coating so water beads on the surface of the glass. Emulsified polyethylene coatings yield better beading than Oleic Acid coatings.
- Control air temperature, humidity and fill temperature to prevent condensation on filled bottles. Use the Dew Point Chart (below) to balance temperature values at the labeler and relative humidity.
- Blow water off the bottle surface by installing air knives just before the labeler head. Let gravity work for you; blow the water down the bottle to expose dry glass.
- Apply the pressure-sensitive label to the dry glass after water/condensation has been blown off.

Dew Point Chart

		AMBIENT TEMPERATURE (°F)						
		50	59	68	77	86	95	104
RELATIVE HUMIDITY (%)	10							37
	15					34	41	48
	20				34	41	49	56
	25				39	47	55	62
	30			38	44	52	0	67
	35			40	48	56	64	72
	40		35	44	52	60	68	76
	45		39	47	55	63	71	80
	50	33	41	50	58	66	75	83
	55	35	44	52	61	69	77	86
	60	38	46	55	63	72	80	89
	65	40	48	57	65	74	83	91
	70	42	50	59	68	76	85	94
	75	43	52	61	70	78	87	96
	80	45	54	63	71	80	89	98
	85	47	55	64	73	82	91	100
90	48	57	66	75	84	93	101	
95	49	58	67	76	85	94	103	
100	51	60	69	77	87	96	105	

The numbers on the Dew Point Chart indicate the lowest temperature at which wine can be filled before condensation forms on the bottle. Here's how to use this guide:

1. Verify relative temperature and humidity at the labeler.
2. Find the corresponding dew point on the chart.
3. Keep the fill temperature of the wine above this value to prevent condensation interfering with your pressure-sensitive labeling operation. Or, determine the required adjustment to the relative humidity or temperature to effectively compensate.

Questions?

For additional information regarding the benefits of pressure-sensitive labeling and the product options available, please contact your sales representative or e-mail

winteam@averydennison.com.

Statement of Practical Use

All pressure-sensitive materials should be tested thoroughly under end-use conditions to ensure they meet the requirements of the specific application.



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