

Sensorial Collection

Product overview



Label look is just one part of a consumer's impression of a bottle. Communicating brand values properly means going further - how does a label feel? What's the sound when it's touched? Is there perhaps even scent?

The Avery Dennison Sensorial Collection gives designers a broader toolset. Different label surfaces can be created using soft touch, textured or patterned papers creating a premium, vintage or artisanal feel. Hand-picked trees used to create wooden labels that recall the roots of nature with a delicate scent. Diverse label surfaces can be used to give consumers a subtle message when hearing the sound of a finger moving over the surface. And of course an outstanding visual impact is retained to engage the most dominant of all the senses.

A wine, spirits and craft beer journey may always reach its zenith in taste, but Avery Dennison Sensorial materials help you to give the consumer a detailed and rewarding experience on the way.



Low
MOQ



Quick
Quote



Fast
Delivery

Key features

- ▶ Materials for any premium brand image
- ▶ Engage all consumer senses
- ▶ Deliver unique sensorial experiences to the customer
- ▶ Excellent service and minimum order quantities
- ▶ Winning label design collection: Silver Pencil Award 2017 and Graphis Silver Award 2017

Application areas

- ▶ Wine
- ▶ Spirits
- ▶ Craft beer

Product information

¹ Business Days

RW = Fasson® Ready Width™ service

RW service BH379, BH382, BH998 and
BH999: 250 mm x 250 lm, 333 mm x 250 lm

RW service other products:
250 mm x 1000 lm, 333 mm x 1000 lm

<u>Code</u>	<u>Product description</u>	<u>MOQ</u> (SQM)	<u>Lead time</u> (EX WORKS) ¹
BG348	Soft Touch White S2047N-BG45WH IMP	250	7 days (RW)
BG358	Tyvek 54 S2030-BG45WH	250	7 days (RW)
BC273	Skinny FSC S2047N-BG45WH	250	7 days (RW)
BC274	Fibers Look FSC S2047N-BG45WH	250	7 days (RW)
BC271	Cloud White FSC S2047N-BG45WH	250	7 days (RW)
BI443	Soft Touch Black FSC S2047N-BG45WH	250	7 days (RW)
BI304	Paper Watermark FSC S2030-BG45WH	250	7 days (RW)
BC270	Wood Skin Paper FSC S2047N-BG45WH	250	7 days (RW)
AX224	Velvet White S700 Dec-BG45WH	300	14 days
BL759	Velvet Black S700 Dec-BG45WH	500	14 days
BH382	Birch Wood S700-BG50WH	62.5	7 days (RW)
BH379	Cherry Wood S700-BG50WH	62.5	7 days (RW)
BH998	Birch Wood S700-PET30	62.5	7 days (RW)
BH999	Cherry Wood S700-PET30	62.5	7 days (RW)

All these products are very unique for characteristics and features, and beside being tested with the main printing and decoration techniques, they require specific attention when converted. Our representatives are here to advise you in every detail.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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