

Greaseproof portfolio



A premium brand image for extra virgin olive oils

As consumers adopt healthier lifestyles, brand owners need food packaging that emphasises quality and provenance. Messaging of this kind is especially important for extra virgin olive oils, where more sophisticated labelling can convey a sense of premium contents, adding to product value.

Oil stains on paper labels pose a major challenge when labelling olive oils, and other oily food or cosmetics products. The Avery Dennison Greaseproof range offers labelling materials, with different textures and thicknesses providing design flexibility. Those materials offer the opportunity not only to create the right brand messages at point of sale, but also to safeguard packaging appearance as contents are used by the consumer.

Key features

- ▶ A broad range, including different textures
- ▶ Premium brand image at point of sale
- ▶ Protection of brand image during whole lifecycle
- ▶ Excellent resistance to oil stains
- ▶ Small minimum order quantities

Application areas

- ▶ Extra virgin olive oils
- ▶ Other edible oils
- ▶ Oil-based cosmetics and beauty products

Product information

¹ Business days

RW = Fasson® Ready Width™ service

RW service 250 mm x 1000 lm,

333 mm x 1000 lm

For other roll sizes, please contact your

sales representative.

<u>Code</u>	<u>Product description</u>	<u>MOQ</u> (SQM)	<u>Lead time</u> (EX WORKS) ¹
AM256	Greaseproof 80 S2045N BG40BR	2000	1 day
AG167	Greaseproof S2800-BG40BR	1000	1 day
BM335	Greaseproof Martele FSC S2047N-BG45WH IMP	250	7 days (RW)
BM746	Greaseproof Rustique FSC S2047N-BG45WH IMP	250	7 days (RW)

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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Label and
Packaging Materials

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