

# Raise a glass to Z2010



The newest adhesive in our Wine and Spirits Portfolio is designed for heavier, embellished labels. Wine sales picked up dramatically in the past few years and don't appear to be slowing down anytime soon. According to a report by Statista, the wine industry is expected to surpass \$420 billion in sales this year — up \$80 billion from 2020. It's projected to hit \$528.7 billion in 2025. There are also a growing number of wine brands crowding the store shelves. More than 11,000 U.S. wineries produced wines in 2021, up from 8,700 in 2016.

So as wine buyers face a growing number of choices, wine producers are looking for ways to make bottles stand out on store shelves, convey quality, and command higher prices. They're asking designers to create "premium" style labels with true visual and tactile power employing heavier facestocks, embossments, textured materials, foils, and more.

### A workhorse of an adhesive for wine and spirits

The newest adhesive in our Wine and Spirits Portfolio is Z2010 and it's engineered to deliver performance in light of this trend.

A “workhorse” of an adhesive, Z2010 features an aggressive tack that ensures those heavier, embellished labels stay on the bottle in virtually any condition. It passes our Ice Bucket Test, meaning the label won't float or show lift for up to eight hours while submerged in a bath of ice water, regardless of the facestock weight or embellishment.

### Strength with sustainability

Z2010 is also engineered for greater sustainability. It's one of a growing number of adhesives in our broader portfolio without any chemical components on our Restricted Substance List (RSL).

When a substance is banned in any of our global business regions, we add it to the RSL. Once on the list, we create a plan to remove it from products in all regions and to avoid putting it into new products. This goes above and beyond what's legally required. It's something we've done for more than two decades as we've worked toward our sustainability goals.

### A portfolio you can rely on for your wine & spirits customers

Wine and spirits labeling requires special adhesive formulations due to the unique set of labeling and end-use conditions. From our broader portfolio of more than 500 adhesives, we've built our Wine and Spirits Portfolio on a selection that you, and your customers, can count on.

All of these adhesives have passed our Ice Bucket Test, and all are free of chemicals from our Restricted Substance List.

Within the Portfolio, these adhesives are available for pairing with a wide variety of attentiongrabbing facestocks. This includes reliable classics such as the Estate Label® series, along with innovative new options such as our Crush series, made from grape, barley, and citrus pulp. Z2010 is being made available initially with a select number of our available facestocks; we expect to expand that number dramatically over the next 12 months.

Not seeing the right combination in the Portfolio? Let us create it for you. Through our Engineered Solutions, we can craft a unique label construction to meet the needs of your customer. Any of these adhesives — including the new Z2010 — can be used, along with a variety of paper and film liners.

### A workhorse of an adhesive for wine and spirits

For more information about Z2010, our Wine and Spirits Portfolio, Engineered Solutions, or to obtain samples, contact your Avery Dennison representative.

[label.averydennison.com](http://label.averydennison.com)

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 products are sold subject to Avery Dennison's general terms and conditions of sale found at [label.averydennison.com/en/home/terms-and-conditions.html](http://label.averydennison.com/en/home/terms-and-conditions.html).

