

AD Print+

Digitally printed. Cloud connected.

Avery Dennison and Juno DTS are partnering together to bring sustainability and digitalization to the craft beer and beverage industry. Leveraging Avery Dennison's atma.io connected product cloud and Juno DTS's leading direct print services, brands can now take advantage of unlimited design possibilities and high resolution graphics all while improving recyclability.

Direct-to-can Printing

Digital printing offers brands increased flexibility and creativity, while avoiding challenging supply chains and sustainability concerns many beverage brands face.

Juno DTS, an innovative technology company specializing in direct-to-shape printing and variable data delivery at the item level, enables direct print on three-dimensional objects, offering high speed, high resolution, and fully customizable decoration capabilities. Direct to shape printing also offers low minimum order quantities and fast lead times so brands are able to quickly change their artwork and get it to the marketplace quickly.

atma.io connected product cloud

With atma.io, each item is assigned a unique digital ID opening up end-to-end transparency by tracking, storing and managing all the events associated with each individual product — from source to consumer and beyond to enable circularity.

You can easily enable your consumers to interact and connect with your products directly. Targeted, context-dependent and personalized experiences let your products speak for themselves and establish a direct communication channel with the consumer. Atma.io also allows you to know where each individual product is — from source to consumer. Capture the full chain of custody along the supply chain and get real-time insights into the flow of products.



Eliminate Recycling Challenges

Direct to shape printing provides a sustainable option for brands wanting to promote recyclability and reduce waste. Digitally printed cans are 100% recyclable and the closed circuit print process produces no waste. Unlike shrink sleeves and other can decoration options, no label waste is created during the application process.

Key Features

- Low minimum order quantities
- Fast lead times
- Photo-realistic high resolution graphics
- 100% recyclable solution
- Variable printing for unique artwork
- Connected packaging ready

Applications

- Beer
- Beverage

Let's imagine the possibilities together

Avery Dennison is engaging with start-up innovators and supercharging our efforts to create the next generation of packaging and solve environmental challenges through responsible physical and digital solutions.

With AD Print+, we are bringing revolutionary printing technology and cloud-based software to the industry to create a turn-key solution for branding, marketing, and data-driven analytics to accelerate brand's growth and unlock unlimited creativity.

Visit label.averydennison.com/adprint to get started.