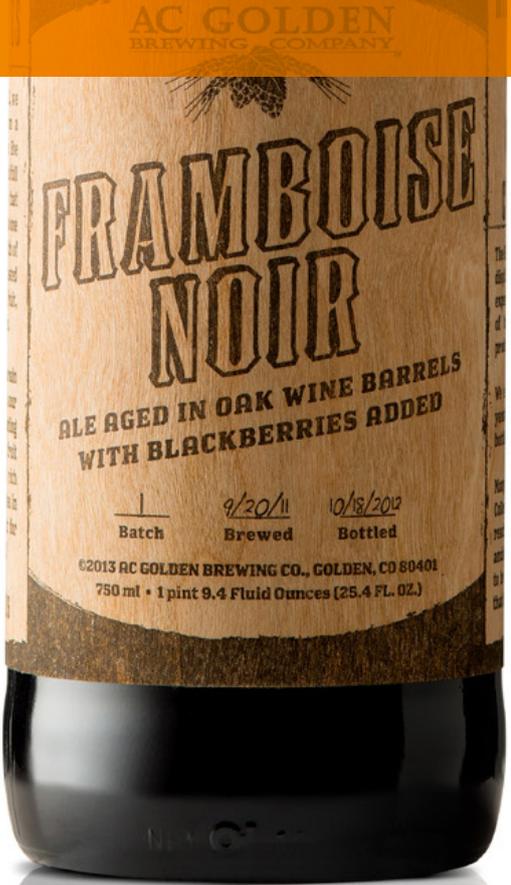




# Craft Beer

Self-Adhesive Label Materials Collection





# Your bottles must speak for themselves

With more than 5,000 craft breweries\* operating in Europe, and thousands of retail brands, beer choices for consumers are seemingly endless. New beer varieties are constantly entering the market, adding to already intense pressure on shelf space.

Breweries rely increasingly on packaging differentiation to grab consumers' attention where it really counts: the retail point of sale. For a growing number of craft beers, that differentiation is driven by self-adhesive labelling materials from Avery Dennison.

## A PREMIUM LOOK AND OPERATIONAL BENEFITS FOR CRAFT BEERS

Improved bottle appearance drives differentiation, recall and brand preference. Beyond that, self-adhesive labelling offers a broad range of operational advantages including faster changeovers, less waste and reduced clean-up. It also gives the flexibility to accommodate varying label sizes, shapes and designs (especially on short labelling runs).

\*Source: The Brewers of Europe



# The benefits of self-adhesive

## SIMPLIFIED OPERATIONS

With self-adhesive labelling, the adhesive is already in place and so changeovers simply involve switching rolls. This translates to quicker and easier operations, with less downtime and higher productivity. You see an end to unwieldy materials, frequent equipment maintenance and tight control of adhesive temperature and viscosity – and you will not need to change equipment parts when switching SKUs.

## MORE SUBSTRATES

A wide variety of papers, films and specialized materials are available to accommodate your most innovative craft beer packaging ideas. Avery Dennison choices include clear-on-clear films, metallized papers and films, glossy bright white materials, laminated foils and traditional uncoated papers – all in a vast range of colours and textures.

## BETTER END-USE PERFORMANCE

Self-adhesive labels stand up better to ice chests, high humidity and sterilization, which means your labels last longer and look better. Film labelstocks deliver improved abrasion resistance and ultimate moisture resistance, and a variety of adhesives exist to accommodate a broad range of label application needs.

## FASTER TO MARKET

Self-adhesive technology gives you 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. The exceptional clear-on-clear 'no label' look offered by Avery Dennison is just one of many ways in which you can achieve distinctiveness and true brand differentiation.

## LESS SCRAP AND CLEAN-UP

You will see less label scrap from tears, jams and mislabelled bottles – and clean-up is much simpler and quicker without the mess of wet glue.

## COMPETITIVE TOTAL APPLIED COST

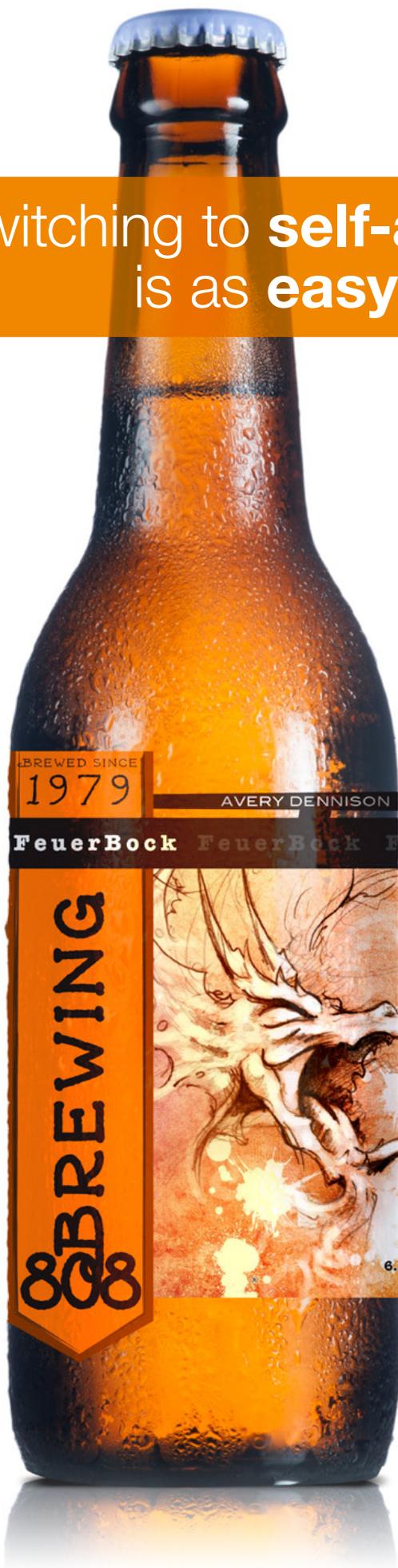
The cost of taking a new craft beer package to market extends far beyond simply designing and applying a label. Avery Dennison has developed a powerful Total Applied Cost analysis software model to help craft beer marketers accurately compare the costs of different decorating technologies. This model computes the cost for every facet of the packaging process: labour, equipment, operations, and all other fixed and variable costs. Armed with this data, you are able to compare decorating costs between wet glue and self-adhesive technologies.

## Sustainability

Sustainability is a core priority for Avery Dennison, and we give brand owners many ways to demonstrate enhanced sustainability credentials. For example, an extensive and cost-neutral FSC®-certified (Forest Stewardship Council®) portfolio is available. There are also high-tech materials designed to improve one-way bottle recycling and facilitate returnable bottle treatment.



# Switching to **self-adhesive** is as **easy as 1-2-3**



The basic steps for converting to self-adhesive labelling are outlined below. Contact Avery Dennison's beer business development manager at [craft@eu.averydennison.com](mailto:craft@eu.averydennison.com) for assistance with product selection, testing, employee training or any other questions.

## > **Step 1**

Your existing glue-applied labelling equipment can often be retrofitted with suitable dispensing heads – or you may decide this is a good opportunity to upgrade your entire labelling line with new equipment. Avery Dennison's technical specialists are well placed to advise you on the most effective choices, and to support your transition. You may also want to contact several manufacturers of self-adhesive application equipment for guidance and recommendations.

## > **Step 2**

Work with your graphic designer and printer to create your new label and to incorporate any other desired packaging changes. You can choose from hundreds of self-adhesive papers, films and foils to get exactly the look your brand deserves.

## > **Step 3**

Test samples of your new label thoroughly. First, apply labels by hand under normal filling room conditions, to verify proper adhesion and label lay-down. Next, test labelled bottles for critical end-use performance factors such as ice bucket, refrigeration and scuff resistance. Once you have determined the right facstock/adhesive/liner combination, you are ready to begin scaling up to full production.



# Craft beer labelling adhesive guidelines

Avery Dennison offers a range of adhesives to meet the application needs of the craft beer industry. The adhesives below are those best suited for labelling craft beer bottles under standard bottling room conditions. Please note, full label adhesion is usually reached 72 hours after bottles are labelled. Adhesion levels vary based on the type and thickness of a bottle's anti-scratch coating.

Adhesive	Features	Short term removability*	Ice bucket resistance	Suitability for neck label	Cold	Condensation
<b>For paper facestocks</b>						
Fasson® S2030 Permanent, acrylic emulsion	Provides excellent die cutting and stripping properties. Recommended for difficult label shapes and high speed conversion. Very good mandrel performance.	Good	Good	Excellent	Fair	N/R
Fasson® S2047N Permanent, rubber hotmelt	Provides high tack and adhesion on difficult bottle surfaces. Recommended for low temperature application. Excellent ice bucket resistance.	N/R	Excellent	Good	Good	Fair
Fasson® WLA Permanent, acrylic emulsion	Specially designed for use with returnable glass bottles where the label is washed off in alkaline solution.	Good	Good	Good	Fair	N/R
<b>For film facestocks</b>						
Fasson® S7400 Permanent, acrylic emulsion	Ultra clear adhesive with a balance of release properties that enables high speed converting and dispensing on ever-thinner substrates. Designed to give excellent wet-out characteristics and water-whitening resistance.	Good	Excellent	Excellent	Fair	N/R
Fasson® S517N Permanent, Solvent acrylic	Designed to meet the challenging demands of the glass beer and beverage markets. It can withstand temperature extremes, offer excellent clarity, and remains clear even during high levels of pasteurization.	Good	Excellent	Excellent	Good	Good
Fasson® W7600 Wash-off, acrylic emulsion	Special adhesive designed for returnable bottle applications, which require excellent wet-out and wash-off performance. Engineered to be applied to dry surfaces. After application, the label will not be affected by the humidity levels typical in breweries.	Excellent	Good	Excellent	Good	N/R
Fasson® GRX1 Wash-off, acrylic emulsion	Specially designed for one-way bottles, with an additional sustainability feature. The adhesive is engineered to facilitate easy label removal from the glass bottle surface in the glass recycling stream.	Excellent	Good	Excellent	Good	N/R
Fasson® M7500 MultiCycle, solvent based	Designed for returnable bottle applications. After the label is applied, it will not be affected by the humidity levels typical in breweries, or by any process steps during bottle filling. Withstands 30+ bottle lifecycles.	Good	Excellent	N/R	Good	N/R



# Self-Adhesive Label Materials Collection

## Product Description

### Paper

AF970	Fasson® HGWINE PREMIUM FSC S2047N-BG45WH IMP
AF023	Fasson® MP PLUS SILVER S2000N-BG40BR
AD409	Fasson® CENTAURE BLANC S2030-BG45WH
AW682	Fasson® PURE COTTON S2047N INC-BG45WH IMP
AE293	Fasson® EPIQUE WLA-BG45WH
AW679	Fasson® RUSTIQUE EXTRA WHITE FSC S2030-BG45WH
AL409	Fasson® PAPER NEW BLACK FSC S2047N-BG45WH IMP
AT537	Fasson® MAILLE CREME NEW FSC S2047N-BG45WH IMP
AF967	Fasson® ALINEA BLANC S2047N-BG45WH IMP
AM838	Fasson® FROZEN QUARZ PLUS S2047N-BG45WH
AG121	Fasson® FLEURY CHENE S2047N-BG45WH IMP
AF957	Fasson® NATURAL BOIS S2047N-BG45WH IMP

### Film

AR082	Fasson® PP50 TOP CLEAR S7400-PET23*
AS539	Fasson® PP50 TOP WHITE S7000-PET23*
AU180	Fasson® PP50 TOP SILVER S7000-PET23*
AI430	Fasson® PET19/PP50 CLEAR W7600-PET23
AM868	Fasson® PP30 CLEAR BASEM7500-PET23**

\* Also available with paper liner BG40WH and BG45WH

\*\* For a complete MultiCycle solution, overlamination with AM907 is required

For the full range of products as well as Mix & Match options, please contact your local Avery Dennison representative or contact us at [craft@eu.averydennison.com](mailto:craft@eu.averydennison.com)

## ABOUT AVERY DENNISON

Avery Dennison (NYSE:AVY) is a global leader in labelling and packaging materials and solutions. The company's applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and 26,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Glendale, California, the company reported sales from continuing operations of \$6.1 billion in 2013. Learn more at [www.averydennison.com](http://www.averydennison.com).

## QUESTIONS?

For additional information regarding the benefits of self-adhesive labelling and the product options available, please contact your sales representative or contact us at [craft@eu.averydennison.com](mailto:craft@eu.averydennison.com).

Framboise Noir, Hidden Barrel Collection photos used with permission from the AC Golden Brewing Company.

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