



Aqua Opaque™ Technology

The uncoated wine paper that stays white

Uncoated paper facestocks can give a 'premium look' to the bottle and differentiate from glossy, coated papers. However, conventional materials have always lost opacity and turned gray when wet, resulting in unattractive labels with uneven coloring.

Aqua Opaque™ technology from Avery Dennison keeps labels white - even in wet conditions - meeting ice bucket demands. This innovation resists the impact

of moisture absorption and graying effect to the label for at least two hours after submersion. Brands can now safeguard visual appeal at all stages in the value chain, from the chilling cabinet to consumers at home.

Aqua Opaque technology converts in the same way as conventional material, offering the same standard facestock width and stiffness, with solvent-free Z1010 emulsion adhesive.



Portfolio Characteristics:

- > White labels stay white - even after two hours in an ice bucket
- > Maintains brand image throughout use
- > Easy to convert using standard processes
- > Emulsion adhesive keeps press performance
- > Aqua Opaque technology is free from solvents

Applications

- > Champagne and white, rose and sparkling wines
- > Applications where brand differentiation is important



Products:

Spec#	Facestock	Adhesive	Liner	Width/Length (In./Ft.)	Location	Lead Time
54104	Fasson® 60# Uncoated Litho WS FSC®	Z1010	1.2 Mil PET	EXACT™/5000	WCDC	1 Day
54142	Fasson® 60# Estate Label® No. 4 WS FSC®	Z1010	1.2 Mil PET	EXACT™/5000	PVL	1 Day
54141	Fasson® 60# Estate Label® No. 8 WS FSC®	Z1010	1.2 Mil PET	EXACT™/5000	PVL	1 Day
54143	Fasson® 70# Bright White Felt WS FSC®	Z1010	1.2 Mil PET	EXACT™/5000	PVL	1 Day
54144	Fasson® 60# Semi-Gloss Elite™	Z1010	1.2 Mil PET	EXACT™/5000	PVL	1 Day

PVL, Painesville, OH, WCDC = West Coast

For more information about Aqua Opaque or other wine and spirits label materials go to label.averydennison.com/wineandspirits.

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