

2025 Wine, Spirit and Premium Labeling Portfolio

New Label Materials

C2971 60# Cambric Wet-Strength FSC® /AT20N/1.2 Mil PET

C2961 60# Tramado Blanco Wet-Strength FSC® /AT20N/1.2 Mil PET

C2909 144# Silver Alloy FSC®/Z2010/1.2 Mil PET





Material: Copper Hammered Metal

Top Shelf Trends

The dynamic benefits PS label materials allow brands to capitalize on design trends, keep consumers engaged and their packaging vibrant. The following are a few PS labeling trends that continue to impact the wine, craft and spirits segment.

Tactile Labels

One of the strongest emerging trends takes design beyond the visual, and into the tactile space. Embossing is big, and designers seem to be stretching creatively by using thicker facestocks and specialty materials such as wood veneer, leather-feel, varnished, and metal foil.

Labels That Stand Up to Wet Environments

Designers seem to have an expanded definition of “shelf appeal.” They understand it’s not simply how the label looks on a store shelf, but how it looks throughout its lifetime. This means making sure even an uncoated facestock avoids greying, wilting, or peeling when it’s on ice.

The Label as an Extension of the Brand

In the competitive wine landscape, brand owners know the label is the main point of contact with the consumer. It’s not simply a “tag” that identifies the maker of the wine. It’s a canvas that connects with the buyer through striking visuals, graphics, and compelling storytelling.

For more information, visit label.averydennison.com/wineandspirits

Uncork Sustainability

What pairs perfectly with a wine label? Materials that are recycled and responsibly sourced. Our Cotton, Hemp and Barley facestocks are made with recycled material, giving brands a compelling story, and consumers one more reason to feel good about their favorite vintage.

Cotton Range

Our Cotton Range reminds consumers of all they love about cotton, with a look and feel that begs to be touched. Choose from materials made with 25 to 100 percent cotton for tactility ranging from simply soft to almost plush. Colors include white, and deep black.



Materials with Recycled content

We offer a wide range of facestocks and rPET liners made with 25 to 100 percent postconsumer waste content.



Renewable Range

From organic waste to a label - the renewable range includes hemp and barley facestocks which allow brands to meet the demands for label materials containing both organic materials and recycled content



Spec#	Product Description
Uncoated Papers	
19993	Fasson® 60# Uncoated Litho Wet-Strength FSC® /AT20N/1.2 Mil PET
B5582	Fasson® 60# Uncoated Litho Wet-Strength FSC® /Z2010/1.2 Mil PET
54104	Fasson® 60# Uncoated Litho Wet-Strength FSC® /Z1010/1.2 Mil PET
B5787	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® /Z2010/1.2 Mil PET
19651	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® /AT20N/1.2 Mil PET
54142	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® /Z1010/1.2 Mil PET
B5845	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® /Z2010/44#PK
19650	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /AT20N/1.2 Mil PET
15952	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /AT20/44#PK
B5580	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /Z2010/1.2 Mil PET
B5579	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /Z2010/44#PK
B8676	Fasson® 80# Estate Label® No. 8 Wet-Strength FSC® /Z2010/1.2 Mil PET
54141	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® /Z1010/1.2 Mil PET
C1300	Fasson® 60# Estate Label® No. 8 30% PCW Wet-Strength FSC® /AT20N/1.2 Mil PET
10449	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC® /S246/40#SCK
B5801	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC® /Z2010/1.2 Mil PET
B5848	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC® /Z2010/44#PK
54186	Fasson® 60# Estate Label® No. 14 FSC® 100% PCW Wet-Strength AT20N/1.2 Mil PET
B5803	Fasson® 60# Estate Label® No. 17 Martele Wet-Strength FSC® /Z2010/1.2 Mil PET
C1329	Fasson® 60# Estate Label® No. 17 Martele 30% PCW Wet-Strength FSC® /AT20/1.2 Mil PET
B5842	Fasson® 60# Classic® Linen Solar White Wet-Strength FSC® /Z2010/44#PK
B5786	Fasson® 60# Classic® Crest® Wet-Strength FSC® /Z2010/44#PK
B5850	Fasson® 60# Classic® Linen Solar White Wet-Strength FSC® /Z2010/1.2 Mil PET
B5849	Fasson® 60# Classic® Crest Solar White Wet-Strength FSC® /Z2010/44#PK
B8581	Fasson® 60# Classic® Crest® Solar White Wet-Strength FSC® /Z2010/1.2 Mil PET
18513	Fasson® 60# Classic® Crest® Solar White Wet-Strength FSC® /AT20N/44#PK
19648	Fasson® 60# Classic® Crest® Solar White Wet-Strength FSC® /AT20N/1.2 Mil PET
B5838	Fasson® 70# Classic® Crest® Solar White Wet-Strength FSC® /Z2010B/1.2 Mil PET
B5852	Fasson® 60# Classic® Crest® Natural White Wet-Strength FSC® /Z2010/1.2 Mil PET
B5784	Fasson® 60# Classic® Crest® Natural White Wet-Strength FSC® /Z2010/44#PK
B5835	Fasson® 70# Classic® Felt Natural White Wet-Strength FSC® /Z2010B/1.2 Mil PET
B5844	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC® /Z2010/44#PK

Spec#	Product Description
Uncoated Papers	
B5810	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/Z2010/1.2 Mil PET
54170	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/AT20N/44#PK
54171	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/AT20N/1.2 Mil PET
B8849	Fasson® 70# Eggshell Felt Wet-Strength FSC®/Z2010B/44#PK
B5581	Fasson® 70# Eggshell Felt Wet-Strength FSC®/Z2010B/1.2 Mil PET
B8881	Fasson® 70# Titanium White Eggshell Wet-Strength FSC®/Z2010B/1.2 MIL PET
B5584	Fasson® 70# Bright White Felt Wet-Strength FSC®/Z2010B/1.2 Mil PET
B5815	Fasson® 70# Bright White Felt Wet-Strength FSC®/Z2010B/44#PK
54143	Fasson® 70# Bright White Felt Wet-Strength FSC®/Z1010/1.2 Mil PET
C1301	Fasson® 70# Bright White Felt 30% PCW Wet-Strength FSC®/Z2010B/1.2 Mil PET
54481	Fasson® 60# Crush 15% Barley 40% PCW Wet-Strength FSC®/AT20/1.2 Mil PET
B3912	Fasson® 60# 25% White Hemp 75%PCW Wet-Strength FSC®/AT20/1.2 Mil PET
B5795	Fasson® 60# Luna Wet-Strength FSC®/Z2010/1.2 Mil PET
B5821	Fasson® 70# Royal White Wet-Strength FSC®/Z2010B/1.2 Mil PET
B5836	Fasson® 74# Global White Wet-Strength FSC®/Z2010B/1.2 Mil PET
Black Collection	
B5856	Fasson® 60# Black Vellum Wet-Strength FSC®/Z2010/44# PK
B5799	Fasson® 60# Black Vellum Wet-Strength FSC®/Z2010/1.2 Mil PET
B5801	Fasson® 70# Classic® Laid Epic Black Wet-Strength FSC®/Z2010B/1.2 Mil PET
B6665	Fasson® 60# Eclipse Black 30% PCW Wet-Strength FSC® /AT20N/1.2Mil PET
B5804	Fasson® 60# Estate Label® No. 25 Black Wet-Strength FSC®/Z2010/1.2 Mil PET
B5781	Fasson® 70# 25% Black Cotton Feel 30% PCW Wet-Strength/Z2010B/1.2 Mil PET
Luminous Collection	
53663	Fasson® 67# Brushed Platinum Wet-Strength/AT20N/1.2 Mil PET
B5809	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/Z2010/1.2 Mil PET
C1894	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/1.2 Mil PET
C2557	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/44#PK
B9678	Fasson® 64# Sparkling Asti Wet-Strength FSC®/Z2010/1.2 Mil PET
B5794	Fasson® 64# White Pearl Wet-Strength FSC®/Z2010/1.2 Mil PET
53607	Fasson® 64# White Pearl Wet-Strength FSC®/AT20N/1.2 Mil PET

Spec#	Product Description
Sensorial Collection	
B8484	70# Brushstroke 30% PCW WS FSC®/Z2010B/1.2 Mil PET
B8485	70# Veil 30% PCW WS FSC®/Z2010B/1.2 Mil PET
B8486	70# Willow 100% PCW WS FSC®/Z2010B/1.2 Mil PET
B8487	70# Houndstooth 30% PCW WS FSC®/Z2010B/1.2 Mil PET
53662	Fasson® 128# Birch Wood/AT20N/1.2 Mil PET
53605	Fasson® 119# Cherry Wood/AT20N/1.2 Mil PET
B5577	Fasson® 80# Cotton White Tree Free Wet-Strength/Z2010B/1.2 Mil PET
B5779	Fasson® 70# 100% Pure Cotton Wet-Strength/Z2010B/1.2 Mil PET
B5781	Fasson® 70# 25% Black Cotton Feel 30% PCW Wet-Strength FSC®/Z2010B/1.2 Mil PET
B5780	Fasson® 70# 25% Cotton Feel Wet-Strength/Z2010B/1.2 Mil PET
B5834	Fasson® 100# Silver Hammered Metal FSC®/Z2010B/1.2 Mil PET
B5840	Fasson® 100# Copper Hammered Metal FSC®/Z2010B/1.2 Mil PET
79727	Fasson® Stoneface/S333/40#SCK
B6870	Fasson® Stoneface/S333/1.2 Mil PET
Neck Labels	
B9833	54# Semi-gloss Wet Strength FSC®/Z2010/1.2 Mil PET
B9874	47# Estate Label® No. 8 Wet Strength FSC®/Z2010/1.2 Mil PET
B9875	48# Uncoated/Z2010/1.2 Mil PET
B5798	Fasson® 56# MaxFlex™ Bright Silver FSC®/Z2010/1.2 Mil PET
Matte Litho (Coated) Papers	
B5791	Fasson® 60# Matte Litho WN/Z2010/44#PK
B5792	Fasson® 60# Matte Litho WN/Z2010/1.2 Mil PET
19298	Fasson® 60# Matte Litho Wet-Strength/AT20/44#PK
53460	Fasson® 60# Matte Litho WN/AT20/1.2 Mil PET

Spec# Product Description

Glossy Papers

B2504	Fasson® 60# Cast Gloss FSC®/AT20N/1.2 Mil PET
B5814	Fasson® 60# Cast Gloss FSC®/Z2010/1.2 Mil PET
19655	Fasson® 60# Semi-Gloss Elite™ WN FSC®/AT20N/1.2 Mil PET
B5797	Fasson® 60# Semi-Gloss Elite™ FSC®/Z2010/1.2 Mil PET
B7185	Fasson® 54# Semi-Gloss Wet-Strength FSC®/C4500/40#PK
B5585	Fasson® 70# Premium High Gloss FSC®/Z2010B/1.2M PET
19525	Fasson® 70# Premium High Gloss FSC®/AT20/1.2 Mil PET

Films

B7764	Fasson® 2 Mil Metallized BOPP TC/ S7000ER/1.2 Mil PET
79113	Fasson® 2 Mil Clear BOPP TC/Z3300/1.2 Mil PET
B8019	Fasson® High Performance FasClear® TC/S7000ER/1.2 Mil Polyester
B7735	Fasson® High Performance PRIMAX® TC/S7000ER/1.2 Mil Polyester

HP Indigo Press Printable

B8850	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® ITC/Z2010/44#PK
53338	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® ITC/AT20N/1.2 Mil PET
B8852	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC® ITCZ2010/44#PK
B8853	Fasson® 60# Classic Crest® Solar White Wet-Strength FSC® ITC/Z2010/44#PK
B8856	Fasson® 70# Bright White Felt Wet-Strength FSC® ITC/Z2010B/44#PK
B8858	Fasson® 70# Eggshell Felt FSC® ITC/Z2010B/1.2 Mil PET

Laminated Foils and Metallized Papers

B5854	Fasson® 70# Bright Silver Laminated Foil FSC®/Z2010/44#PK
19902	Fasson® 70# Bright Silver Laminated Foil FSC®/AT20N/1.2 Mil PET
53459	Fasson® 70# Dull Silver Laminated Foil FSC®/AT20/1.2 Mil PET
B5796	Fasson® 56# MaxFlex™ Bright Silver FSC®/Z2010/44#PK
53352	Fasson® 56# MaxFlex™ Bright Silver FSC®/AT20/40#SCK
53380	Fasson® 56# MaxFlex™ Bright Silver FSC®/AT20/1.0 Mil PET
53381	Fasson® 56# MaxFlex™ Bright Silver FSC®/AT20/1.2 Mil PET
B5798	Fasson® 56# MaxFlex™ Bright Silver FSC®/Z2010/1.2 Mil PET

Spec#	Product Description
Welded Papers	
B5576	Fasson® 70# Bright White Felt Wet-Strength FSC® Weld/Z2010B/1.2 Mil PET
B5820	Fasson® 70# Bright White Felt Wet-Strength FSC® Weld/Z2010B/44#PK
54236	Fasson® 60# Classic Crest® Solar White FSC® Weld/AT20/1.2 Mil PET
B5806	Fasson® 60# Classic® Laid Wet-Strength FSC® Weld/Z2010/44# PK
53898	Fasson® 60# Classic® Linen Solar White Wet-Strength FSC® Weld/AT20N/44#PK
B5812	Fasson® 60# Classic® Linen Wet Strength FSC® Weld/Z2010/44#PK
B5829	Fasson® Eggshell Wet Strength FSC® Weld/Z2010B/1.2 Mil PET
53933	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® Weld/AT20N 1.2 Mil PET
53476	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® Weld/AT20N/1.2 Mil PET
B5583	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® Weld/Z2010B/1.2 Mil PET
18523	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® Weld/AT20N/44#PK
B5819	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC® Weld/Z2010B/44#PK
79742	Fasson® 60# Estate #9 Wet Strength FSC® Weld/AT20N/1.2 Mil PET
53926	Fasson® 60# Matte Litho WN Weld/AT20N/44#PK
53945	Fasson® 70# Premium High Gloss FSC® Weld/AT20N/1.2 Mil PET
79708	Fasson® 60# Semi Gloss FSC® Weld/AT20/1.2 Mil PET
B8894	Fasson® 60# Uncoated Litho Wet-Strength FSC® Weld/Z2010/1.2 Mil PET
53007	Fasson® 60# Uncoated Litho Wet-Strength FSC® Weld/AT20N/1.2 Mil PET
B7401	Fasson® 60# White Pearl Wet Strength FSC® Weld/AT20/1.2 Mil PET

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