

Luminous Collection



With 15 years of consecutive growth¹, champagne and sparkling have become the “it” wines of today’s consumers looking to celebrate more, more often. Rose, too, is now fashionably premium, with a social media presence, versatility and affordability that make it the preferred choice of image-aware millennials. All in all, these wines are having a serious moment -- one that’s predicted to last well into the foreseeable future, according to Beverage Dynamics.

To help converters and brand owners ride the category wave, the Avery Dennison Luminous Collection offers distinct papers with a subtle radiance for not-so-subtle shelf appeal. Including silver, white, black, textured and patterned options, these papers shimmer and shine with stunning effect, drawing the eye by capturing luminous, reflected light.

With its new aesthetic, our Luminous Collection reflects a larger consumer trend for sparkle. Sparkle has been a major trend on the runways in recent seasons and according to experts, is a trend that has no age limit.



Low
MOQ



Quick
Quote



Fast
Delivery

Key features

- ▶ An extensive luminous labeling portfolio
- ▶ Facestocks in a range of colors, patterns and shimmer
- ▶ FSC-certified facestocks
- ▶ Suitable for advanced design techniques like embossing and foiling
- ▶ Good printability

Application areas

- ▶ Champagnes
- ▶ Sparkling wines
- ▶ Roses

Product information

Contact us for samples of our Luminous papers at label.averydennison.com. Don't see what you're looking for? Our Engineered Solutions service can help source other luminous papers for you – or develop custom label solutions – to differentiate your business.

<u>Spec #</u>	<u>Product description</u>	<u>Width/ Length</u>	<u>Lead time</u>
54303	Fasson® 74# Snowbound White Wet-Strength FSC®/S100RB/1.2 Mil PET	60/1668	Stock
54304	Fasson® 74# Night Skye Black Wet -Strength FSC®/S100RB/1.2 Mil PET	60/1668	Stock
53663	Fasson® 67# Brushed Platinum Wet-Strength/ AT20N/1.2 Mil PET	30/1668	Stock
53301	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/1.2 Mil PET	30/1668	Stock
53328	Fasson® 64# Sparkling Asti Wet-Strength FSC®/ Z3338/1.2 Mil PET	60/1668	Stock
53246	Fasson® 64# White Pearl Wet-Strength FSC®/ S100R/1.2 Mil PET	60/1668	Stock
16482	Fasson® 60# White Shursheen/S100R/44#PK	60/1668	Stock

1. <https://beveragedynamics.com/2018/08/23/strong-sales-continue-for-champagne-and-sparkling-wine/>

* Part of our ClearIntent™ Sustainability Portfolio

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