

Sensorial Collection

Label design is just one part of a consumer's first impression of a bottle. Communicating brand values properly means going further - how does a label feel? What's the sound when it's touched? Is there perhaps even scent?

The Avery Dennison Sensorial Collection provides designers a broader toolset for creating captivating labels. Different label surfaces can be created using soft touch, textured or patterned papers creating a premium, vintage or artisanal feel. Hand-picked trees used to create wooden labels recall the roots of nature with a delicate scent. Diverse label surfaces can be used to give consumers a subtle message when hearing the sound of a finger moving over the surface. And of course an outstanding visual impact is retained to engage the most dominant of all the senses.

A wine, spirits and craft beer journey may always reach its zenith in taste, but Avery Dennison Sensorial materials help you to give the consumer a detailed and rewarding experience along the way.



Product Information

Key Features

Application Areas

- Materials for any premium brand image
 - Engage all consumers senses
 - Deliver unique sensorial experiences to the customer
 - Excellent service and minimum order quantities
- Wine
 - Spirits
 - Craft Beer

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
53662	Fasson® 128# Birch Wood/AT20N/1.2 Mil PET	39/1668	PVL	5 Days
54305	Fasson® Black Velvet/S100RB/1.2 Mil PET	39/1668	PVL	Next Day
16912	Fasson® 70# Cambric Birch/S100RB/44#PK	30/1668	WCT	Next Day
53605	Fasson® 119# Cherry Wood/AT20N/1.2 Mil PET	39/1668	PVL	5 Days
54188	Fasson® 80# Cotton White Tree Free Wet-Strength /S100RB/1.2 Mil PET	39/1668	PVL	Next Day
53988	Fasson® 60# Dappled White Wet-Strength FSC® /S100R/1.2 Mil PET	30/1668	PVL	Next Day
54477	70# Fasson® 100% Pure Cotton Wet-Strength /S100RB/1.2 Mil PET	60/1668	PVL	Next Day
		12/5000	PVL	1 Day
54479	Fasson® 70# 25% Black Cotton Feel 30% PCW Wet-Strength FSC®/S100RB/1.2 Mil PET	60/1668	PVL	Next Day
		12/5000	PVL	1 Day
54478	70# Fasson® 25% Cotton Feel Wet-Strength /S100RB/1.2 Mil PET	60/1668	PVL	Next Day
		12/5000	PVL	1 Day
54284	Fasson® Ruby Velvet/S100RB/1.2 Mil PET	39/1668	PVL	Next Day
B4052	Fasson® 100# Silver Hammered Metal FSC®/S100RB/1.2 Mil PET	39/5000	PVL	1 Day
		13/5000		
B4053	Fasson® 100# Copper Hammered Metal FSC®/S100RB/1.2 Mil PET	39/5000	PVL	1 Day
		13/5000		
79727	Fasson® Stoneface/S333/40#SCK	39/5000	PVL	1 Day
B6870	Fasson® Stoneface/S333/1.2 Mil PET	60/1668	WCT	1 Day
		60/4167	PVL	10 Days

All of these products offer unique characteristics and features,

and beside being tested with the main printing and decoration techniques, they require specific attention when converted. Our representatives are here to advise you in every detail.

label.averydennison.com

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