

Sensorial Collection

productoverview



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.



Low
MOQ



Quick
Quote



Fast
Delivery

Key features

- ▶ Materials for any premium brand image
- ▶ Engage all consumer senses
- ▶ Deliver unique sensorial experiences to the customer
- ▶ Excellent service and minimum order quantities

Application areas

- ▶ Wine
- ▶ Spirits
- ▶ Craft beer



Label and
Packaging Materials

label.averydennison.com

Product information

Customization is an expert away

Take the opportunity to harness the power of an experienced team of label materials experts to create unique solutions for your clients. Technical Leaders can Mix and Match existing material or create an Engineered Solution with unique material, pattern or performance.

<u>Spec #</u>	<u>Product description</u>	<u>Width/ Length</u>	<u>Lead time</u>
53662	Fasson® 128# Birch Wood/AT20N/1.2 Mil PET	39/1000	Custom
16912	Fasson® 70# Cambric Birch/S100RB/44#PK	30/1668	Stock
53605	Fasson® 119# Cherry Wood/AT20N/ 1.2 Mil PET	39/1000	Custom
54188	Fasson® 80# Cotton White Tree Free/ S100RB/1.2 Mil PET	39/1668	Stock
53988	Fasson® 60# Dappled White Wet-Strength FSC®/ S100R/1.2 Mil PET	30/1668	Stock
54284	Fasson® Ruby Velvet/S100RB/1.2 Mil PET	60/1668	Stock
54305	Fasson® Black Velvet/S100RB/1.2 Mil PET	60/1668	Stock

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.

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Label and
Packaging Materials

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