

# 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.

### Key Features

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

### Application Areas

- Wine
- Spirits
- Craft beer

Spec#	Product Description
B8484	Fasson® 70# Brushstroke 30% PCW Wet-Strength FSC®/Z2010B/1.2MIL PET
B8485	Fasson® 70# Veil 30% PCW Wet-Strength FSC®/Z2010B/1.2MIL PET
B8486	Fasson® 70# Willow 100% PCW Wet-Strength FSC®/Z2010B/1.2MIL PET
B8487	Fasson® 70# Houndstooth 30% PCW Wet-Strength FSC®/Z2010B/1.2MIL 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
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
C2961	Fasson® 60# Tramado Blanco Wet-Strength FSC®/AT20N/1.2 Mil PET

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.

For more information and lead times, visit  
[label.averydennison.com/wineandspirits](http://label.averydennison.com/wineandspirits).

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