

# Direct Mail Portfolio

Full service charity and wafer seal labels



To address today’s growing marketing mail opportunities and open up operational efficiencies, look to Avery Dennison. We have the products and service solutions you need to do both.

The evolution of direct mail

While first class mail is declining due to email and social media, marketing mail is continuing to grow – and brands are noticing. With a 2023 predicted total market value of \$76 billion, more brands are including direct mail in their multichannel marketing strategies. Others are redefining the category by exploring the integration of intelligent labeling such as QR codes and near field communication (NFC) inlays as well as 3D mail campaigns and augmented reality.

Portfolio Characteristics

- Reliable adherence to a range of substrates
- Weather- and temperature-resistant
- Charity labels offer excellent print quality for processes from flexo to digital

Portfolio Applications

- Promotional address labels frequently sent by non-profit companies to spur donations
- Wafer seals for direct mail applications including promotional letters, circulars, coupon envelopes, postcards and self mailers

Products and services to capitalize on the trend

From our newly launched translucent wafer seals and charity labels with improved throughput, to our product availability, low MOQs and fast shipping, Avery Dennison has what it takes to help you and your customers benefit from the growth in marketing mail.

Spec#	Product Description
Wafer Seal	
B5313	34# Translucent/S2501/40#SCK
Charity	
53057	54# Semi-Gloss Laser FSC®/S2501/53#LF

label.averydennison.com

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