



## It's all about the healthy

Driven by consumers who are increasingly opting for healthier choices, the North American non-alcoholic beverage marketplace is undergoing a seismic shift. Despite growing demand for new flavor-boosted healthy beverages — such as bottled waters, craft sodas, teas and energy drinks — slumping sugary soda and juice sales are keeping the segment nearly flat. As a result, brands are turning to creative packaging and labeling for the kind of shelf impact that will capture consumer interest. That's where Dairy Print comes in. The brighter, whiter facestock is a shelf standout.

# Dairy Print Portfolio

It's "no sweat" for all kinds of beverage labels



## A look that wows

Dairy Print labels showcase brands on a semi-gloss paper, It provides a smooth, shiny appearance that is intense and opaque for noticeable differentiation in the refrigerator case and on the shelf. Its greater ink holdout creates more vibrant colors on the label, while increased flexibility allows the construction to adapt beautifully to uniquely labeling shaped containers. All of which add up to a better-looking label that demands consumers' attention.

But good looks are only part of the Dairy Print story.

## Wick resistance that's wicked good

Our Dairy Print facestock offers increased wick resistance, outperforming the Avery Dennison existing 54# prime paper facestock by an average of 90%! The two-hour wick resistance test used the same overlaminant and adhesive on an HDPE panel for both constructions. At the end of the test, the 54# paper construction had moisture penetration of 2.65 mm versus Dairy Print's 0.25 mm penetration. For OEMs, that means better long-term moisture resistance in refrigerated cases. And for brand owners, that means a better-looking label and more consistent brand identity.

When Dairy Print is paired with our C2510 adhesive, there are even more positives to report. Beginning with virtually no edge lift.

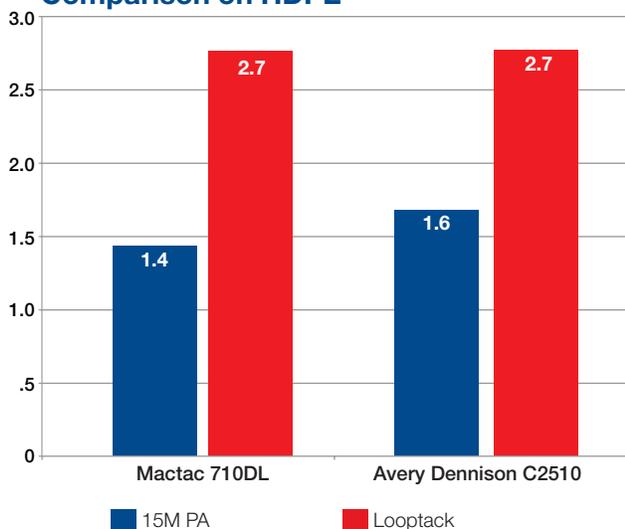
*Want visually intriguing beverage labels that stand out on the shelf while remaining sweat-free in cool, damp conditions? FSC-certified Dairy Print can get it done, helping a wide range of beverage brands increase their sustainability footprint, grow sales and grab share in the changing beverage marketplace.*



## An adhesive that outperforms

We tested our C2510 proprietary adhesive – used in our Dairy Print construction – against Mactac’s 710DL. C2510 outperformed in both 15M PA and Looptack on a HDPE substrate. Which is why Dairy Print really delivers on the packaging line. Its C2510 adhesive offers the kind of quick stick needed to adhere to bulging HDPE containers in moist environments, biting through container condensation and withstanding showers to provide a secure hold — the **kind of hold that virtually eliminates edge lift and the bad consumer impressions that go with it.**

### Dairy Print Adhesive Comparison on HDPE



In a 2 hour period, dairy label only allows a quarter of a millimeter of water penetration in comparison to 54# semi-gloss which averages 1.65 mm water penetration.

Spec#	Product Description	Service
53309	Fasson® Dairy Print FSC/C2510/40#NK - SPLICE FREE	EXACT™
53310	Fasson® Dairy Print FSC/C2510/40#NK	EXACT™
53651	Fasson® Dairy Print FSC/C2510/40#CK	EXACT™
53686	Fasson® Dairy Print FSC/C2510/.92 Mil PET	EXACT™
53646	Fasson® Dairy Print FSC/C2510B*/40#NK	Custom
53647	Fasson® Dairy Print FSC/C2510/1.2 Mil Polyester	Custom

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use

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Label and Packaging Materials

**North Asia**  
5th Floor, Hongye Park  
1801 Hongmei Road,  
Xuhui District 200233,  
Shanghai, China  
+86 21 33951888

**South Asia Pacific and Sub-Saharan Africa**  
460 Alexandra Road,  
PSA Building  
#28-02/03, Singapore 119963  
+65 6430 7000

**Europe**  
Willem Einthovenstraat 11  
2342 BH Oegstgeest  
The Netherlands  
+31 85 000 2000

**Latin America**  
Rodovia Vinhedo-  
Viracopos, KM 77  
CEP 13280-000  
Vinhedo - SP, Brazil  
+55 19 3876-7600

**North America**  
8080 Norton Pkwy  
Mentor, OH 44060  
800.944.8511