

# Select Solutions™ Holographic Portfolio

Light and reflection  
bring brands to life.

Thin and highly flexible, our next generation holographic films and papers are natural shelf-stoppers, using light and reflection to attract attention, differentiate brand and accelerate sales. Brilliant, glowing colors, dynamic motion patterns and outstanding printing, packaging and lamination performance make this portfolio the first choice of brand owners and designers who want their products to stand out.

#### Holographic materials benefit the entire value chain:

**End User:** Holographic materials give end users a premium point of difference that can't be achieved with other decorations. Holographic labels are perfect for promotions, product launches and specialty products.

**Converter:** Conformability to oddly-shaped packages and ease of printing give the converter state-of-the-art decoration opportunities to showcase.

**Retailers:** Carrying the mindset that the brand goes first, retailers want to maximize turnaround and increase brand popularity with more appealing decoration that sells product faster. Holographic labels can aid in these areas and are the perfect tool for retail promotions.

#### Portfolio Characteristics

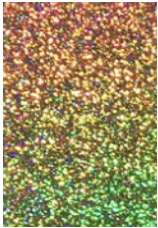
- Variety of facestocks available (BOPP/PET/Paper)
- Excellent dimensional stability
- Diffracts normal white light into brilliant color
- Micro-embossable with images or patterns
- Totally Seamless Rainbow Holographic BOPP is seamless in both the cross-direction and machine direction.

#### Applications and Segments

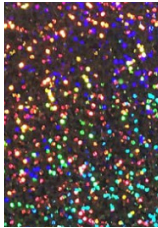
- Craft Beer/Beverage
- Home and Personal Care/Cosmetics
- Security Labels
- Wine and Spirits
- Confection/Food
- Nutraceuticals/Vitamins



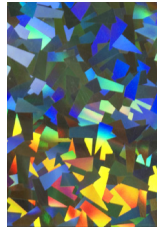
**Customized and non-standard patterns are available upon request.**



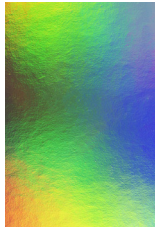
**Powder**



**Sparkles**



**Crystals**



**Rainbow**



**Iridesc**

One of the things unique to Holographics are potential shim lines. Shim lines, are small line appearing in the facestock on some holographic patters are inherent in holographic materials. Those should be taken into consideration when determining label layout. For face stocks with patterns like for example Powder, Sparkles or Crystal they look seamless. However, on patterns like Rainbow or Iridescence they are more noticeable. Except our Rainbow Seamless PET face which is designed to overcome that challenge.

<b>Holographic Films</b>	<b>Spec#</b>	<b>Product Description</b>
	B5352	2 Mil Totally Seamless Rainbow BOPP 30% PCW/S692N/40#SCK
	B5556	2 Mil Totally Seamless Rainbow BOPP 30% PCW/S692N/1.2 Mil
	78971	2 Mil CRYSTALS PET/S692N/50#
	78973	2 Mil SPARKLES PET/S692N/50#
	78976	2 Mil POWDER PET/S692N/50#
	78979	2 Mil RAIN PET/S692n/50#SCK
	79686	2 Mil POWDER PET/S692N/40#
	B1090	2 Mil POWDER PET/AT20N/1.2 Mil

<b>Holographic Paper</b>	<b>Spec#</b>	<b>Product Description</b>
	02391	FASPRISM IRIDESC/S246/40#SCK
	19866	FASPRISM IRID/AT20/44#PK

[label.averydennison.com](http://label.averydennison.com)

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