



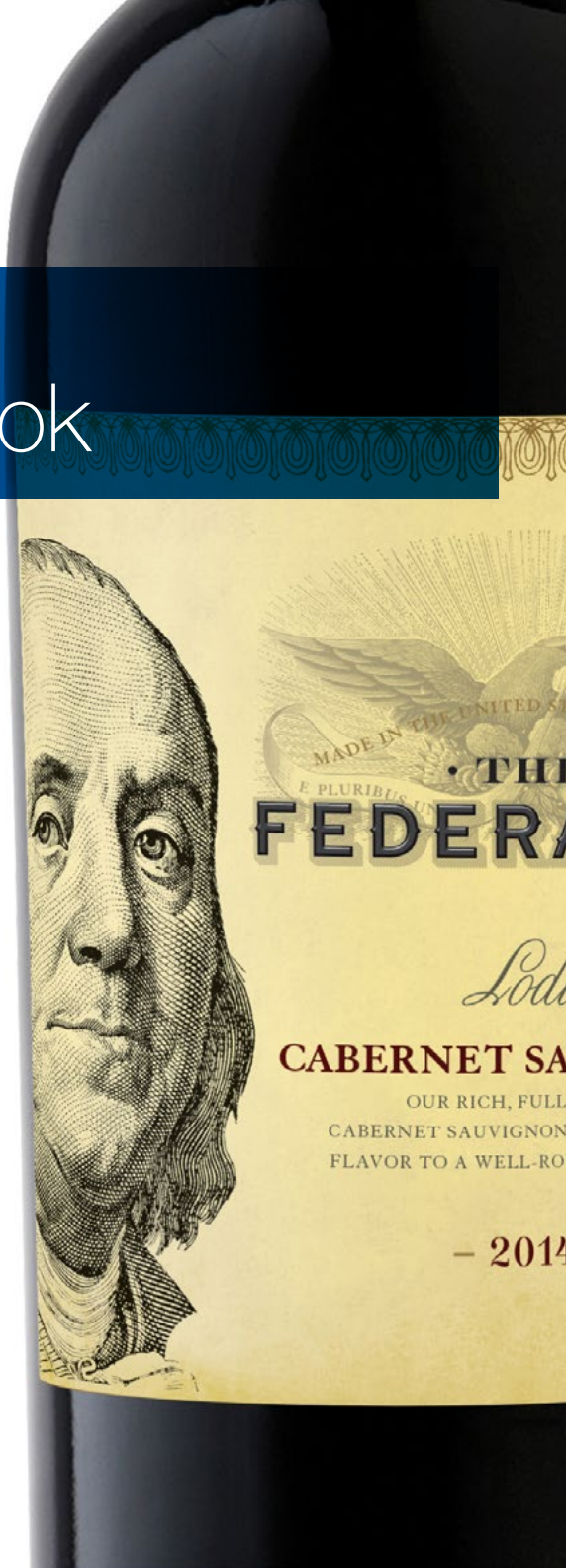
Inspired Brands.
Intelligent World.™

Create a Unique Look

We've Got You Covered

Are you looking for the timeless elegance of uncoated paper, combined with the production efficiencies of pressure-sensitive labeling? If so, consider premium labelstocks like our Fasson Classic® and Estate Label®. Unmatched for texture, printability and convertibility, these papers exude quality and sophistication. And when you need a high-performance film for a clear-on-clear, "no-label look" application, or a metallized paper for an alternative label design, or a highly flexible material for a new neck label, Avery Dennison can help. Your sales representative will work with you to find the best possible solution for your unique applications. Whatever your wine labelstock needs, we've got you covered.

Pressure-Sensitive Wine & Spirits Labeling Guidelines



Fasson Wine & Spirits Label Facestock Guidelines

PRODUCT	COLOR	TEXTURE	FINISH	WET-STRENGTH	BASIS WT.	NECK LABEL	OFFSET PRINTABILITY	FLEXO PRINTABILITY	HOT FOIL STAMPING	EMBOSSING	FLEXIBILITY	COMPATIBLE WITH HP INDIGO or INKJET
UNCOATED PAPERS												
Bright White Felt	Bright White	Felt	Uncoated	Yes	70#	N/R	Excellent	Fair	Good	Excellent	N/R	Yes
Cane Fiber	Bright White	Smooth	Uncoated	Yes	60#	N/R	Excellent	Good	Good	Excellent	Fair	
Classic Crest®	Natural White	Smooth	Uncoated	Yes	60#	N/R	Excellent	Good	Excellent	Excellent	Good	
Classic Crest®	Solar White	Smooth	Uncoated	Yes	60#	N/R	Excellent	Good	Excellent	Excellent	Good	Yes
Classic® Felt	Natural White	Felt	Uncoated	No	60#	N/R	Excellent	Fair	Good	Excellent	Good	
Classic® Laid	Bright White	Laid	Uncoated	Yes	60#	N/R	Excellent	N/R	Fair	Excellent	Good	
Classic® Linen	Bright White	Linen	Uncoated	Yes	60#	N/R	Excellent	Good	Excellent	Excellent	Good	Yes
Eggshell Felt	Cream	Felt	Uncoated	Yes	70#	N/R	Excellent	Fair	Good	Excellent	N/R	
Envi®	Bright White	Smooth	Uncoated	Yes	60#	N/R	Excellent	Good	Good	Excellent	Fair	
Estate Label® No. 4	Natural White	Laid	Uncoated	Yes	60#	N/R	Excellent	Fair	Fair	Excellent	Fair	Yes
Estate Label® No. 8	Bright White	Vellum	Uncoated	Yes	60#	N/R	Excellent	Fair	Excellent	Excellent	Fair	Yes
Estate Label® No. 9	Cream	Laid	Uncoated	Yes	60#	N/R	Excellent	Fair	Fair	Excellent	Fair	Yes
Estate Label® No. 17	Titanium White	Martelle	Uncoated	Yes	60#	N/R	Excellent	Fair	Excellent	Excellent	Good	
Estate Label® No. 25	Black	Vellum	Uncoated	Yes	60#	N/R	Excellent	Fair	Excellent	Excellent	Fair	
Estate Label® No. 100 PCW	Bright White	Vellum	Uncoated	Yes	60#	N/R	Excellent	Fair	Excellent	Excellent	Fair	
Global	White	Smooth	Uncoated	Yes	74#	N/R	Excellent	Excellent	Fair	Good	Fair	
Luna	Bright White	Stipple	Uncoated	Yes	60#	N/R	Excellent	Fair	Excellent	Excellent	Good	
Royal White	Violet White	Vellum	Uncoated	Yes	70#	N/R	Excellent	Good	Excellent	Excellent	N/R	
Uncoated Litho 100 PCW	Bright White	Smooth	Uncoated	Yes	50#	N/R	Fair	Good	Good	Good	Good	
Uncoated Litho WS	Bright White	Smooth	Uncoated	Yes	60#	N/R	Fair	Good	Good	Good	Good	
COATED & UNIQUE PAPERS												
Birch Wood	Birch	Smooth	Uncoated	N/A	128#	N/R	Fair	Fair	Fair	N/A	Fair	
Bright Silver Foil	Bright Silver	Smooth	Foil Laminated	No	70#	N/R	Good	Excellent	Good	Excellent	Fair	
Brushed Platinum	Bright Silver	Smooth	Metalized	No	60#	N/R	Excellent	Excellent	Good	Excellent	Good	
Cast Gloss	Bright White	Smooth	Coated Gloss	No	60#	N/R	Excellent	Excellent	Excellent	Excellent	Good	Yes
Cherry Wood	Cherry	Smooth	Uncoated	N/A	119#	N/R	Fair	Fair	Fair	N/A	Fair	
Dappled Satin	Bright White	Micro-Textured	Coated Matte	No	64#	N/R	Excellent	Excellent	Fair	Fair	Excellent	
Frozen Orion Diamond	Pearlescent	Smooth	Coated Gloss	Yes	60#	N/R	Excellent	Excellent	Excellent	Excellent	Good	
Matte Litho WN	Bright White	Smooth	Coated Matte	No	60#	N/R	Excellent	Good	Good	Good	Good	Yes
Matte Litho WS	Bright White	Smooth	Coated Matte	Yes	60#	N/R	Fair	Good	Good	Good	Good	Yes
MaxFlex™ Bright Silver	Bright Silver	Smooth	Metalized	No	56#	Excellent	Good	Excellent	Good	Good	Excellent	Yes
Semi Gloss	Bright White	Smooth	Coated Gloss	No	60#	N/R	Excellent	Excellent	Excellent	Excellent	Good	
White Pearl	Pearlescent	Smooth	Coated Gloss	Yes	64#	N/R	Excellent	Excellent	Excellent	Excellent	Good	
White Shurshen	Pearlescent	Smooth	Coated Gloss	No	60#	N/R	Excellent	Excellent	Excellent	Excellent	Good	
PRODUCT	COLOR	TEXTURE	FINISH	CALIPER (MIL)	NECK LABEL	LETTERPRESS PRINTABILITY	OFFSET PRINTABILITY	FLEXO PRINTABILITY	HOT & COLD FOIL STAMPING	EMBOSSING	CONFORM-ABILITY	COMPATIBLE WITH HP INDIGO or INKJET
FILMS												
Clear BOPP	Ultra Clear	Smooth	Topcoat	2.0	Test	Excellent	Excellent	Excellent	Excellent	Fair	Fair	Yes
Metalized BOPP	Bright Silver	Smooth	Topcoat	2.0	Test	Excellent	Excellent	Excellent	N/R	Fair	Fair	Yes
White BOPP	White	Smooth	Topcoat	2.0	Test	Excellent	Excellent	Excellent	Excellent	Fair	Fair	Yes
White BOPP	White	Smooth	Topcoat	2.4	Test	Excellent	Excellent	Excellent	Excellent	Fair	Fair	Yes
High Performance FasClear®	Ultra Clear	Smooth	Topcoat	2.5	Excellent	Excellent	Excellent	Excellent	Excellent	Fair	Excellent	Yes
High Performance Primax®	White	Smooth	Topcoat	2.5	Excellent	Excellent	Excellent	Excellent	Excellent	Fair	Excellent	Yes

N/R Not Recommended

* Performance of each printing technology is highly dependent upon choice of ink, degree of cure, etc. Inks should be thoroughly tested prior to production

** Performance of hot foil is dependent upon choice of foil. Test thoroughly before going into production. 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

Service offers for these products are subject to change. Please check label.averydennison.com for the most recent service standards.

Adhesive Definitions

Long-Term Warm Water Removability: Label and adhesive will remove from glass and plastic containers when soaked in 100°F water for 5 minutes. Best results when used on new glass coated with standard PE, AP-5 or Oleic Acid anti-scratch coatings.

Short-Term Repositionability: Low initial tack for up to 20 minutes of repositionability/removability of misapplied labels.

Cold Labeling Conditions: Suitable for use when bottle temperature at time of labeling (or ambient temperature in bottling room) is between 40°F and 60°F. All adhesives are suitable for labeling at temperatures above 60°F.

Wet Labeling Conditions: Labeling wet bottles is difficult. Water acts as a contaminant, compromising the integrity of the adhesive. Bottle dryers are recommended for heavy condensation. However, for applications where fogging may occur, be sure to use an appropriate adhesive.

Ice Bucket Test: Labeled bottles are placed in a 50/50 ice/water bath for 12 hours. "Pass" means labels do not float off or exhibit edge lift. Minor slippage with finger pressure may occur. Facestock saturation, degradation and/or discoloration is a function of the facestock chosen, not the adhesive. Film or wet-strength paper facestocks are highly recommended where long-term ice bucket performance is required.

Neck Labels: High initial tack and good mandrel hold for neck label applications. Testing is required as many factors will affect label performance, e.g., facestock stiffness, ink and varnish coverage, size of label overlap, bottling temperature and bottle coating levels.

Bottle Coatings: Suitable for use with bottle coatings as noted: PE, AP5 and Oleic Acid.

Facestock Definitions

Texture: The tactile surface characteristic of a paper sheet, including the following:

Smooth: No noticeable relief pattern or texture

Vellum: Rough, porous surface, but with no distinct raised areas

Laid: Traditional hand-made feel; horizontal raised lines and vertical watermarked lines

Linen: Crisp, tightly patterned horizontal and vertical raised lines

Felt: Random, mottled, raised texture

Maille: Patterned cross-diagonal lines with raised texture

Coral: Organic stipple texture with a fine granulated appearance

Handmade: Natural handmade feel with a raised graphic texture

Esse: Unique rectangular texture with watermarked surface

Columns: Signature raised linear texture

Stipple: Random earthy feel with a fine granulated appearance

Topcoat: Functional coating applied to a film to enhance the anchorage of ink without corona treatment.

Basis Wt.: The weight in pounds of 500 sheets of the paper at 24" x 38".

Foil Laminate: Special paper, extrusion laminated with thin-gauge aluminum foil for enhanced aesthetics (can be topcoated to improve its printability).

Wet-Strength: Paper has chemical and/or physical components added to increase internal bond strength when saturated.

Flexibility: The ability of a paper to wrap around tight diameters. Papers with "excellent" flexibility are good choices to test as neck labels and wide body labels. Papers with "poor" flexibility may flag when used on curved surfaces, especially when combined with low-tack adhesives.

CD Stiffness: A measure of the flexibility and conformability of a facestock (across the web) as labels are unwound

MD Stiffness: A measure of the flexibility and conformability of a facestock in the direction labels are unwound

Corona Treatment: A process of passing a web by the arc of an electric current (corona) to chemically enhance the surface and make it inherently more printable.

Metallized: Special paper with vacuum deposited metal for enhanced aesthetics.

Liner Definitions

Super-Calendered Kraft (SCK): Very dense, very smooth, highly refined kraft liner. Provides excellent support for die cutting.

Glassine: Super-calendered, translucent paper made from pulp with high hydration. Provides excellent support for die cutting.

Poly-Film Coating: Polyethylene extrusion coating applied to a kraft paper for improved dimensional stability and strength.

Dispense Speed:

Low speed <150 750 ML bottles per minute

Medium speed 150-200 750 ML bottles per minute

High speed >200 750 ML bottles per minute

Wet Labeling Conditions: For use in wet labeling environments or when condensation may accumulate on the web prior to dispensing. Film or poly-coated liners are strongly recommended to prevent web breaks.

Liner Recycling: For information about liner recycling in your area, please contact wineteam@averydennison.com

Fasson® Wine & Spirits Label Adhesive Guidelines

Avery Dennison offers more than 500 Fasson adhesives. Wine & spirits labeling requires special adhesive formulations due to the unique set of labeling and end-use conditions. Following are the adhesives best suited to labeling glass wine bottles under standard bottling room conditions. Please note, full label adhesion is usually reached 72 hours after bottles are labeled. Adhesion levels vary based on the type and thickness of the bottles' anti-scratch coating.

ADHESIVE	LONG-TERM WARM WATER REMOVABILITY	SHORT-TERM REPOSITIONABILITY	COLD LABELING CONDITIONS	WET LABEL CONDITIONS	ICE BUCKET TEST	NECK LABELS	BOTTLE COATINGS PAPER/FILM FACESTOCKS
S100R Permanent emulsion acrylic adhesive	Excellent	N/R	Good	Good	Pass	Fair	All Paper Only
AT20 (N) All-temperature emulsion acrylic adhesive	N/R	Good	Good	Good	Pass	Good	All Best w/ Paper
Z1010 All-temperature emulsion acrylic adhesive	N/R	Good	Good	Good	Pass	Good	All Paper
Z3338 All-temperature emulsion acrylic adhesive	N/R	N/R	Excellent	Excellent	Excellent	Fair	All Paper Only
Z3300 Crystal-clear permanent emulsion acrylic adhesive	N/R	N/R	Excellent	Excellent	Excellent	Excellent	All Best w/ Film
Z2420-NL All-temperature emulsion acrylic neck label adhesive	N/R	Fair	Good	Good	Pass	Excellent	All Best w/ Paper
S246 Permanent rubber-based hot melt adhesive	N/R	N/R	N/R	N/R	Pass	Excellent	All Best w/ Paper
S7450 Crystal-clear permanent emulsion acrylic adhesive	N/R	Good	Good	Excellent	Pass	Excellent	All Film Only
S7000 Crystal-clear permanent emulsion acrylic adhesive	N/R	Good	Good	Excellent	Pass	Excellent	All Film Only

N/R Not Recommended

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Fasson Wine & Spirits Label Liner Guidelines

The liner is a critical component of the pressure-sensitive labeling “sandwich” for a number of reasons:

1. Provides support for the facestock while it is being die cut
2. Provides a controlled release surface, enabling the matrix to be stripped quickly and efficiently
3. Transports the label on a durable web, enabling labels to be dispensed continuously at high speeds (or variable speeds) with significant web tension changes on the application equipment

Following are the Fasson-brand liners typically utilized in pressure-sensitive wine labeling applications.

LINER	DESCRIPTION	DISPENSE SPEED	WET LABELING CONDITIONS	DEEP EMBOSING	INTRICATE DIE SHAPES	PAPER/FILM FACESTOCKS	RECYCLEABLE
40#SCK	40# bleached super-calendered paper	Low to Medium	N/R	Fair	Fair	Best w/ Paper	No
40#BG	40# bleached glassine paper	Low to Medium	N/R	Fair	Fair	Paper & Film	No
44#PK	44# brown kraft paper with polyfilm coating	Low to Medium	Good	Good	Good	Paper & Film	No
1 Mil PET	1 Mil hazy-clear polyester film	Low to High	Excellent	Good	Good	Paper & Film	Yes
1.2 Mil PET	1.2 Mil hazy-clear polyester film	Low to High	Excellent	Excellent	Excellent	Paper & Film	Yes
1.5 Mil PET	1.5 Mil hazy-clear polyester film	Low to High	Excellent	Excellent	Excellent	Paper & Film	Yes

N/R Not Recommended

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Statement of Practical Use

All pressure-sensitive materials should be tested thoroughly under end-use conditions to ensure they meet the requirements of the specific application.

Warranty

All sales and contracts for sale are expressly conditioned on the buyer's assent to Avery Dennison's terms and conditions found on its website at label.averydennison.com. Avery Dennison hereby objects to any term, different from or additional to Avery Dennison's terms, contained in any buyer communication in any form, unless agreed to in a writing signed by an officer of Avery Dennison.



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Packaging Materials

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