



Avery Dennison helps many key brand owners to drive improvements to sustainability. Leading Spanish winemaker Torres is one such company, and the Torres motto makes its vision clear: 'The more we care for the earth, the better our wine'.



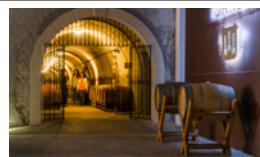
The accelerating rise of FSC®-certified materials

Avery Dennison and Torres Winery

The company's recent decision to switch to Avery Dennison FSC-certified materials for its wine labels reflects a commitment to environmental stewardship, and also a recognition that consumers want to see their wines produced more sustainably.

Supporting a strong ecological focus

Torres is an important producer of wines and spirits by any standards. It exports to 150 different countries, including North America, and has been voted twice the "World's Most Admired Wine Brand" in the magazine Drinks International. When Torres wanted to refresh its label designs using a 100% FSC-certified label range, Avery Dennison was a natural choice of partner. The Avery Dennison FSC-certified portfolio is the largest in Europe (with over 350 products), and includes more than 80 labelling materials specifically for the wine and spirits segment.





Miguel Garcia Rojo, business development manager for wine and spirits at Avery Dennison, first talked to Torres when FSC certification for one particular material was nearing completion:

“We are rapidly adding new materials to our FSC range, and the ‘natural’ finish materials are especially well aligned with Torres’s brand values and brand image. Uncoated, more natural-looking labels are part of an important wine labelling trend, in a market where consumers are looking for authenticity.”



The trend towards natural

Joaquim Tosas, CMO at Torres said that The Torres family’s wine-growing philosophy begins with respecting the environment: “A focus on ecology has always been a priority for Torres, and climate change has heightened our concern. Balanced viticulture and conservation are core values, and we actively seek suppliers who can help us to achieve sustainability improvements.”

As a way of becoming even more involved in the fight against climate change, the family-run Torres board created in 2007 a program known as Torres & Earth (www.torres.earth). The company also committed itself to reducing CO₂ emissions by 30% per bottle by the year 2020, compared with 2008, from the vineyard to final transport.

Moving their labels to Sablé Blanc is the start of a longer-term plan:

“This material is smooth, uncoated and without a texture, and it conveys exactly the right messages for our brand. We switched our first product over in mid-2014. Since then we have also move our brandys and other wines to Avery Dennison FSC-certified materials. We are seeing trouble-free label conversion and dispensing, and there is a good range of options for different product types. The commitment and expertise we have seen from the Avery Dennison team have played an important part in arriving at a labelling solution that meets our objectives.”



DISCLAIMER - All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison’s products are sold subject to Avery Dennison’s general terms and conditions of sale, see <http://terms.europe.averydennison.com>

©2017 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.

2017-02_17418 EN



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
#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