

Premium Food Labelling

Labels + Packaging
Product Guide
Europe
2020



Designed by Atelier 790

Premium Food Labelling

As consumers demand high-quality ingredients and careful preparation of food, along with deliciousness and sensual pleasure, brand owners need food packaging that emphasizes quality and provenance. As with wine and craft beer, sophisticated labeling adds value by conveying a sense that what's inside is special.

Pleasing to the touch

Our premium food label collection offers a variety of textured and tactile materials, from a subtle and soft finish to fine and bold textures. All are designed to elevate the packaging and presentation of premium food.

Good-looking and hard-working

In addition to providing eye-stopping shelf-appeal, our materials get the job done. Greaseproof materials protect labels from oily stains. Food-certified materials are suitable for contact with dry, moist, and non-fatty food. Materials made with organic by-product say "sustainable." And our clear direct-thermal range lets tempting food items speak for themselves, with transparent labelling for fresh fruit, baked goods, premium beverages, and more.

Perfect for creating a brand that stands apart

All materials in our premium food label collection let you create unique labels for distinctive products, including high-end chocolate, specialty coffee, marmalade and other jams and jellies, or extra virgin olive oil. For small-batch artisan foods and bigger premium brands alike, materials in this collection promise an extra-delicious, extra-pleasurable experience.



Key features

- Conveys a premium brand image at the point of sale
- Varying textures, from fine to bold
- Fully functional, with options that resist oil stains, signal sustainability, and are suitable for a range of foods. Clear direct thermal facestocks for high shelf impact.
- All backed by Avery Dennison's signature outstanding service and minimum order quantities

Applications

Premium food/Premium beverages/Extra virgin olive oil and other high-end, edible oils

Premium Food Labels

	Code	Product Name	MOQ(m ²)	Lead time (days)
Food approved materials ¹	BM335	Greaseproof Martele FSC-S2047N-BG45WH IMP FSC	250	(RW) 7
	BS095	MarbleBase S2030-BG45WH FSC	250	(RW) 7
	AF957	Natural Bois S2047N-BG45WH IMP	1,000	1
	AG600	Linen FSC S2047N-BG45WH IMP FSC	300	(EXT) 1
Greaseproof materials ²	BM335	Greaseproof Martele FSC-S2047N-BG45WH IMP FSC	250	(RW) 7
	BM746	Greaseproof Rustique FSC S2047N-BG45WH IMP FSC	250	(RW) 1
Materials with agri-industrial by-product ³	BM943	Apple Touch FSC S2030-BG45WH FSC	250	(RW) 7
	BT024	rCrush Citrus FSC S2030-BG45WH FSC	250	(RW) 7
Clear Direct Thermal films ⁴	BR524	THERMAL PP70 TOP CLEAR C2040-BG40WH	2,000	7

Day(s) = Business day(s) (EXT) = Fasson®EXACT™ service (RW) = Fasson® Ready Width™ service

1: Face material is food approved.

2: Materials to protect labels from oil stains, which can pose a major challenge when labelling olive oils, and other oily food or cosmetics products.

3: From organic waste to a label.

Apple Touch is made from 5 percent apple waste, while rCrush Citrus is made from 15% percent citrus waste and 40% post consumer fiber.

4: Moisture and tear resistant transparent film with direct thermal printing functionality. Typically used for food packaging (eg. trays) where see through and direct thermal printing is required.



Visit my-muse.com or Instagram [@m_uselive](https://www.instagram.com/m_uselive) for more label inspiration.

label.averydennison.com

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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