

The Black Collection

Labels + Packaging
Product Guide
Europe
2020



The Black Collection

**Black is sophisticated. Black is sexy.
Black suggests luxury.**

Our Black Collection is a broad portfolio of materials ranging from smooth to highly structured, thick to thin, in shades that spark a spectrum of emotions and associations. All are saturated to prevent white edges. All are stable enough to stand up to hot foiling. All give you the material to craft something of exceptional quality.

So go formal or fun. Mysterious or magical. Speak to the imagination or the intellect. To make a bottle stand out on the shelf, sometimes you have to paint it black.



Key features

- Wide range of textures and shades
- Eliminates the need to print twice for full black
- Deliciously printable—without white edges
- Stable hot foiling on unprinted areas

Applications

Wine/Spirits/Craft beer/Premium food/
Luxury goods

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Code	Product Name	MOQ(m ²)	Lead time (days)
AL409	Paper New Black FSC S2047N-BG45WH IMP FSC	250	(RW) 1
AR633	PP90 Top Black S692N-BG45WH FSC	100	(RW) 1
BI441	Martele Black FSC S2047N-BG45WH FSC	250	(RW) 7
BI477	Matt Wine Black FSC S2047N-BG45WH FSC	250	(RW) 7
BH341	Cotton Black S2047N INC-BG45WH	250	(RW) 7
BI443	Soft Touch Black FSC S2047N-BG45WH FSC	250	(RW) 7
BL759	Velvet Black S700 DEC-BG45WH	500	14

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



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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