



Most purchasing decisions take place at the shelf, and few materials can match the sheer visual impact of metallic labels. The Avery Dennison Silver and Gold portfolio sets consumer products apart, helping to differentiate products at point of purchase. The portfolio enables entirely new creative possibilities, with new and eye-catching label designs for food, beverages, and home and personal care products.

Many different films, papers and foils are available in the range, covering every application need from 'mirror' labels on flat areas through to squeezable containers. Examples include a metallised paper for a matt finish, films with glossy silver look and laminated foils for excellent embossing performance.

Key features

- ▶ Metallised, self-adhesive labels with higher shelf impact
- ▶ Ultimate visual impact and product differentiation
- ▶ Materials for many different applications
- ▶ Conventional and digital print options
- ▶ Straightforward conversion and dispensing

Application areas

- ▶ Food
- ▶ Beverages
- ▶ Home and personal care

Product information

Code	Facestock	Adhesive	Liner	Characteristics
Rigid Metallised Films				
AL943	PP30 Top Silver	S692N	BG40WH	Glossy silver look for outstanding shelf impact. Suitable for small diameter labelling.
BJ262	PP50 Top Silver	S692N	BG40WH FSC	Glossy silver look for outstanding shelf impact. Also available with PET30 liner (product code reference is BP805).
AN884	PP50 Top Gloss Silver	S692N	BG40WH	High gloss look for a superb 'mirror effect'. Suits conventional printing and qualified for digital printing with Xeikon technology.
AN352	PP Light Top Silver	S692N	PET23	Premium film with glossy silver look for outstanding shelf impact.
Fully Conformable Metallised Films				
BN652	PE85 Top Gloss Silver	S692N	BG40WH	Premium bright and glossy conformable film for squeezable and flexible containers.
BI184	PE85 Top Gloss Silver	S692N	PET30	
Metallised Papers				
AL326	MP Plus Silver FSC	S2045N	BG40BR IMP	Topcoated bright silver, vacuum metallised printing paper. This product is also available with top coating for Indigo. Product AH955 is with S2047N adhesive, specifically designed for wine and spirits labelling.
BG732	MP Plus Silver FSC	S2000NG	BG40BR	
AR032	MP Plus Silver FSC	S2000N	PET23	
AH955	MP Plus Silver FSC	S2047N	BG45WH IMP	
AV034	MP Plus Matt Silver	S2000N	BG40BR	Topcoated matt silver, vacuum metallised printing paper. Product AY139 is with S2047N adhesive, specifically designed for wine and spirits labelling.
AY139	MP Matt Silver	S2047N	BG45WH IMP FSC	
AY926	MP Plus Gold FSC	S2000N	BG40BR	3 top coated bright gold, vacuum metallised printing papers.. Product AI631 is with S2047N adhesive, specifically designed for wine and spirits labelling.
AI454	MP Plus Gold	S2045N	BG40BR	
AI632	MP Plus Gold FSC	S2047N	BG45WH	

Code	Facestock	Adhesive	Liner	Characteristics
Metallised Foils				
AN163	Bright Foil Silver	S2000N	BG40BR	
AI585	Bright Foil Silver	S692N	PET30	Top coated aluminium foils, laminated to a white woodfree printing paper having a bright silver finish. Foil products have very good embossing properties. Product AO430 is with S2047N adhesive, specifically designed for wine and spirits labelling.
AO432	Bright Foil Silver	S2045N	BG40BR	
AO430	Bright Foil Silver	S2047N	BG45WH IMP	
AO197	Dull Foil Silver	S2000N	BG40BR	3 top coated coated aluminium foils, laminated to a white woodfree printing paper, with a premium matt silver finish. Product AO199 is with S2047N adhesive, specifically designed for wine and spirits labelling.
AN190	Dull Foil Silver	S2045N	BG40BR	
AO199	Dull Foil Silver	S2047N	BG45WH IMP	
AM098	Silver Foil Emboss	S700 INC	BG45WH	A heavy weight aluminium foil. Designed to create luxurious 2 or 3 dimensions deep embossing metallic foil labels.
AN227	Bright Foil Gold	S2047N	BG45WH IMP	Topcoated aluminium foil laminated to a white woodfree printing paper, with a bright gold finish. With S2047N adhesive, specifically designed for wine and spirits labelling.
AO750	Dull Foil Gold	S2000N	BG40BR	3 top coated aluminium foils, laminated to a white woodfree printing paper, with a matt gold finish. Product AN238 is with S2047N adhesive, specifically designed for wine and spirits labelling.
AO749	Dull Foil Gold	S2045N	BG40BR	
AN238	Dull Foil Gold	S2047N	BG45WH IMP	

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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