

2017



## CRAFT BEER

BECAUSE WHAT'S ON YOUR  
BEER LABEL IS AS IMPORTANT  
AS WHAT'S IN IT.

[LABEL.AVERYDENNISON.COM/CRAFTBEER](http://LABEL.AVERYDENNISON.COM/CRAFTBEER)

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## WHO WE ARE

Avery Dennison is a global leader in pressure-sensitive (PS) label materials and functional solutions. With applications and technologies integral to products in a variety of industries, we work hard to make every brand more inspiring and the world more intelligent.

What does that mean for craft brewers? Labels and packaging that set your brand apart. Our PS solutions differentiate, adding across-the-board value. Whether in film, paper or shrink sleeve materials, our innovations allow brand owners, packaging designers and converters to create labels with the appearance, shape, performance and functional properties needed to tell a unique beer story. A story that speaks to consumers and stands out on the shelf.



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## WHAT'S NEW

### CANS ARE TAKING OFF

Cans are coming into their own in a big, big way, increasingly being used instead of bottles. In part, this is because cans are a more efficient packaging process, made more affordable with mobile canners and smaller scale canning lines. Amenable to PS labeling or shrink sleeves, cans offer a greater surface area than bottles for impactful branding. But which of the decorating technologies is right for today's craft brewers? Here's how they compare.



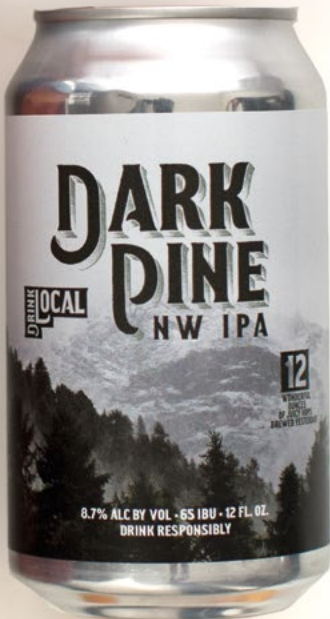


### Shrink Sleeves

Shrink sleeves are pre-printed sleeves that are shrunk onto cans using some form of heat. Brewers can buy blank cans in smaller quantities and label them as needed, avoiding inventory carrying costs. While brewers benefit from sleeves' shorter lead times and smaller MOQs, they can take more time to dispense, depending on the shrink tunnel used. Still, shrink is a packaging technology that lends itself to versioning, allowing for seasonal and regional promotions, which is great for craft brewers.

### PS Labeling

For creating look-at-me labels with eye-catching color, standout imagery, unique shapes and surprising textures, nothing compares to PS. PS labels offer shorter lead times, faster dispensing and smaller MOQs. They can be produced digitally for short runs or seasonal brews. Plus PS labeling can make it easier for smaller beer brands to compete at the shelf through special printing techniques like foil accents, metallic colors and varnishes.



# MATERIAL SPECIFICATIONS

A variety of pressure-sensitive label materials for use with UV, Water-based InkJet and HP Indigo presses

## BOTTLES/CANS/CROWLERS

### Paper

#### SPEC# Product Description

19655	Fasson® 60# Semi-Gloss White/AT20N/1.2 Mil PET
19993	Fasson® 60# Uncoated Paper Litho Wet-Strength/AT20N/1.2 Mil PET
15952	Fasson® 60# Estate Label® #8 FSC®/AT20/44#PK
01533	Fasson® 60# Estate Label® #4 FSC®/S100R/44#PK
19298	Fasson® 60# Matte Litho Wet-Strength/AT20/44#PK
18979	Fasson® 60# Classic® Felt Natural White FSC®/S100R/44#PK
17499	Fasson® 60# Classic Crest® Natural White Wet-Strength FSC®/S100R/44#PK
19742	Fasson® 70# Eggshell Felt Wet-Strength/S100RB/1.2 Mil PET
19917	Fasson® 70# Bright White Felt Wet-Strength/S100RB/44#PK
16328	Fasson® 50# Natural Label/AT20/40#SCK
53663	Fasson® 67# Brushed Platinum Wet-Strength/AT20/1.2 Mil PET
53352	Fasson® Maxflex™ Bright Silver/AT20/44#PK
53381	Fasson® Maxflex™ Bright Silver/AT20/1.2 Mil PET
53662	Fasson® 128# Birch Wood/AT20N/1.2 Mil PET
53605	Fasson® 119# Cherry Wood/AT20N/1.2 Mil PET
53248	Fasson® 60# Luna Wet-Strength/S100R/1.2 Mil PET
12623	Fasson® 60# Classic Crest® Solar White/S100R/44#PK
19655	Fasson® 60# Semi-Gloss WN/AT20N/1.2 Mil PET
19298	Fasson® 60# Matte Wet-Strength/AT20/44#PK
19993	Fasson® 60# Uncoated Wet-Strength /AT20N/1.2 Mil PET
78824	Fasson® 2 Mil Clear Co-Polyester Shrink Sleeve
79642	Fasson® 55# Bella Label™ Craft Beer White Smooth WS FSC®/Z3338/1.2 Mil PET
79643	Fasson® 55# Bella Label™ Craft Beer Natural Smooth WS FSC®/Z3338/1.2 Mil PET
79644	Fasson® 55# Bella Label™ Craft Beer White Vellum WS FSC®/Z3338/1.2 Mil PET
79645	Fasson® 55# Bella Label™ Craft Beer Natural Vellum WS FSC®/Z3338/1.2 Mil PET
79646	Fasson® 55# Bella Label™ Craft Beer White Laid WS FSC®/Z3338/1.2 Mil PET
79647	Fasson® 55# Bella Label™ Craft Beer Natural Laid WS FSC®/Z3338/1.2 Mil PET

### Film

78889	Fasson® 2 Mil BOPP Metallized/S7000/1.2 Mil PET
78997	Fasson® 2 Mil White BOPP TC/S7000/1.2 Mil PET
79141	Fasson® 2.3 Mil White BOPP TC/C2510/50#SCK
79142	Fasson® 2.6 Mil White BOPP TC/C2510/50#SCK
78174	Fasson® 2 Mil Clear BOPP TC/C2510/40#SCK
78889	Fasson® 2 Mil Metallized BOPP TC/S7000/1.2 Mil Polyester
79461	Fasson® 2.4 Mil White BOPP TC/S7000/1.2 Mil Polyester

### Shrink

78824	Fasson® 2 Mil Clear Co-Polyester Shrink Sleeve
79029	Fasson® Rapid-Roll® 50 Micron Clear High Shrink Co-Polyester ITC
79591	Fasson® Rapid-Roll® 50 Micron White High Shrink Co-Polyester



## GROWLERS

#### SPEC# Product Description

78860	Fasson® 2 Mil Clear BOPP TC/R3400/1 Mil PET
79515	Fasson® FasClear® 250/R3400/1.2 Mil PET
79519	Fasson® 3 Mil Synthetic Paper/R3400/1.2 Mil PET
79510	Fasson® 3 Mil Synthetic Paper/R3400/69#MF
79683	High Performance FasClear®/S7000/1.2 Mil PET
79684	High Performance Primax®/S7000/1.2 Mil PET

## KEG COLLARS/TAP HANDLES

#### SPEC# Product Description

53386	Fasson® Rapid-Roll® 8 Pt. C1S Semi-Gloss FSC®
53389	Fasson® Rapid-Roll® 8 Pt. C2S Semi-Gloss FSC®
75735	8 Mil Polyolith® GC-2
75736	10 Mil Polyolith® GC-2
75947	V-Max Select™ 7.5 Mil HDPE
53390	Fasson® Rapid-Roll® 10 Pt. C2S Semi-Gloss

## KEG WRAPS/PONY KEGS

#### SPEC# Product Description

77461	Fasson® 2.3 Mil White BOPP TC/R3500/1.2 Mil PET
78121	Fasson® 3 Mil White MDO/R3500/1.2 Mil PET
78876	Fasson® Global MDO White/S7000/92 Mil PET
76953	4.2 Mil Smudgeproof Kimdura®/S4600/50# Kraft
78876	Fasson® Global MDO White/S7000/92 Mil PET

## PROMOTIONAL

#### SPEC# Product Description

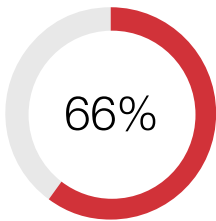
76755	Fasson® 4 Mil White Flex Bumpersticker Vinyl topcoated/S245/78# Kraft
78244	Fasson® 4 Mil White Flex Bumpersticker Vinyl non-topcoated/S475/78# Kraft
41168	Fasson® 4 Mil White Flexible Vinyl topcoated/S143/50# Kraft
86272	Fasson® 4 Mil White Flexible Vinyl non-topcoated/S475/65# Coated Paper
53969	Fasson® Rapid-Roll® 10 Pt. C1S Brite White
53650	Fasson® Rapid-Roll® 50# Beverage Label

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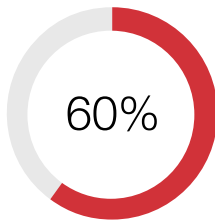
## WHY YOU SHOULD CARE ABOUT PACKAGING

Packaging is all about shelf appeal, and for craft brewers it's of critical importance. According to a recent craft beer audit by market research firm Nielsen, 3,905 new beer items have been introduced in the past two years, and 75% of them have been craft. That means competition for consumer attention at the shelf is fierce. There are 571 beer items on the average liquor store shelf; 256 on the average food store shelf. With 70% of consumers deciding what beer to buy at the point-of-sale, your brand has got to stand out.

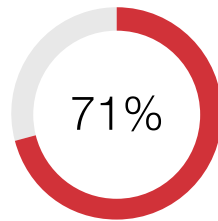
### What draws a consumer's eye? The package and the label. In fact:



66% of those surveyed say a beer's package/label design is "very" or "extremely" important for getting them to notice it



60% say it's "very" or "extremely" important in convincing them to give it a try



71% of craft beer buyers - particularly women - like to try brands with bold/interesting packaging

Yet despite the array of unique pack art and branding, Nielsen finds a lack of brand personality ownership in craft beer, highlighting the importance of package design personality to drive differentiation - personality that can be best realized with PS materials.

PS label materials delivers the greatest variety of sizes, shapes and looks for unequalled creative freedom to enhance your beer's story.

# WHY PS INSTEAD OF GLUE-APPLIED LABELS?

The answer? Brilliant graphics, intricate die cuts and virtually invisible edge lines. Not to mention greater design flexibility with fewer limits on label shape and size. Compared to glue-applied labels, PS materials offer packaging designers the visual versatility and excitement they're looking for. Plus the enhanced production efficiency of PS translates to a lower total applied cost with much less downtime.

In addition to greater design and production flexibility, pressure-sensitive technology offers the following advantages compared to glue-applied:

	PRESSURE-SENSITIVE LABELING	GLUE-APPLIED LABELING
<b>Printed Graphics</b>	Web fed; multiple technologies in-line	Sheet fed; multiple passes may be required
<b>Label Shape</b>	Wide-range of label shapes and sizes	Limited; labels must fit magazine
<b>Appearance on Bottle</b>	Hidden edge lines with clear-on-clear film	Clear-on-clear film not widely available
<b>Set Up</b>	Wide temperature range for dispensing	Adhesive temperature critical for viscosity control
<b>Changeovers</b>	Easy changeovers; minimal adjustments	Best for long runs with same size label; expensive change parts
<b>Production Speeds</b>	Low- to high-speed applicators	Low- to super-high-speed applicators
<b>Glue Clean-Up</b>	No clean-up	Equipment wash-down; adhesive waste
<b>Label Cost</b>	Higher, but includes adhesive and application	Lower, but only includes label material





Avery Dennison technologies can be used in multiple areas of your operation allowing you many ways to tell your story. From labels and packaging for bottles and cans, to items for tap handles, shelf talkers and promotional materials, we offer a comprehensive, one-stop collection of shrink and pressure-sensitive materials that help your brand stand out, tell its story and be sold.

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

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Label and  
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