

# 2023 Wine, Craft and Spirits Materials

The products you want with the service you need.



## New Label Materials

Our new offerings deliver a high-end experience via a premium look, finish and feel that provide shelf appeal.

- B8484** 70# Brushstroke 30% PCW WS FSC®/Z2010B/1.2 MIL PET
- B8485** 70# Veil 30% PCW WS FSC®/Z2010B/1.2 MIL PET
- B8486** 70# Willow 100% PCW WS FSC®/Z2010B/1.2 MIL PET
- B8487** 70# Houndstooth 30% PCW WS FSC®/Z2010B/1.2 MIL PET



Material: Copper Hammered Metal

## Top Shelf Trends

The dynamic benefits PS label materials allow brands to capitalize on design trends, keep consumers engaged and their packaging vibrant. The following are a few PS labeling trends that continue to impact the wine, craft and spirits segment.

### **Tactile Labels**

One of the strongest emerging trends takes design beyond the visual, and into the tactile space. Embossing is big, and designers seem to be stretching creatively by using thicker facestocks and specialty materials such as wood veneer, leather-feel, varnished, and metal foil.

### **Labels That Stand Up to Wet Environments**

Designers seem to have an expanded definition of “shelf appeal.” They understand it’s not simply how the label looks on a store shelf, but how it looks throughout its lifetime. This means making sure even an uncoated facestock avoids greying, wilting, or peeling when it’s on ice.

### **The Label as an Extension of the Brand**

In the competitive wine landscape, brand owners know the label is the main point of contact with the consumer. It’s not simply a “tag” that identifies the maker of the wine. It’s a canvas that connects with the buyer through striking visuals, graphics, and compelling storytelling.

For more information, visit [label.averydennison.com/wineandspirits](http://label.averydennison.com/wineandspirits)

# Uncork Sustainability

What pairs perfectly with a wine label? Materials that are recycled and responsibly sourced. Our Cotton, Hemp and rCrush facestocks are made with recycled material, giving brands a compelling story, and consumers one more reason to feel good about their favorite vintage.

## rCrush Range

From citrus fruit, grape or barley waste to a label: the Crush range allows brand owners to use organic waste in a label to build their circular economy story.

- The facestocks are made of 15% organic residue and 40% post consumer waste
- 45% virgin wood pulp certified by the Forest Stewardship Council

## Cotton Range

Our Cotton Range reminds consumers of all they love about cotton, with a look and feel that begs to be touched. Choose from materials made with 25 to 100 percent cotton for tactility ranging from simply soft to almost plush. Colors include white, and deep black.

## Hemp

A premium facestock made with 25% hemp and 75% post-consumer waste, it meets the demand for label materials containing both organic materials and recycled content.

## Materials with Recycled content

We offer a wide range of materials made with 25 to 100 percent post consumer waste content.



For more information, visit [label.averydennison.com/wineandspirits](http://label.averydennison.com/wineandspirits)

For more information and lead times, visit [label.averydennison.com/wineandspirits](http://label.averydennison.com/wineandspirits)

Spec#	Product Description	Width/Length (In./Ft.)	Location
<b>Uncoated Papers</b>			
19993	Fasson® 60# Uncoated Litho Wet-Strength FSC® /AT20N/1.2 Mil PET	EXACT™ 60/10000	PFF, NPA
B5582	Fasson® 60# Uncoated Litho Wet-Strength FSC® /Z2010/1.2 Mil PET	EXACT™ 60/10000	WCD
54104	Fasson® 60# Uncoated Litho Wet-Strength FSC®/Z1010/1.2 Mil PET	60/4167	PFF
B5787	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC®/Z2010/1.2 Mil PET	60/1668	PFF, SEA
		EXACT™ 60/5000	SEA
19651	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC®/AT20N/1.2 Mil PET	60/1668	WCD
		60/1668	PFF
54142	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC®/Z1010/1.2 Mil PET	60/4167	PFF
B5845	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC®/Z2010/44#PK	EXACT™ 60/5000	WCD, PFF
19650	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC®/AT20N/1.2 Mil PET	EXACT™ 60/1668	PFF, NPA
		EXACT™ 60/10000	PFF, NPA
15952	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC®/AT20/44#PK	60/1668	PFF, WCD
		EXACT™ 60/7500	MTL
B5580	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC®/Z2010/1.2 Mil PET	EXACT™ 60/5000	NPA
		EXACT™ 60/10000	NPA
		60/1668	MTL, NPA
B5579	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC®/Z2010/44#PK	EXACT™ 60/5000	WCD
		60/4167	PFF
B8676	Fasson® 80# Estate Label® No. 8 Wet-Strength FSC®/Z2010/1.2 Mil PET	60/1668	WCD
54141	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC®/Z1010/1.2 Mil PET	60/5000	PFF
10449	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC®/S246/40#SCK	30/1668	PTC
B5801	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC®/Z2010/1.2 Mil PET	EXACT™ 60/1668	WCD
B5848	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC®/Z2010/44#PK	EXACT™ 60/5000	PFF, WCD
54186	Fasson® 60# Estate Label® No. 14 FSC® 100% PCW Wet-Strength AT20N/1.2 Mil PET	60/1668	PFF
B5803	Fasson® 60# Estate Label® No. 17 Martele Wet-Strength FSC®/Z2010/1.2 Mil PET	60/1668	PFF
		EXACT™ 60/5000	WCD
B5842	Fasson® 60# Classic® Linen Solar White Wet-Strength FSC®/Z2010/44#PK	60/1668	WCD
		EXACT™ 60/5000	WCD
B5786	Fasson® 60# Classic® Crest® Wet-Strength FSC®/Z2010/44#PK	EXACT™ 60/5000	SEA, WCD
B5850	Fasson® 60# Classic® Linen Solar White Wet-Strength FSC®/Z2010/1.2 Mil PET	EXACT™ 60/10000	WCD
B5849	Fasson® 60# Classic® Crest Solar White Wet-Strength FSC®/Z2010/44#PK	EXACT™ 60/5000	WCD
		60/1668	PFF
B8581	Fasson® 60# Classic® Crest® Solar White Wet-Strength FSC®/Z2010/1.2 Mil PET	EXACT™ 60/5000	WCD
		EXACT™ 60/5000	WCD
18513	Fasson® 60# Classic® Crest® Solar White Wet-Strength FSC®/AT20N/44#PK	60/1668	PFF
19648	Fasson® 60# Classic® Crest® Solar White Wet-Strength FSC®/AT20N/1.2 Mil PET	EXACT™ 60/5000	WCD
		EXACT™ 60/10000	WCD
B5838	Fasson® 70# Classic® Crest® Solar White Wet-Strength FSC®/Z2010B/1.2 Mil PET	60/1668	WCD
B5852	Fasson® 60# Classic® Crest® Natural White Wet-Strength FSC®/Z2010/1.2 Mil PET	60/4167	PFF
B5784	Fasson® 60# Classic® Crest® Natural White Wet-Strength FSC®/Z2010/44#PK	60/1668	WCD
		EXACT™ 60/5000	WCD

Spec#	Product Description	Width/Length (In./Ft.)	Location
B5835	Fasson® 70# Classic® Felt Natural White Wet-Strength FSC®/Z2010B/1.2 Mil PET	60/1668	WCD, PFF
B5844	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/Z2010/44#PK	EXACT™ 60/5000	WCD
B5810	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/Z2010/1.2 Mil PET	60/1668	WCD
54170	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/AT20N/44#PK	60/4167	PFF
54171	Fasson® 60# Classic® Felt Natural White Wet-Strength FSC®/AT20N/1.2 Mil PET	60/1668	PFF, WCD
B8849	Fasson® 70# Eggshell Felt Wet-Strength FSC®/Z2010B/44#PK	EXACT™ 60/5000	SEA, PFF, WCD
B5581	Fasson® 70# Eggshell Felt Wet-Strength FSC®/Z2010B/1.2 Mil PET	EXACT™ 60/10000	NPA
B8881	Fasson® 70# Titanium White Eggshell Wet-Strength FSC®/Z2010B/1.2 MIL PET	60/1668	WCD
		EXACT™ 60/5000	PFF
B5584	Fasson® 70# Bright White Felt Wet-Strength FSC®/Z2010B/1.2 Mil PET	EXACT™ 60/10000	WCD, TDC, NPA
		60, 1668	PFF, NPA, WCD
B5815	Fasson® 70# Bright White Felt Wet-Strength FSC®/Z2010B/44#PK	EXACT™ 60/5000	SEA, PFF, WCD
54143	Fasson® 70# Bright White Felt Wet-Strength FSC®/Z1010/1.2 Mil PET	EXACT™ 60/5000	PFF
54189	Fasson® 60# Crush 15% Grape 40% PCW Wet-Strength FSC®/AT20N/1.2 Mil PET	60/75000	PFF
54481	Fasson® 60# Crush 15% Barley 40% PCW Wet-Strength FSC®/AT20/1.2 Mil PET	60/1668	PFF
54480	Fasson® 60# Crush 15% Citrus 40% PCW Wet-Strength FSC®/AT20/1.2 Mil PET	60/1668	PFF
		60/1668	
B3912	Fasson® 60# 25% White Hemp 75%PCW Wet-Strength FSC®/AT20/1.2 Mil PET	12/5000	PFF
B5795	Fasson® 60# Luna Wet-Strength FSC®/Z2010/1.2 Mil PET	60/1668	PFF
B5821	Fasson® 70# Royal White Wet-Strength FSC®/Z2010B/1.2 Mil PET	60/1668	PFF
B5836	Fasson® 74# Global White Wet-Strength FSC®/Z2010B/1.2 Mil PET	39/1668	PFF

### Black Collection

B5856	Fasson® 60# Black Vellum Wet-Strength FSC®/Z2010/44# PK	30/4200	PFF
B5799	Fasson® 60# Black Vellum Wet-Strength FSC®/Z2010/1.2 Mil PET	30/1668	PFF
B5801	Fasson® 70# Classic® Laid Epic Black Wet-Strength FSC®/Z2010B/1.2 Mil PET	30/1668	PFF
B6665	Fasson® 60# Eclipse Black 30% PCW Wet-Strength FSC® /AT20N/1.2Mil PET	60/1668/RW 12	WCD
		EXACT™ 60/5000	WCD
B5804	Fasson® 60# Estate Label® No. 25 Black Wet-Strength FSC®/Z2010/1.2 Mil PET	60/1668	PFF
B5781	Fasson® 70# 25% Black Cotton Feel 30% PCW Wet-Strength/Z2010B/1.2 Mil PET	60/5000	PFF

### Luminous Collection

53663	Fasson® 67# Brushed Platinum Wet-Strength/AT20N/1.2 Mil PET	30/1668	WCD
53301	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/1.2 Mil PET	30/1668	PFF
19923	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/44#PK	30/1668	PFF
B9678	Fasson® 64# Sparkling Asti Wet-Strength FSC®/Z2010/1.2 Mil PET	60/1668	WCD
B5775	Fasson® 74# Snowbound White 40% PCW Wet-Strength FSC®/Z2010B/1.2 Mil PET	60/1668	PFF
B5794	Fasson® 64# White Pearl Wet-Strength FSC®/Z2010/1.2 Mil PET	60/1668	PFF
53607	Fasson® 64# White Pearl Wet-Strength FSC®/AT20N/1.2 Mil PET	60/10000	PFF
B5783	Fasson® 60# White Shursheen/Z2010/44#PK	60/30000	PFF

Spec#	Product Description	Width/Length (In./Ft.)	Location
<b>Sensorial Collection</b>			
B8484	70# Brushstroke 30% PCW WS FSC®/Z2010B/1.2 Mil PET	39/1668 13/5000	PFF
B8485	70# Veil 30% PCW WS FSC®/Z2010B/1.2 Mil PET	39/1668 13/5000	PFF
B8486	70# Willow 100% PCW WS FSC®/Z2010B/1.2 Mil PET	39/1668 13/5000	PFF
B8487	70# Houndstooth 30% PCW WS FSC®/Z2010B/1.2 Mil PET	39/1668 13/5000	PFF
53662	Fasson® 128# Birch Wood/AT20N/1.2 Mil PET	39/1668	PFF
53605	Fasson® 119# Cherry Wood/AT20N/1.2 Mil PET	39/1668	PFF
B5577	Fasson® 80# Cotton White Tree Free Wet-Strength/Z2010B/1.2 Mil PET	39/1668	PFF
B5805	Fasson® 60# Dappled White Wet-Strength FSC®/Z2010B/1.2 Mil PET	30/1668	PFF
B5779	Fasson® 70# 100% Pure Cotton Wet-Strength/Z2010B/1.2 Mil PET	60/1668 12/5000	PFF
B5781	Fasson® 70# 25% Black Cotton Feel 30% PCW Wet-Strength FSC®/Z2010B/1.2 Mil PET	60/1668 12/5000	PFF
B5780	Fasson® 70# 25% Cotton Feel Wet-Strength/Z2010B/1.2 Mil PET	60/1668 12/5000	PFF
B5834	Fasson® 100# Silver Hammered Metal FSC®/Z2010B/1.2 Mil PET	39/5000 13/5000	PFF
B5840	Fasson® 100# Copper Hammered Metal FSC®/Z2010B/1.2 Mil PET	39/5000 13/5000	PFF
79727	Fasson® Stoneface/S333/40#SCK	39/5000	PFF
B6870	Fasson® Stoneface/S333/1.2 Mil PET	60/1668 60/4167	WCD PFF
<b>Neck Labels</b>			
B9833	54# Semi-gloss WS FSC/Z2010/1.2 Mil PET	60/1668 12/5000	PFF
B9874	47# Estate 8 WS FSC/Z2010/1.2 Mil PET	60/1668 12/5000	PFF
B9875	48# Uncoated/Z2010/1.2 Mil PET	60/1668 12/5000	PFF
B5798	Fasson® 56# MaxFlex™ Bright Silver FSC®/Z2010/1.2 Mil PET	60/1668/RW 12 12/5000	PFF
<b>Matte Litho (Coated) Papers</b>			
B5791	Fasson® 60# Matte Litho WN/Z2010/44#PK	60/1668	SEA
B5792	Fasson® 60# Matte Litho WN/Z2010/1.2 Mil PET	EXACT™ 60/5000	SEA
19298	Fasson® 60# Matte Litho Wet-Strength/AT20/44#PK	EXACT™ 78/5000	SEA
53460	Fasson® 60# Matte Litho WN/AT20/1.2 Mil PET	60/1668	CFF

Spec#	Product Description	Width/Length (In./Ft.)	Location
<b>Glossy Papers</b>			
19525	Fasson® 70# Premium High Gloss FSC®/AT20/1.2 Mil PET	60/1668	WCD
B2504	Fasson® 60# Cast Gloss FSC®/AT20N/1.2 Mil PET	60/10000	PFF, WCD
B5814	Fasson® 60# Cast Gloss FSC®/Z2010/1.2 Mil PET	60/10000	PFF, MTL
19655	Fasson® 60# Semi-Gloss Elite™ WN FSC®/AT20N/1.2 Mil PET	EXACT™ 60/10000 60/1668	PFF, NPA, GFD PFF, NPA, GFD
B5797	Fasson® 60# Semi-Gloss Elite™ FSC®/Z2010/1.2 Mil PET	60/1668	WCD
B7185	Fasson® 54# Semi-Gloss Wet-Strength FSC®/C4500/40#PK	EXACT™ 60/10000 60/1668	PTC
B5585	Fasson® 70# Premium High Gloss FSC®/Z2010B/1.2M PET	60/1668	WCD
<b>Films</b>			
B7764	Fasson® 2 Mil Metallized BOPP TC/ S7000ER/1.2 Mil PET	EXACT™ 78/10000	GFD, WCD, QTN
79113	Fasson® 2 Mil Clear BOPP TC/Z3300/1.2 Mil PET	60/4167	PFF
B8019	Fasson® High Performance FasClear® TC/S7000ER/1.2 Mil Polyester	78/5000 78/10000	WCD QTN
B7735	Fasson® High Performance PRIMAX® TC/S7000ER/1.2 Mil Polyester	78/10000	QTN
<b>HP Indigo Press Printable</b>			
B8854	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® ITC/Z2010/44#PK	13/5000	PFF
B8850	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® ITC/Z2010/44#PK	12/5000	PFF
53338	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® ITC/AT20N/1.2 Mil PET	12/5000 10/5000	PFF
B8852	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC® ITCZ2010/44#PK	10/5000 12/5000 13/5000	PFF
B8853	Fasson® 60# Classic Crest® Solar White Wet-Strength FSC® ITC/Z2010/44#PK	13/5000	PFF
53102	Fasson® 60# Matte Litho Wet-Strength ITC/AT20/44#PK	10/5000	PFF
B8856	Fasson® 70# Bright White Felt Wet-Strength FSC® ITC/Z2010B/44#PK	12/5000 10/5000 13/5000	PFF WCD, PFF WCD, PFF
53384	Fasson® 70# Royal White FSC® ITC/Z2010/1.2 Mil PET	12/25000	PFF
B8858	Fasson® 70# Eggshell Felt FSC® ITC/Z2010B/1.2 Mil PET	13/5000 12/5000	WCD, PFF WCD, PFF
<b>Laminated Foils and Metallized Papers</b>			
B5854	Fasson® 70# Bright Silver Laminated Foil FSC®/Z2010/44#PK	60/1668	PFF
19902	Fasson® 70# Bright Silver Laminated Foil FSC®/AT20N/1.2 Mil PET	60/1668	WCD
53459	Fasson® 70# Dull Silver Laminated Foil FSC®/AT20/1.2 Mil PET	60/1668 EXACT™ 60/10000	WCD

Spec#	Product Description	Width/Length (In./Ft.)	Location
B5796	Fasson® 56# MaxFlex™ Bright Silver FSC®/Z2010/44#PK	60/1668	PFF, WCD
		EXACT™ 60/5000	WCD
53352	Fasson® 56# MaxFlex™ Bright Silver FSC®/AT20/40#SCK	EXACT™ 60/5000	PFF
		EXACT™ 60/10000	
53380	Fasson® 56# MaxFlex™ Bright Silver FSC®/AT20/1.0 Mil PET	EXACT™ 60/10000	PFF
53381	Fasson® 56# MaxFlex™ Bright Silver FSC®/AT20/1.2 Mil PET	EXACT™ 60/10000	PFF, WCD
B5798	Fasson® 56# MaxFlex™ Bright Silver FSC®/Z2010/1.2 Mil PET	60/1668	PFF
		12/5000 RW	
<b>Welded Papers</b>			
B8894	Fasson® 60# Uncoated Litho Wet-Strength FSC® Weld/Z2010/1.2 Mil PET	60/10000	PFF
53007	Fasson® 60# Uncoated Litho Wet-Strength FSC® Weld/AT20N/1.2 Mil PET	60/10000	NPA
53933	Fasson® 60# Estate Label® No. 4 Wet-Strength FSC® Weld/AT20N 1.2 Mil PET	60/4167	PFF
B5823	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® Weld/Z2010B/1.2 Mil PET	60/10000	PFF
53476	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® Weld/AT20N/1.2 Mil PET	EXACT™ 60/10000	WCD
		60/1668	PFF, WCD
B5583	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® Weld/Z2010B/1.2 Mil PET	60/5000	WCD
18523	Fasson® 60# Estate Label® No. 8 Wet-Strength FSC® Weld/AT20N/44#PK	60/4167	PFF
B5819	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC® Weld/Z2010B/44#PK	60/4167	PFF
53817	Fasson® 60# Estate Label® No. 9 Wet-Strength FSC® Weld/AT20N/1.2 Mil PET	60/4167	PFF
53898	Fasson® 60# Classic® Linen Solar White Wet-Strength FSC® Weld/AT20N/44#PK	60/10000	PFF
53942	Fasson® 60# Classic Crest® Natural White Wet-Strength FSC® Weld/AT20N/1.2 Mil PET	60/4167	PFF
B5806	Fasson® 60# Classic® Laid Wet-Strength FSC® Weld/Z2010/44# PK	60/10000	PFF
B5576	Fasson® 70# Bright White Felt Wet-Strength FSC® Weld/Z2010B/1.2 Mil PET	60/1668	WCD
B5820	Fasson® 70# Bright White Felt Wet-Strength FSC® Weld/Z2010B/44#PK	60/5000	WCD
53945	Fasson® 70# Premium High Gloss FSC® Weld/AT20N/1.2 Mil PET	60/4167	PFF
53926	Fasson® 60# Matte Litho WN Weld/AT20N/44#PK	60/4167	PFF
53837	Fasson® 67# Brushed Platinum Wet-Strength/PET Weld /AT20N/1.2 Mil PET	30/8333	PFF
54236	Fasson® 60# Classic Crest® Solar White FSC® Weld/AT20/1.2 Mil PET	60/10000	PFF
79708	Fasson® 60# Semi Gloss FSC® Weld/AT20/1.2 Mil PET	60/10000	PFF
79742	Fasson® 60# Estate #9 Wet Strength FSC® Weld/AT20N/1.2 Mil PET	60/10000	PFF

For our full line wine labeling offerings, please visit our website or speak with your Avery Dennison Sales Representative.

PFF=Painesville, OH PTC=Peachtree City, GA WCD=West Coast SEA=Seattle, WA QTN=Quakertown, PA MTL=Montreal, QC TDC = Toronto NPA = Napa, CA EXACT™, ReadyWidth™, and Custom Service Programs available

[label.averydennison.com](http://label.averydennison.com)

A389996 10/2023

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