

Luminous Collection

With 15 years of consecutive growth¹, champagne and sparkling have become the “it” wines of today’s consumers looking to celebrate more, more often. Rose, too, is now fashionably premium, with a social media presence, versatility and affordability that make it the preferred choice of image-aware millennials. All in all, these wines are having a serious moment – one that’s predicted to last well into the foreseeable future, according to Beverage Dynamics.

To help converters and brand owners ride the category wave, the Avery Dennison Luminous Collection offers distinct papers with a subtle radiance for not-so-subtle shelf appeal. Including silver, white, black, textured and patterned options, these papers shimmer and shine with stunning effect, drawing the eye by capturing luminous, reflected light.

With its new aesthetic, our Luminous Collection reflects a larger consumer trend for sparkle. Sparkle has been a major trend on the runways in recent seasons and according to experts, is a trend that has no age limit.



Product Information

Key Features

- An extensive luminous labeling portfolio
- Facestocks in a range of colors, patterns and shimmer
- FSC-certified facestocks
- Suitable for advanced design techniques like embossing and foiling
- Good printability

Application Areas

- Champagnes
- Sparkling wines
- Roses

Spec#	Product Description	Width/Length (In./Ft.)	Location
53663	Fasson® 67# Brushed Platinum Wet-Strength/AT20N/1.2 Mil PET	30/1668	WCT
53301	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/1.2 Mil PET	30/1668	WCT
19923	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/44#PK	30/1668	PVL
B9868	Fasson® 64# Sparkling Asti Wet-Strength FSC®/Z2010/1.2 Mil PET	60/1668	WCT
53607	Fasson® 64# White Pearl Wet-Strength FSC®/AT20N/1.2 Mil PET	60/10000	PVL
B5794	Fasson® 64# White Pearl Wet-Strength FSC®/Z2010/1.2 Mil PET	60/1668	PVL
B5783	Fasson® 60# White Shursheen/Z2010/44#PK	60/30000	PVL

All of these products offer unique characteristics and features, and beside being tested with the main printing and decoration techniques, they require specific attention when converted. Our representatives are here to advise you in every detail.

label.averydennison.com

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