

# Sofsensation®

**Our patented Sofsensation® overlaminates makes it easy to add a “velvety” feel to any label construction, heightening shelf appeal while maintaining durability.**

Known for adding greater protection to the label construction, self-wound overlaminates can also be used to add greater functionality as well as enhanced shelf appeal. Current solutions allow for the addition of gloss and matte finishes, along with special effects such as soft feel.

Those special effects can be found in Avery Dennison’s Sofsens material, which adds a tangible velvet feeling to the label. Sofsens is spot-print compatible, allowing for variation between matte and gloss effects for enhanced packaging design.

Self-wound overlaminates overall offer several benefits over competing technologies, such as wet lamination and varnishes. They add thickness and body to a label, providing strength to prevent tearing. They allow for variable printing, and may be FDA approved for direct food contact. They’re also easier to use. Set up and changeover of a roll of self-wound overlaminate can be completed quickly, and there’s no additional equipment (such as UV lamps, drying hoods, or mixers) to maintain. The range of versatility means that overlaminates can be used for virtually any application, including food, cosmetics, nutraceuticals and more.



## Product Information

### Characteristics

- Soft feel with a slight matte finish
- PET film for stiffness and some UV resistance
- Low glare

### Features and Benefits

- Sofsensation® adds a tangible, velvety feeling to the label
- Spot-print compatible, allowing for variation between matte and gloss effects for enhanced packaging design
- Offers feel and design options without the need to add adhesive during lamination
- Wide range of versatility

### Applications and Segments

- Food
- Beauty
- Nutraceuticals
- Beverages
- Luxury Labels

Spec #	Description
B9339	643 - 0.5 Mil Sofsensation® PET
B9242	643U - 48 Matte 1 Side Coated Sofsenation®