

Select Solutions™

Holographic Portfolio

Light and reflection bring brands to life.

Thin and highly flexible, our next generation holographic films and papers are natural shelf-stoppers, using light and reflection to attract attention, differentiate brand and accelerate sales. Brilliant, glowing colors, dynamic motion patterns and outstanding printing, packaging and lamination performance make this portfolio the first choice of brand owners and designers who want their products to stand out.

Holographic materials benefit the entire value chain:

End User: Holographic materials give end users a premium point of difference that can't be achieved with other decorations. Holographic labels are perfect for promotions, product launches and specialty products.

Converter: Conformability to oddly-shaped packages and ease of printing give the converter state-of-the-art decoration opportunities to showcase.

Retailers: Carrying the mindset that the brand goes first, retailers want to maximize turnaround and increase brand popularity with more appealing decoration that sells product faster. Holographic labels can aid in these areas and are the perfect tool for retail promotions.



Portfolio Characteristics

- Variety of facestocks available(BOPP/PET/Paper)
- Excellent dimensional stability
- Diffracts normal white light into brilliant color
- Micro-embossable with images or patterns
- Seamless holographic rainbow

Applications and Segments

- Craft Beer/Beverage
- Home and Personal Care/Cosmetics
- Security Labels
- Wine and Spirits
- Confection/Food
- Nutraceuticals/Vitamins



Low
MOQ



Quick
Quote



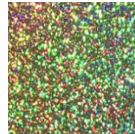
Fast
Delivery

Product Information

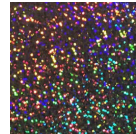
Customization is an expert away

Take the opportunity to harness the power of an experienced team of label materials experts to create unique solutions for your clients. Technical Leaders can Mix and Match existing material or create an Engineered Solution with unique material, pattern or performance.

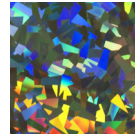
Customized and non-standard patterns are available upon request.



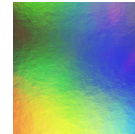
Powder



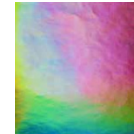
Sparkles



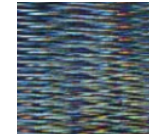
Crystals



Rainbow



Iridesc



Shear

One of the things unique to Holographics are potential shim lines. Shim lines, are small line appearing in the facestock on some holographic patters are inherent in holographic materials. Those should be taken into consideration when determining label layout. For face stocks with patterns like for example Powder, Sparkles or Crystal they look seamless. However, on patterns like Rainbow or Iridescence they are more noticeable. Except our Rainbow Seamless PET face which is designed to overcome that challenge .

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
Holographic Films				
78976	2 Mil Powder PET/S692N/50#SCK	39/1000	PVL	4 Days
78973	2 Mil Sparkles PET/S692N/50#SCK	39/1000	PVL	4 Days
78971	2 Mil Crystals PET/S692N/50#SCK	39/1000	PVL	4 Days
79016	2 Mil Rainbow OPP/S692N/40#SCK	EXACT™/5000	PVL	Next Day
79579	2 Mil Rainbow Seamless PET/S692N/50#SCK	30/2500	PVL	4 Days
Holographic Papers				
02391	Fasson® FasPrism™ Iridesc/S246/40#SCK	EXACT™/5000	PTC	Next Day
10938	Fasson® FasPrism™ Ice/S246/40#SCK	30/1500	PTC	4 Days
12071	Fasson® FasPrism™ Glitter + II/S246/40#SCK	30/1500	PTC	4 Days
53786	Fasson® FasPrism™ Rainbow Seamless/S246/40#SCK	30/1500	PTC	4 Days
19866	Fasson® FasPrism™ Irid/AT20/44#PK	61/4167	PVL	5 Days

FTW= Fort Wayne, IN PVL=Painesville, OH PTC=Peachtree City, GA

label.averydennison.com

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