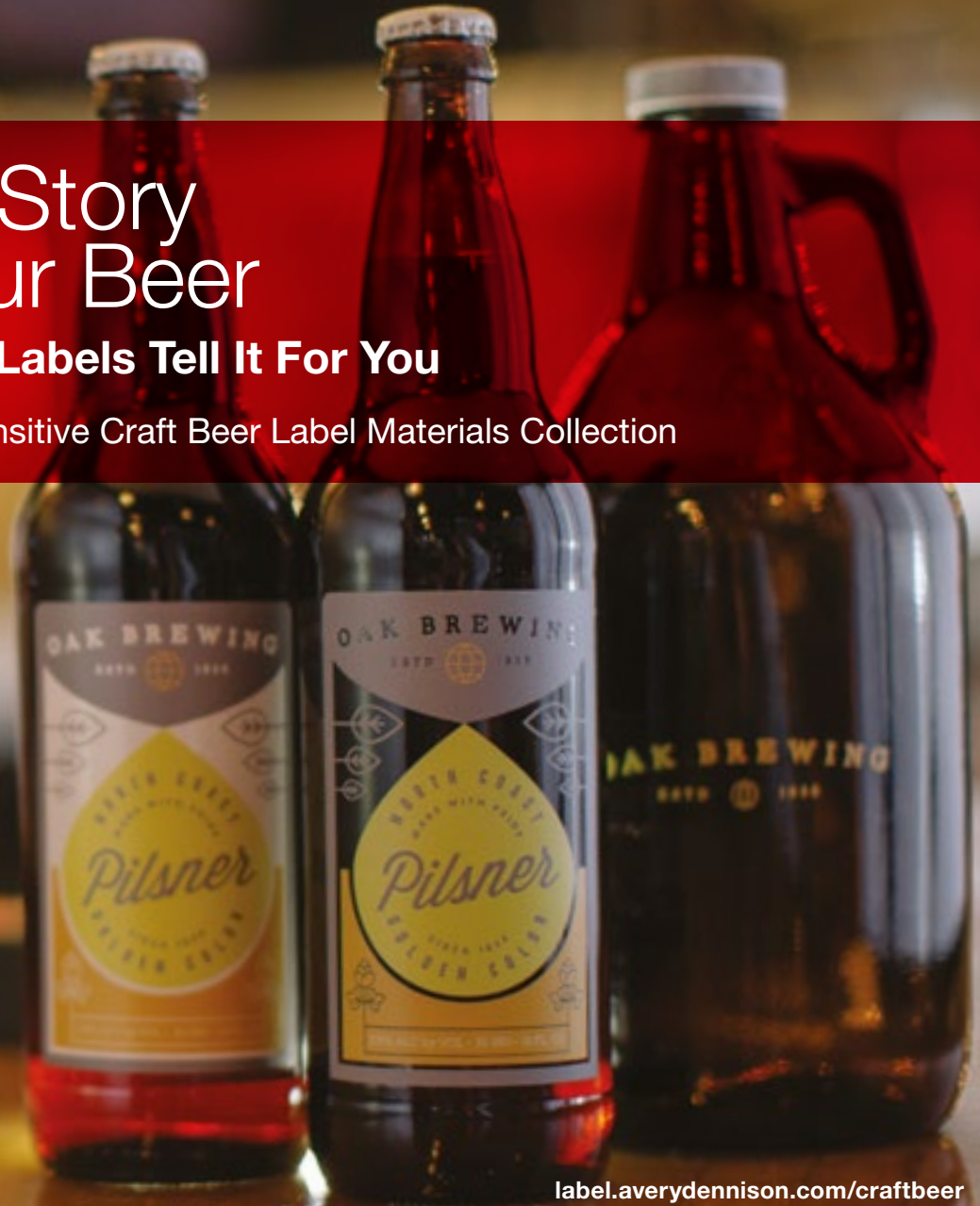




Your Story is Your Beer

Let Your Labels Tell It For You

Pressure-sensitive Craft Beer Label Materials Collection




label.averydennison.com/craftbeer

How pressure-sensitive labels can tell your beer's story

When compared to glue-applied labels, pressure-sensitive materials offer greater design and production flexibility with fewer limits on label shape and size. No other decorating technology offers the same combination of brilliant graphics, intricate die cuts and virtually invisible edge lines — important elements that will enhance your label designs, attract attention and help move your product.





You Crafted Your Own Beer, Now Help It Stand Out on the Shelf with Pressure-sensitive Labeling

Increasingly crowded retail space and evolving consumer expectations present challenge and opportunity to the craft brewer: How to make a beer stand out, get noticed and get chosen.

Studies have shown consumers are more likely to purchase a product that “catches their eye” on the store shelf. This factor outweighs promotions, coupons, product recommendations and advertisements.

Successful craft brewers have realized that when it comes to driving sales, what’s on the bottle is as important as what’s in the bottle. They tap into a bit of psychology as old as humanity itself, using storytelling to give their brews a unique identity. And they’re focusing on labels, asking their graphic designers to push the artwork and design envelope with color, imagery, cuts (shape of the label itself), and even textures. No other label material can deliver this performance like pressure-sensitive.

Look inside for an overview and details about our craft beer label materials collection.



HERE'S HOW PRESSURE-SENSITIVE MATERIALS CAN TELL YOUR UNIQUE STORY.

Bottles

Want foil stamped or embossed labels? Or how about clear-on-clear, wood veneer or holographic labels? Pressure-sensitive can deliver those looks and more, featuring the greatest variety of sizes, shapes and looks for creative freedom that enhances your story.

Cans/Crowlers

In addition to the simplicity of pressure-sensitive labels, more craft breweries are turning to digitally printed sleeves as an affordable option for adding appeal to cans. Shrink sleeves differentiate the look of these portable containers – especially on a shelf of bottles – and are ideal for short-run or seasonal brews.

The new take on take-home containers, crowlers, are a less expensive version of growlers. Plus, they can go anywhere glass is prohibited. Their 32 oz. size provides you the opportunity to tell the story of your beer with a pressure-sensitive palette.



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,

Growlers

When beer drinkers crave your drafts beyond the walls of the pub, take-home, reusable growlers allow them to enjoy your creations amongst friends and family – be it in the on the back deck or in the living room. Don't miss this chance to tell your story with unique, pressure-sensitive materials.

Keg Collars

Let consumers know you're here! Tell them how and where to find you again with a keg collar that helps you stand out.

Keg Wraps

Give your kegs a distinct look with custom wraps that build identity and reinforce your brand.



shelf talkers and promotional materials, we offer a comprehensive, one-stop collection of Fasson® pressure-sensitive materials that help your brand stand out, tell its story and be sold.

Pony Kegs

The bigger real estate of a pony keg gives you a larger billboard to tell your story – so make use of the space.

Promotional

Promoting your beers and brand beyond the walls of your establishment are very important. With our promotional labeling options, you can create items like bumper stickers to reach customers.

Tap Handles

Tap into differentiation in your brew pub. Tap handle labels speed up the selection process and grab the drinkers eye.

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® 2.6M White BOPP TC/C2510/50#SCK
78174	Fasson® 2 Mil Clear BOPP TC/C2510/40#SCK
78869	Fasson® 2 Mil Metallized BOPP TC/S7000/1.2 Mil Polyester
79491	Fasson® 2.4 Mil White BOPP TC/S7000/1.2 Mil Polyester

Shrink

78824	Fasson® 2 Mil Clear Co-Polyester Shrink Sleeve
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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

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®
16805	Fasson® Rapid-Roll® 10 Pt. Silver Foil Laminated Board
75735	8 Mil Polyolith® GC-2
75735	10 Mil Polyolith® GC-2
53389	Fasson® 8 Pt. C2S Semi-Gloss FSC®
75947	V-Max Select™ 7.5 Mil HDPE

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
16799	Fasson® Rapid-Roll® 10 Pt. Uncoated Tag Wet-Strength

Are we missing a construction you need?

Ask about our Select Solutions™ Engineered Solutions.

Contact your application consultant or technical sales representative to discuss how we can meet your needs. We have a team of technical solutions leaders dedicated to developing engineered solutions that fit your timeline and your bottom line.

label.averydennison.com/engineered

Advantages of Pressure-sensitive Label Materials

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

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

ADV# 395, 15194, 02/17, 5000

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