

POWER UP!

Labelexpo
Americas
2016



Shelf Appeal Zone

It's a hard truth: In today's crowded retail environments, shoppers make yes-or-no decisions within a few seconds of first seeing a product on the shelf.

A 2010 study by MarketForce showed that consumers are more likely to buy a product that "catches their eye." This factor outweighs promotions, coupons, product recommendations, and advertisements.

There's tremendous value in offering labeling solutions that help brand owners maximize those first impressions. Avery Dennison product portfolios help you offer that shelf appeal.

New, Fully Conformable Film meets a variety of packaging challenges

Avery Dennison Primax® and FasClear® films have been relied on for years. Now, we're working to build on that legacy with our next generation fully conformable film. This 21st century version of Primax and FasClear offers a balance of properties that enable the widest operating window in converting and dispensing.

The new, high-performance film will offer maximum conformability and squeezability. Engineered for a variety of packaging types, it can be used with full-squeeze applications, irregular bottle shapes and larger sizes, containers that expand and contract, and more. The topcoated surface offers enhanced scuff and mar resistance, helping ensure maximum shelf appeal whether the product is right off the production line, presented on a store shelf, or getting tossed around in a gym bag three weeks after purchase.

This new offering reflects years of converter and brand owner input. It's ideal for a wide variety of segments needing high performance labeling capabilities—from health and personal care, to food and beverage, and even into lawn and garden and industrial areas.

ChemControl portfolio overcomes unique challenges related to flexible packaging

More and more products in a variety of segments are being offered in single-use flexible packaging SKUs. It's a trend that creates an opportunity for your business. But one challenge remains. Packaging needs to be attention-grabbing, while being robust and chemical-resistant to preserve the quality of the product inside.

The ChemControl portfolio includes two full-construction film laminations that help you meet both the branding and technical needs. These laminations offer outstanding compatibility with products ranging from essential oils to car polish. And, they can be cut in an almost infinite variety of shapes and printed in a full spectrum of colors, allowing for a true 360-degree brand presence—and outstanding shelf appeal.



Craft Beer portfolio helps converters take advantage of local brewing trend

The craft market is booming—nearly 4,000 local breweries now generate about a fifth of beer sales in the U.S. And, rather than sticking to a single brand, craft buyers tend to roam the beer aisle and experiment, reaching for and choosing brews that catch their eye with impactful labeling. It creates a great opportunity to help local brewers stand out and get noticed.

The Avery Dennison Craft Beer portfolio helps you do just that. It's a set of 14 pressure-sensitive label constructions, including metallized, wood veneer, clear, and other facestocks. They can be designed and cut in almost infinite ways, offering the visual appeal that brewers need—and much greater versatility than cut-and-stack. It's a cost-effective and flexible way to profit from the craft trend.