

Black Collection

An iconic black label can transform a brand, conveying a premium look and feel to consumers. Quality of execution is everything, and the Avery Dennison Black Collection gives converters and brand owners materials that look the part – right up to the edge of the label.

The Black Collection is a broad portfolio that delivers the exceptional and dependable quality needed for eye-catching packaging designs that stand out on the shelf, especially when using textured black labels.

Materials include smooth to highly textured surfaces, thick to thin facestocks and a variety of different shades. Converters no longer have to print twice to create a rich and even black. You'll benefit from saturated black labels without white edges, along with the stable hot foiling needed to release your creativity.

Take consumers on an elegant and luxurious journey into the dark - and use the Black Collection to make wines, spirits and beers really stand out on the shelf.



Product Information

Key Features

- An extensive black labelling portfolio
- Different textures and shades
- Eliminates the need to print 2x for full black
- Black labels without white edges
- Good printability
- Stable hot-foiling on unprinted areas

Application Areas

- Wine
- Spirits
- Craft beer

Spec#	Product Description
B5856	Fasson® 60# Black Vellum Wet-Strength FSC®/Z2010/44# PK
B5799	Fasson® 60# Black Vellum Wet-Strength FSC®/Z2010/1.2 Mil PET
B5824	Fasson® 70# Classic® Laid Epic Black Wet-Strength FSC®/Z2010B/1.2 Mil PET
B6665	Fasson® 60# Eclipse Black 30% PCW Wet-Strength FSC® /AT20N/1.2Mil PET
B5804	Fasson® 60# Estate Label® No. 25 Black Wet-Strength FSC®/Z2010/1.2 Mil PET
B5781	Fasson® 70# 25% Black Cotton Feel 30% PCW Wet-Strength/Z2010B/1.2 Mil PET

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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