

Silver



Stand out in style

When it comes to fast moving consumer goods, the success or failure of a brand can be determined largely by its products' shelf appearance. With 90% of purchasing decisions based on impulse, product packaging plays a key role in grabbing consumer attention, interest and ultimately their buys.

As consumers are normally drawn to beauty and reflective surfaces, turn heads with packaging that exudes luxury and premium quality. Silver packaging is a popular method of creating this desirable effect, however this can be expensive to achieve with metal containers or traditional techniques for silver decoration.

To get around high cost of foil stamping and the inconvenience of metallic printing inks, Avery Dennison presents our Silver portfolio to create that premium look without compromising on performance, productivity or price.

Our broad range of water-resistant silver facestocks are ideally suited for applications on premium foods, beers, beverages, wines, spirits as well as home and personal care products. Different applications will require a range of unique label material attributes depending on the type of packaging substrate and conditions.

Key features




- Exceptionally bright and glossy polypropylene films for rigid packaging and bottles (e.g., PET, glass)
- High-speed dispensing with rigid films
- Premium silver gloss films for a superb 'mirror effect'
- Metallised polyethylene films bring new levels of design flexibility to conformable applications
- Metallised paper also available with matt finish
- Laminated foils allow for excellent embossing
- Bright metallised paper also available in gold

Product information

Code	Description	MOQ (m ²)	Width (mm)	Location
Foil paper				
BE073	DULL SILVER FOIL S2045N BG40WH *Available in gold*	1000	1000	EUR
AO432	BRIGHT SILVER FOIL S2045N BG40BR *Available in gold*	1000	1000	EUR
Metalised paper				
• F54169.1000	MAXFLEX BRIGHT SILVER FSC WLP BG40WH N	1000	1000	AUS
• F54206.1000	MAXFLEX BRIGHT SILVER FSC WLK202 BG40WH N	1000	1000	AUS
Rigid films				
BW0272	PP TC SILVER ELITE S692N BG40WH	1525	1525	AUS
F64694.1525	PP TC SILVER ELITE S692N rPET30N	1525	1525	AUS
Conformable films				
BN652	PE85 TOP GLS SILVER S692N BG40WH	1500	1500	EUR
Laser films				
AI808	LASERCOPY PET MATT S4700 HF100	1000	1000	EUR
Durable films				
72824	2M BRIGHT CHROME PET TC S333 50#SCK	864	1525	US
72826	2M MATTE CHROME PET TC S333 50#SCK	500	Ready Width (117, 254)	AUS

• Sustainable Advantage Portfolio

Find more label solutions at label.averydennison.com

Connect with us on:   



DISCLAIMER – All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.averydennison.com>. © 2021 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its contents and product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part of purposes other than marketing by Avery Dennison.