

Silver



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 FOIL SILVER FSC S2045N BG40WH	1000	1000	Indent
• AO432	BRIGHT FOIL SILVER FSC S2045N BG40WH	1000	1000	Indent
Metalised paper				
• AL326	MP PLUS SILVER FSC S2045N BG40BR IMP	500	1000	Local
• AH966	MP PLUS SILVER FSC S2030 BG45WH FSC	1000	1000	Local
Rigid films				
• AMF9601	PP50 METALISED SILVER S2060 BG40WH IMP	1000	1000	Local
SW8507F	PP50 GLOSS SILVER TC S692N BG40WH IMP FSC	1500	1500	Local
Laser films				
AI808	LASERCOPY PET MATT SILV S4700 HF100	1000	1000	Indent
Durable films				
72824	2M BRIGHT CHROME PET TC S333 50#SCK	775	1524	Indent
72826	2M MATTE CHROME PET TC S333 50#SCK	775	1524	Indent

• Sustainable Advantage Portfolio

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