

Avery Dennison  
Label and Packaging Materials  
Product Overview

Asia Pacific - SSA  
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# Sustainable Wine Labels

Made from recycled and  
responsibly sourced materials



What pairs perfectly with a wine label?  
Materials that are recycled and responsibly sourced. Our Fleury, Cane Fiber and rCrush facestocks are made with recycled material, giving brands a compelling story, and consumers one more reason to feel good about their favorite vintage.

**rCrush Range**

- Made of 15% organic residue and 40% post-consumer waste
- 45% virgin wood pulp certified by the Forest Stewardship Council®

**Fleury Range**

- Contains between 25% and 65% recycled content

**Bio-based Paper**

- Made with a minimum of 90% sugarcane bagasse fiber
- Same whiteness as conventional labels

**rFrozen Pearl**

- Silver, pearlescent paper with a white/blue shimmering effect
- Made with 40% post-consumer fibers

**rNaturel and Granit Blanc**

- Made of 100% recycled fiber with natural pigments
- 95 gsm white papers with light felt finish and embossed finish

**Apple Touch FSC**




- 95 gsm face paper, no wet-strength added
- 5% made with apple residue (skin remaining after apple juice production)
- Craft look

## Product information

Code	Description	MOQ (m <sup>2</sup> )	Width (mm)	Location	Content Indication
• <b>BS186</b>	rSIENA BIANCO FSC S2047N BG45WH IMP FSC	1000	RW	Indent	
• <b>BS188</b>	rSORBONNE BLANC FSC S2047N BG45WH IMP FSC	1000	RW	Indent	50% post-consumer waste
• <b>BS189</b>	rOXFORD WHITE FSC S2047N BGWH IMP FSC	1000	RW	Indent	
• <b>AA525</b>	rFLEURY ANTIQUE FSC S2047N BG45WH IMP FSC	1000	1000	Indent	
• <b>BB981</b>	rFLEURY ANTIQUE PLUS FSC S2047N BG45WH IMP FSC	1000	1000	Indent	More than 50% recycled content
• <b>AG121</b>	rFLEURY CHENE FSC S2047N BG45WH IMP FSC	1000	1000	Indent	
• <b>AG130</b>	rFLEURY CREME FSC S2047N BG45WH FSC	1000	1000	Indent	More than 25% recycled content
• <b>AI020</b>	CANE FIBER PAPER WHITE-S2047N BG45WH IMP FSC	2000	1000	Indent	
• <b>AI811</b>	CANE FIBER PAPER WHITE-S2030 BG45WH	1000	1000	Indent	Minimum of 90% bagasse fiber from rum production
• <b>BG300</b>	CANE FIBER PLUS S4700 BG45WH	1000	1000	Indent	
• <b>BD733</b>	rCRUSH GRAPE TOUCH FSC S2047 BG45WH FSC	250	RW	Indent	
• <b>BL107</b>	rCRUSH GRAPE TOUCH FSC WLA BG45WH HR FSC	1000	1000	Indent	15% grape waste from wine production
• <b>BT024</b>	rCRUSH BARLEY FSC S2030 BG45WH FSC	1000	RW	Indent	15% barley waste, 40% post-consumer recycled fibers, 45% virgin wood pulp
• <b>BT025</b>	rCRUSH CITRUS FSC S2030 BG45WH FSC	1000	RW	Indent	15% citrus fruit residue, 40% post-consumer recycled fibers, 45% virgin wood pulp
• <b>BM943</b>	APPLE TOUCH FSC S2030 BG45WH FSC	1000	1000	Indent	5% apple residue from apple juice production
• <b>BS184</b>	rNATUREL BLANC FSC S2047N BG45WH IMP FSC	1000	RW	Indent	100% recycled paper using natural pigments for a white colour
• <b>BS185</b>	rGRANIT BLANC FSC S2047N BG45WH IMP FSC	1000	RW	Indent	

RW: Ready Width (250, 333) • Sustainable Advantage Product

Find more sustainable label solutions at [label.averydennison.com](http://label.averydennison.com)

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