

# Colour Inkjet



## Explore the world of colour in Variable Information Printing

To capitalize on the recent advances in inkjet label printing technology, Avery Dennison has developed a range of color inkjet label materials to offer greater flexibility and visual identification in variable information printing. Compared to conventional variable information printing that can only produce monochrome information, our inkjet label solutions allow colored printing whilst reducing label obsolescence and inventory-carrying costs.

Compatibility between label materials and printers is critical for on-demand inkjet printing to achieve optimal printing quality. Select the right label material to avoid common issues such as:

- Slow ink drying
- Low water and smudge resistance
- Low colour density and clarity

## Benefits of on-demand colour label solutions

### **Flexibility**

- Enable customisation for high-mix and low-volume applications
- Respond faster to market or design changes without incurring extra cost

### **Productivity**

- Combine primary and secondary on-demand printing
- Eliminate the need for pre-printed labels, reducing label inventory

### **Accuracy**

- Allow colour emphasis on important information and warnings
- Improve label legibility and reduce errors

### **Branding**

- Reinforce brand identity along the supply chain
- Improve shelf appeal and brand image with high quality colour labels

## Product information

Code	Description	Size (mm × mtrs)	Location	Lead time
OW2150	Fasson® Matte Inkjet Paper/AP103/BG40WhImp	1070 X 2000	Pune	PTO
OW2350	Fasson® Gloss Inkjet Paper/AP103/BG40WhImp	1070 X 2000	Pune	PTO
OZ2120	Fasson®85 Inkjet Synthetic Paper/AF101/ BG40WhImp	1070 X 2000	Pune	2 Days
BO358	Fasson® WBIJ PP90 Gloss White S692N-BG40WhFSC	1000 x 1000	GGN	14 days

PTO - Procured to Order

Note: BS5609 Compliant Portfolio available upon request

## Applications

### Healthcare

Avery Dennison on-demand colour inkjet label materials fulfil demanding healthcare labelling requirements and are suited for pathology, pharmacy and patient identification applications

- Withstand exposure to moisture and solvents
- Wide service temperature and sterilisation conditions

### Retail

Our on-demand colour inkjet label materials can be applied in various retail printing applications, from shelf tags, pricing and promotional labels to labels for special one-off occasions.




- Excellent water and smudge resistance
- Vibrant colour images for all kinds of promotional purposes

### Manufacturing

The Avery Dennison on-demand colour inkjet portfolio enables high-mix and low-volume applications to print colour labels on demand, simplifying the label printing process, improving label inventory management, and reducing time to market.

- Easy compliance with Globally Harmonised System (GHS) for chemicals
- Excellent image durability for lifecycle traceability

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

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