

# WANT A UNIQUE LOOK FOR YOUR WINE LABELS?



## We've Got You Covered

Are you looking for the timeless elegance of uncoated paper, combined with the production efficiencies of pressure-sensitive labeling? If so, consider premium labelstocks like our Fasson® CLASSIC® and Estate Label®. Unmatched for texture, printability and convertability, these exquisite papers exude quality and sophistication. And when you need a high-performance film for a clear-on-clear, "no-label look" application, or a metallized paper for some off-the-wall label design, or a highly flexible material for a new neck label, Avery Dennison can help. Your Fasson sales representative will work with you to find the best possible solution for your unique applications. Whatever your wine labelstock needs, we've got you covered.

Serious wine shoppers are sensualists. Offer them tactile delights by using uncoated and textured papers, complex label shapes, foil stamping, sculptured embossing, reactive inks and other high-tech, high-touch design techniques.\*

\* With such variation in foil types, finishing dies and label substrates, we strongly recommend thorough testing before commencing production.

Rich wines have their own visual appeal. Use your package design to communicate the depth and complexity of your product. With clear film pressure-sensitive labeling, the wine becomes part of the actual package design.



# FASSON® WINE LABEL FACESTOCKS GUIDELINES

	COLOR	TEXTURE	FINISH	WET STRENGTH	BASIS WT.	NECK LABEL	OFFSET PRINTABILITY
<b>FASSON® ECOFRIENDLY™ PRODUCTS</b>							
Estate Label #10 PCW	Bright White	Vellum	Uncoated	Yes	60#	N/R	Excellent
Classic Crest Solar White PCW	Bright White	Smooth	Uncoated	Yes	60#	N/R	Excellent
Matte Litho PCW	Bright White	Smooth	Coated Matte	No	60#	N/R	Fair
Estate Label #100 PCW	Bright White	Vellum	Uncoated	Yes	60#	N/R	Excellent
70# Cream Vellum	Cream	Vellum	Uncoated	No	70#	N/R	Excellent
Tree-Free	Bright White	Smooth	Uncoated	No	60#	N/R	Excellent
<b>NEW!</b> Superfine® Eggshell White	Bright White	Vellum	Uncoated	Yes	60#	N/R	Excellent
Superfine® White	Bright White	Smooth	Uncoated	Yes	60#	N/R	Excellent
Superfine® SoftWhite	Natural White	Smooth	Uncoated	Yes	60#	N/R	Excellent
Superfine® Coral White	Bright White	Coral	Uncoated	Yes	60#	N/R	Excellent
Superfine® Handmade White	Bright White	Handmade	Uncoated	Yes	60#	N/R	Excellent
<b>UNCOATED PAPERS</b>							
70# Bright White Felt	Bright White	Felt	Uncoated	Yes	70#	N/R	Excellent
70# Eggshell Felt	Cream	Felt	Uncoated	Yes	70#	N/R	Excellent
Classic Crest® Natural White	Natural White	Smooth	Uncoated	Yes	60#	N/R	Excellent
Classic Crest® Solar White	Bright White	Smooth	Uncoated	Yes	60#	N/R	Excellent
Classic® Felt Natural White	Natural White	Felt	Uncoated	No	60#	N/R	Excellent
Classic® Laid	Bright White	Laid	Uncoated	Yes	60#	N/R	Excellent
Classic® Linen	Bright White	Linen	Uncoated	Yes	60#	N/R	Excellent
Estate Label® #4	Natural White	Laid	Uncoated	Yes	60#	N/R	Excellent
Estate Label® #8	Bright White	Vellum	Uncoated	Yes	60#	N/R	Excellent
Estate Label® #9	Cream	Laid	Uncoated	Yes	60#	N/R	Excellent
Uncoated Litho Wet-Strength	Bright White	Smooth	Uncoated	Yes	60#	N/R	Fair
Tramado Blanco®	Bright White	Maille	Uncoated	Yes	60#	N/R	Excellent
70# Cambric Birch	Multicolor	Linen	Uncoated	No	70#	N/R	Excellent
Crystal Linen	Bright White	Linen	Uncoated	No	70#	N/R	Excellent
<b>COATED PAPERS</b>							
60# Cast Gloss	Bright White	Smooth	Coated Gloss	No	60#	N/R	Excellent
Matte Litho WN	Bright White	Smooth	Coated Matte	No	60#	N/R	Excellent
Matte Litho Wet Strength	Bright White	Smooth	Coated Matte	Yes	60#	N/R	Fair
60# Semi Gloss	Bright White	Smooth	Coated Gloss	No	60#	N/R	Excellent
<b>NEW!</b> Frozen Orion Diamond	Pearlescent	Smooth	Coated Gloss	Yes	60#	N/R	Excellent
White Shursheen	Pearlescent	Smooth	Coated Gloss	No	60#	N/R	Excellent
Black on Black Vellum	Black	Smooth	Coated Gloss	No	60#	N/R	Fair
Bright Silver Laminated Foil	Bright Silver	Smooth	Foil Laminated	No	70#	N/R	Good
MaxFlex™ Silver	Bright Silver	Smooth	Metallized	No	59#	Excellent	Good
Dull Silver Laminated Foil	Dull Silver	Smooth	Foil Laminated	No	70#	N/R	Excellent
Dull Gold Laminated Foil	Dull Gold	Smooth	Foil Laminated	No	70#	N/R	Excellent
RexFlex™ Gold	Bright Gold	Smooth	Metallized	No	59#	Excellent	Good
70# Premium High Gloss	Bright White	Smooth	Coated Gloss	No	70#	N/R	Excellent
FasGloss®	Bright White	Smooth	Coated Gloss	No	54#	Excellent	Good
<b>NEW!</b> Brushed Platinum	Bright Silver	Smooth	Metallized	No	60#	N/R	Excellent
FasPrism™ Iridescent	Holographic	Smooth	Metallized	No	60#	N/R	Good
<b>FILMS</b>							
	COLOR	TEXTURE	FINISH	CALIPER (MIL)	NECK LABEL	LETTERPRESS PRINTABILITY	OFFSET PRINTABILITY
2.0 Mil Clear BOPP TC	Ultra Clear	Smooth	Topcoat	2.0	Test	Excellent	Excellent
2.0 Mil Metallized BOPP TC	Bright Silver	Smooth	Topcoat	2.0	Test	Excellent	Excellent
2.6 Mil White BOPP TC	White	Smooth	Topcoat	2.6	Test	Excellent	Excellent
Crystal FasClear®	Ultra Clear	Smooth	Topcoat	2.5	Excellent	Excellent	Excellent
3.0 Mil MDO Clear	Clear	Smooth	Print Skin	3.0	Excellent	Excellent	Excellent
3.0 Mil MDO White	White	Smooth	Print Skin	3.0	Excellent	Excellent	Excellent

N/R Not Recommended

\* Performance of each printing technology is highly dependant upon choice of ink, degree of cure, etc. Inks should be thoroughly tested prior to production.

\*\* Performance of hot foil is dependant upon choice of foil. Test thoroughly before to going into production. All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use.

FLEXO PRINTABILITY	HOT FOIL STAMPING	EMBOSSING	FLEXIBILITY	AVAILABLE FOR HP INDIGO
Fair	Excellent	Excellent	Fair	Yes
Good	Excellent	Excellent	Good	
Good	Good	Good	Good	
Fair	Excellent	Excellent	Fair	
Fair	Excellent	Excellent	N/R	
Good	Good	Excellent	Fair	
Good	Excellent	Excellent	Good	Yes
Good	Excellent	Excellent	Good	Yes
Good	Excellent	Excellent	Good	Yes
Good	Good	Excellent	Good	Yes
Good	Good	Excellent	Good	Yes
Fair	Good	Excellent	N/R	Yes
Fair	Good	Excellent	N/R	
Good	Excellent	Excellent	Good	
Good	Excellent	Excellent	Good	Yes
Fair	Good	Excellent	Good	
N/R	Fair	Excellent	Good	
Good	Excellent	Excellent	Good	
Fair	Fair	Excellent	Fair	Yes
Fair	Excellent	Excellent	Fair	Yes
Fair	Fair	Excellent	Fair	Yes
Good	Good	Good	Good	
Fair	Good	Good	Good	
Fair	Excellent	Excellent	N/R	
Fair	Excellent	Excellent	N/R	
Excellent	Excellent	Excellent	Good	Yes
Good	Good	Good	Good	Yes
Good	Good	Good	Good	
Excellent	Excellent	Excellent	Good	
Excellent	Excellent	Excellent	Good	
Excellent	Excellent	Excellent	Good	
Fair	Excellent	Excellent	N/R	
Excellent	Good	Excellent	Fair	
Excellent	Good	Good	Excellent	Yes
Excellent	Good	Excellent	Fair	
Excellent	Good	Excellent	Fair	
Excellent	Good	Good	Excellent	
Excellent	Excellent	Excellent	N/R	
Excellent	Excellent	Good	Excellent	
Excellent	Good	Excellent	Good	
Excellent	Good	Good	Good	
FLEXO PRINTABILITY	HOT & COLD FOIL STAMPING	EMBOSSING	CONFORMABILITY	AVAILABLE FOR HP INDIGO
Excellent	Excellent	Fair	Fair	Yes
Excellent	N/R	Fair	Fair	Yes
Excellent	Excellent	Fair	Fair	Yes
Excellent	Excellent	Fair	Excellent	
Excellent	Excellent	Fair	Excellent	Yes
Excellent	Excellent	Fair	Excellent	Yes

Service offers for these products are subject to change. Please check [www.fasson.com](http://www.fasson.com) for the most recent service standards.

## Facestock Definitions

**Texture:** The tactile surface characteristic of a paper sheet, including the following:

**Smooth:** No noticeable relief pattern or texture.

**Vellum:** Rough, porous surface, but with no distinct raised areas.

**Laid:** Traditional hand-made feel; horizontal raised lines and vertical watermarked lines.

**Linen:** Crisp, tightly patterned horizontal and vertical raised lines.

**Felt:** Random, mottled, raised texture.

**Maille:** Patterned cross diagonal lines with raised texture

**Coral:** Organic stipple texture with a fine granulated appearance

**Handmade:** Natural handmade feel with a raised graphic texture

**Metallized:** Special paper with vacuum-deposited metal for enhanced aesthetics.

**Foil Laminate:** Special paper, extrusion-laminated with thin-gauge aluminum foil for enhanced aesthetics. Can be topcoated to improve its printability.

**Wet Strength:** Paper that has chemical and/or physical components added to increase internal bond strength when saturated.

**Basis Wt.:** The weight in pounds of 500 sheets of the paper at 24" x 38".

**Flexibility:** The ability of a paper to wrap around tight diameters. Papers with "excellent" flexibility are good choices to test as neck labels and wide body labels. Papers with "poor" flexibility may flag when used on curved surfaces, especially when combined with low tack adhesives.

**CD Stiffness:** A measure of the flexibility and conformability of a facestock, across the web, as the labels are unwound.

**MD Stiffness:** A measure of the flexibility and conformability of a facestock in the direction the labels are unwound.

**Topcoat:** Functional coating applied to a film to enhance the anchorage of ink without corona treatment.

**Corona Treatment:** A process of passing a web by the arc of an electric current (corona) to chemically enhance the surface and make it inherently more printable.

# FASSON® WINE LABEL ADHESIVE GUIDELINES

Avery Dennison has over 500 Fasson® adhesives available worldwide. Wine labeling requires special adhesive formulations due to the unique set of labeling and end use conditions. For example, Fasson S100R is known throughout the industry for its unique wash-away properties, which allow consumers or recyclers the ability to cleanly remove the label from a bottle after immersing in water hotter than 100 degrees F.

Following are the adhesives best suited to labeling glass wine bottles under standard bottling room conditions. Please note, full label adhesion is usually reached 72 hours after bottles are labeled. Adhesion levels vary based on the type and thickness of the bottles' anti-scratch coating. Test all components for best results.

ADHESIVE	LONG-TERM WARM WATER REMOVABILITY	SHORT-TERM REPOSITIONABILITY	COLD LABELING CONDITIONS	WET LABELING CONDITIONS	ICE BUCKET TEST	NECK LABELS	BOTTLE COATINGS	PAPER/FILM FACESTOCKS
<b>S100R</b> Permanent emulsion acrylic adhesive	Excellent	N/R	Good	Good	Pass	Fair	All	Paper Only
<b>AT20 (N)</b> All-temperature emulsion acrylic adhesive	N/R	Good	Good	Good	Pass	Good	All	Best w/ Paper
<b>S246</b> Permanent rubber-based hot melt adhesive	N/R	N/R	N/R	N/R	Pass	Excellent	All	Good
<b>Z2420-NL</b> All-temperature emulsion acrylic neck label adhesive	N/R	N/R	Good	Good	Pass	Excellent	All	Best w/ Paper
<b>S2001</b> Crystal clear permanent emulsion acrylic adhesive	N/R	Excellent	Good	Good	Pass	N/R	All	Best w/ Film
<b>S692N</b> Crystal clear permanent emulsion acrylic adhesive	N/R	Good	Good	Fair	Pass	Excellent	All	Best w/ Film

N/R Not Recommended

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use. For more information—or for adhesives/conditions not covered in this chart—please contact your Fasson sales representative..

## Adhesive Definitions

**Long-Term Warm Water Removability:** Label and adhesive will remove from glass and plastic containers when soaked in 100°F water for 5 minutes. Best results when used on new glass coated with standard PE, AP-5 or Oleic Acid anti-scratch coatings.

**Short-Term Repositionability:** Low initial tack for up to 20 minutes of repositionability/removability of misapplied labels.

**Cold Labeling Conditions:** Suitable for use when bottle temperature at time of labeling (or ambient temperature in bottling room) is between 40°F and 60°F. *All adhesives are suitable for labeling at temperatures above 60°F.*

**Wet Labeling Conditions:** Labeling wet bottles is difficult. Water acts as a contaminant, compromising the integrity of the adhesive. Bottle dryers are recommended for heavy condensation. However, for applications where fogging may occur, be sure to use an appropriate adhesive.

**Ice Bucket Test:** Labeled bottles are placed in a 50/50 ice/water bath for 12 hours. “Pass” means that labels do not float off or exhibit edge lift. Minor slippage with finger pressure may occur. Facestock saturation, degradation and/or discoloration is a function of the facestock chosen, not the adhesive. Film or wet-strength paper facestocks are highly recommended where long-term ice bucket performance is required.

**Neck Labels:** High initial tack and good mandrel hold for neck label applications. Testing is required as many factors will affect label performance, e.g., facestock stiffness, ink and varnish coverage, size of label overlap, bottling temperature, and bottle coating levels.

**Bottle Coatings:** Suitable for use with bottle coatings as noted: PE, AP5 and Oleic Acid.

# FASSON® WINE LABEL LINER GUIDELINES

The liner is a critical component of the pressure-sensitive labeling “sandwich” for a number of reasons:

1. Provides support for the facstock while it’s being die cut.
2. Provides a controlled release surface, enabling the matrix to be stripped quickly and efficiently.
3. Transports the label on a durable web, enabling labels to be dispensed continuously at high speeds (or variable speeds) with significant web tension changes on the application equipment.

Following are the Fasson-brand liners typically utilized in pressure-sensitive wine labeling applications.

LINER	DESCRIPTION	DISPENSE SPEED	WET LABELING CONDITIONS	DEEP EMBOSSING	INTRICATE DIE SHAPES	PAPER/FILM FACESTOCKS	RECYCLABLE
40#SCK	40# bleached super-calendered paper	Low to Medium	N/R	Fair	Fair	Best w/ Paper	No
40#BG	40# bleached glassine paper	Low to Medium	N/R	Fair	Fair	Paper & Film	No
44#PK	44# brown kraft paper with polyfilm coating	Low to Medium	Good	Good	Good	Paper & Film	No
1 Mil PET	1 mil hazy-clear polyester film	Low to High	Excellent	Good	Good	Paper & Film	Yes
1.2 Mil PET	1.2 mil hazy-clear polyester film	Low to High	Excellent	Excellent	Excellent	Paper & Film	Yes
1.5 Mil PET	1.5 mil hazy-clear polyester film	Low to High	Excellent	Excellent	Excellent	Paper & Film	Yes

N/R Not Recommended

## Liner Definitions

**Super-Calendered Kraft (SCK):** Very dense, very smooth, highly refined kraft liner. Provides excellent support for die cutting.

**Glassine:** Super-calendered, translucent paper made from pulp with high hydration. Provides excellent support for die cutting.

**Poly-Film Coating:** Polyethylene extrusion coating applied to a kraft paper for improved dimensional stability and strength.

### Dispense Speed:

**Low speed** <150 750 ML bottles per minute.

**Medium speed** 150-200 750 ML bottles per minute.

**High speed** >200 750 ML bottles per minute.

**Wet Labeling Conditions:** For use in wet labeling environments or when condensation may accumulate on the web prior to dispensing. Film or poly-coated liners are strongly recommended to prevent web breaks.

**Liner Recycling:** Don’t throw away that pressure-sensitive liner, recycle it. For information on liner recycling in your area, please contact us: [wineteam@averydennison.com](mailto:wineteam@averydennison.com).



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### Statement of Practical Use

All pressure-sensitive materials should be tested thoroughly under end-use conditions to ensure they meet the requirements of the specific application.

### Warranty

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