

GREEN WINE PORTFOLIO

Eco-Sensitive Fasson® products for the wine industry.



As the demand for ‘greener’ product options grows within the wine industry, you can feel comfortable knowing that Avery Dennison can support your requirements.

As a company, we are committed to providing sustainable and environmentally friendly solutions to the wine labelling market.

Eco-Sensitive Fasson® Products

To help lower your environmental impact, choose from a selection of imported Fasson brand options made from renewable resources or featuring post-consumer waste (PCW) content.

Fasson® Post-Consumer Waste Products

To reduce your ecological impact, select from the latest Fasson products featuring PCW content. PCW consists of facestock fibres that have been used previously by consumers, then recycled to be turned into paper.

Our Fasson PCW products are designed to help you reduce the load placed on our landfills and maximise forest resources.

Fasson® Estate Label #10

Avery Dennison is pleased to announce the arrival of Estate Label #10. Recently launched in the US, this product has been modelled on the Estate #8 facestock. It has been designed to deliver an ‘eco-friendly’ face sheet that meets the performance characteristics expected of Estate #8.

Estate #10 is a bright white vellum that features wet strength properties. With 30% PCW paper, it provides an ideal printed appearance for wine, high-end beverages and gourmet foods.

Estate #10 is coated with the S100R adhesive and supplied with a 1.2Mil PET liner. S100R has unique ‘wash away’ properties to allow consumers or recyclers to remove the label with warm water. The PET liner has the advantage of allowing faster run speeds on bottling lines, plus its added strength means less web breaks and application issues. The environmental benefit is that PET liners are recyclable. Once the silicone layer is removed, approximately 98% of this material can be reclaimed and used by recycling companies together with other PET waste.

Fasson® Classic Crest Recycled Solar White

Imported from the US, this product is a rich vellum, smooth uncoated wet strength paper, with the benefit of 30% PCW content. This facestock has been produced specifically for wine labelling applications. It is also sold with the S100R adhesive and 1.2M PET liner.



Fasson® Fleury Crème

If it is recycled content you are looking for, Fleury Crème is the paper that can meet your needs. With its cream wood flecked hand made appearance and its ‘old world’ charm, this facestock boasts a recycled fibre content of 65%. It is supplied with the Fasson European S2047 adhesive on a BG45WH glassine liner.

Fasson® Tree Free

Offering the ultimate in ‘eco-sensitive’ solutions, this product has been designed to draw from quickly renewable natural resources rather than using trees. This white uncoated facestock is made from a combination of bamboo, bagasse and cotton linters, providing a printed appearance ideal for wine applications. It also comes with S100R ‘wash away’ adhesive and a 1.5Mil PET liner.

All Green products are available with a 12-14 week lead time.

	SPEC. #	PRODUCT DESCRIPTION	SERVICE	ROLL LENGTH (M)	ROLL WIDTH (MM)	FEATURES & BENEFITS
RECYCLED CONTENT	19581	Estate #10 S100R 1.2 Mil PET	Import	508	1524	A wet strength, bright white vellum, 30% PCW paper.
	19580	Classic Crest Solar White S100R 1.2Mil PET	Import	508	1524	A rich vellum, smooth uncoated wet strength, 30% PCW paper facestock.
	ST8220	Fleury Cream S2047 BG45WH	Import	1000	1000	Features 65% recycled content with a cream, wood flecked appearance.
RENEWABLE PRODUCT	19137	Tree-Free S100R 1.5 Mil PET	Import	508	1524	White, uncoated facestock made from a combination of bamboo, bagasse and cotton linters.

As with any product recommendations, fitness-for-use testing in the actual application is suggested.

FOR ALL YOUR GREEN ENQUIRES PLEASE CONTACT YOUR FASSON® SALES REPRESENTATIVE.



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