



## Today's Consumers Want Different.

The majority of all purchase decisions are made at the store shelf. And packaging is the primary force driving decision making at an astounding rate.

Customization. Convenience. Private labeling. Regionalization. Portability. Samples and Security. Today's dynamic marketplace is doing everything but standing still, and brand owners know it. To stay competitive and create demand, brand owners need increased agility and flexibility in the production of high-end quality labels and packaging. In short, they need digital and the late stage differentiation it provides.

## More Choices. More Looks. More Business.

To capitalize on these trends, and help provide the late stage differentiation brand managers are seeking, Avery Dennison has developed a portfolio of digital offerings.

# Fasson® Digital Portfolio for HP Indigo Presenting More Ways To Go Digital

**Avery Dennison is continuously expanding our digital portfolio to help you capitalize on digital print opportunities and fulfill demanding market needs.**

Ranging from papers to films, our Fasson® Digital portfolio for HP Indigo provides an array of products for late stage differentiation – and a variety of ways to spark shelf appeal and spur sales. Competitively priced, our digital topcoated products exhibit exceptional print quality with excellent ink adhesion, as well as a one-year print shelf life that's perfect for on-demand printing. For piece of mind, our digital portfolio products are all certified for printing on HP Indigo industrial roll fed presses.

## Feeling the Need for Speed?

Ask about our Fasson Digital portfolio. You can rely on availability, consistent quality and servicing at a competitive price that comes from Avery Dennison, a name you know and trust. Plus our pre-optimized, topcoated products save inventory costs and pre-production time – translating into faster response and job turnaround for you.



Multiple trends are driving the demand for digital printing, such as:

- > Changing consumer preferences
- > New product demand
- > Increased customer targeting
- > SKU proliferation
- > Customized product variations
- > Increased globalization & regionalization
- > Diversity in languages, cultures and customs
- > Shortened time to market
- > Lean manufacturing

HP certified range of products for a variety of applications such as:

- > Home and Personal Care
- > Food
- > Beverage
- > Wine/Spirits
- > Pharmaceutical/Nutraceutical
- > Durable Goods
- > Promotions

**Providing quality at an affordable price**

## Digital Portfolio for HP Indigo - AP

Avery Dennison is pleased to offer an extensive variety of pre-optimized labeling products for HP Indigo industrial roll-fed presses. The rolls are available in 330mm (W) by 2000m (L).

Spec#	Facestock	Adhesive	Liner
1FR-R00400	Semigloss Paper ITC	S2810	BG40Wh
DI3010	Fascoat2 ITC	S1010	BG40Wh
DI2010	Highgloss Paper ITC	S1010	BG40Wh
DI2020	Highgloss Paper ITC	S1010	PET30 NI
DI9010	PP50 Wh ITC	S692N	BG40Wh
DI9319	PP60 White ITC	S692N	BG40Wh
BW0220	PP80 White ITC	S692N	BG40Wh
BW0221A	PP80 White ITC	S692N	PEK120 YI
BW0221C	PP80 White ITC	S692N	BG40BI NI
1FR-N01137	PP80 White ITC	R736	BG50Wh
1FR-R00406	PP80 White Matt ITC	S692N	BG40BI
BW6033A1	Primax 250 ITC	S692N	BG40Wh
DI8010	PE85 Wh ITC	S692N	BG40Wh
DI8020	PE85 CI ITC	S692N	BG40Wh
DI0052	50 $\mu$ Chrome PET ITC	S333	BG50Wh
DI9020	PP50 Clear ITC	S692N	BG40Wh
DI0058	50 $\mu$ Gloss Wh PET ITC	S333	BG50Wh
DI0063	50 $\mu$ Clear PET ITC	S333	BG50Wh
DI0070	50 $\mu$ Matte Chrome PET ITC (special appearance changing grade)	S333	BG50Wh
DI9206	Primax 350 ITC	S1000	BG40Wh
MZ0072F	50 $\mu$ Brt Chrome PET ITC	S692N	PEK120YI NI
BW6032	50 $\mu$ Clear PET ITC	S692N	PEK100 Wh NI
MZ1057D	100 $\mu$ Brt Chrome PET ITC	R0301N	PET75
DI1010	Estate #8 PE ITC	S2030	BG40Wh
DI1012	Estate #8 PE ITC	S2030	PET30 NI
DI1020	Antarctic Plus PE ITC	S2030	BG40Wh
DI1022	Antarctic Plus PE ITC	S2030	PET30 NI

Avery Dennison Label and Packaging Materials is a HP Indigo preferred partner expanding the label and packaging digital print market. Ask your sales representative for our complete digital product offering and service program details.



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