



Looks Matter
When It Comes to Taste



Don't stock up on shelf life

Driven by impulse, consumers often make split second decisions based on looks, making packaging design a key competitive advantage in food merchandising.

Give your products an extra marketing push with quality packaging and decorative solutions that grab consumers' attention and get into their shopping carts.



Great packaging makes all the difference

Stand out in the crowd

Visual appeal creates added value to your quality product and influences the consumers' choice. What looks good, appeals to our taste buds.

Our innovative solutions have boosted product sophistication, freshening brands with a modern look that makes consumers hunger for more.

Fasson® label materials provide outstanding graphic finishes and visual effects that catch the consumer's eye and enhance your brand equity with the consumer.

Now you can create packaging that stands out on a crowded shelf.

Better shelf presence leads to higher sales

Your product deserves better solutions.

Our wide range of pressure-sensitive label materials allow labeling flexibility and innovative packaging design to create stunning visual impact that lets your product to do the talking.

With virtually invisible edge lines, more brand owners are choosing the Fasson® clear on clear "no-label" look to heighten shelf appeal and communicate a more premium product promoting freshness and quality.

Are you ready to get ahead of the competition?



Re-sealable packaging

Beauty and functionality all rolled in one

More than just another label

From simple thermal labels to visually striking brand identification labels, our Fasson® products go beyond just looking good. Each offers optional features that enhance functionality in the food industry.

- Re-sealable/ re-closeable packaging that provides greater consumer convenience
- Over-the-cap seals which can provide tamper-evidence
- Promotional coupons that can be used at point of purchase
- Removable leaflets such as recipes that enhance the value of the purchase
- Tracking features such as RFID, bar-coding and weigh scale information
- Heat-activated steam valves for fast and easy preparation
- Water resistant air valves protect from moisture and contaminants
- Easy to activate oxygenating valves increase shelf life



Tamper Evident PET films

Supported by our cutting edge Asia-Pacific and international R&D centers, you can be assured of premier packaging solutions for your product.

We can also customize each solution to further enhance your product's packaging, should you have any special requirements. Fasson® focuses on innovative excellence, with unique solutions in the market geared to your product.



Heat-activated steam valves

Versatility made easy

Unlike other labeling technologies, pressure-sensitive technology applies equally well to different types of packaging – from bags, boxes to “squeezeable” bottles; rigid or semi-rigid plastics to zippered or freezable pouches and re-closures or single servers.

This versatility opens opportunities for innovative and new mediums customized to your packaging needs.

Fasson® pressure-sensitive materials can deliver improved abrasion and moisture resistance for extended retail shelf presence.

Each offers optional features that enhance functionality in the food industry.



Water-resistant air valves

Life made simpler from start to finish

Reduce the tedious job of managing stock keeping units (SKU) numbers for labels and pre-decorated containers that accompany conventional methods such as direct print and in-mold production.

By decorating at point-of-packaging, designs can be switched from one to another when there are seasonal promotions and themed campaigns.

Inventory costs and material waste may be minimized significantly, making pressure-sensitive labeling a cost-effective solution as businesses move towards greater variety and smaller order sizes.



Environmentally-friendly labeling

Avery Dennison has partnered with nature to expand its product portfolio to include the following sustainable solutions:

Fasson® Renewable Products are made from renewable, non-fossil fuel resources to lower your impact on the environment. Designed from the ground up, these products use natural materials like corn, bamboo or sugar cane.

Fasson® Adhesives

Dissolvable and environmentally-benign adhesives (EBA) facilitate container reusability and have been tested by the USPS and certified as compatible with the paper recycling process. EBA products also meet the Recycling Compatible Adhesive (RCA) standard.

Ask your local sales representative about these eco-friendly options today.

Boost brand and business with pressure-sensitive solutions

Decorations solutions Considerations	Pressure-sensitive	Wet Glue Paper	In-mold	Wrap-around and Sleeving
Design and Appearance	<ul style="list-style-type: none"> Enhances premium image with high quality finishes and effects Flexible label shapes and sizes Able to create popular “no-label” look Perfectly labeled containers and better print-to-shape accuracy 	<ul style="list-style-type: none"> Not suitable for popular “no-label” look Less consistent application and placement 	<ul style="list-style-type: none"> Elaborate designs are not supported as each shape change requires different mold settings and tools Not suitable for popular “no label” look 	<ul style="list-style-type: none"> Not suitable for popular “no label” look
Versatility	<ul style="list-style-type: none"> Label materials and adhesives can be tailored to suit variations in temperature, humidity, natural and artificial changes in climate 	<ul style="list-style-type: none"> Limited options with adhesives and face-stock. Does not support variations in label shapes and sizes 	<ul style="list-style-type: none"> Limited face stock options. Costly molds to change shapes and inability to accommodate late stage differentiation 	<ul style="list-style-type: none"> Offer various design options because of their ability to conform to all shapes and sizes
Inventory Management	<ul style="list-style-type: none"> Short runs require less inventory managing, saving time Easier control as labels are in rolls and can be kept together 	<ul style="list-style-type: none"> Storage, handling, and disposal of glue in addition to printed labels 	<ul style="list-style-type: none"> Tedious to manage stocks of pre-printed containers 	<ul style="list-style-type: none"> Storage, handling, and disposal of glue in addition to printed labels
Total Application Costs	<ul style="list-style-type: none"> Low 	<ul style="list-style-type: none"> Medium 	<ul style="list-style-type: none"> Medium 	<ul style="list-style-type: none"> Low to medium

The choice is clear

Rarely do you find economical and convenient packaging solutions that are also beautiful.

With pressure-sensitive technology, Avery Dennison successfully melds quality and functionality with visual appeal, to help to define your product in the market.

Looks matter when it comes to taste.

Make the clear choice of choosing pressure-sensitive solutions today!



A Global Leader in Decoration Technology

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. For more than 75 years the company has been a global leader in pressure-sensitive technology and materials, retail branding and information solutions, and organization and identification products for offices and consumers. A FORTUNE 500® company with sales of \$6.5 billion in 2010, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit www.averydennison.com

Avery Dennison can help packaging professionals enhance their brand and their bottom line. Learn how at www.enhanceyourbrand.com

For more information about this product portfolio and to get in touch with an Avery Dennison representative, please call the following number in your respective region or visit us at www.ap.fasson.com

© 2011 Avery Dennison Corporation. Fasson® and all other Avery brands, product names and codes are trademarks of the Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners.



Label and
Packaging Materials

Hong Kong Asia Pacific Headquarters

Tel: +852 2802 9618
Email: lpm.cn@ap.averydennison.com

Japan

Tel: +81 3 5776 1771
Email: lpm.jp@ap.averydennison.com

New Zealand

Tel: +64 9 573 0995
Email: lpm.anz@ap.averydennison.com

South Africa

Tel: +27 11 249 5700
Email: order.centre@eu.averydennison.com

Europe

Tel: +31 71/579 4100

Australia

Tel: +61 3 9271 0300
Email: lpm.anz@ap.averydennison.com

India

Tel: +91 124 221 5581
Email: lpm.in@ap.averydennison.com

Korea

Tel: +82 2 3406 6200
Email: lpm.kr@ap.averydennison.com

Philippines

Tel: +63 2 7502 070
Email: lpm.ph@ap.averydennison.com

Thailand

Tel: +66 2 7502 070
Email: lpm.th@ap.averydennison.com

Latin America

Tel: +55 19 3876 7600

China

Tel: +86 21 3395 1888
Email: lpm.cn@ap.averydennison.com

Indonesia

Tel: +62 21 8936 033
Email: lpm.id@ap.averydennison.com

Malaysia

Tel: +60 3 8925 0901
Email: lpm.my@ap.averydennison.com

Singapore

Tel: +65 6349 0333
Email: lpm.sg@ap.averydennison.com

Vietnam

Tel: +84 8 3 8164 639
Email: lpm.vn@ap.averydennison.com

North America

Tel: 800 944 8511
Tel: 800 522 8379 (Mexico)