

Digital Matt Gold PET

PET film with Premium Matt Gold finish



A first of its kind Digital PS labelling solution, suitable for both Electrophotography and Xerography printing technologies.

Digital labels enable fresher, more relevant communication with consumers via quick customization and premium print & finish. It has become a proven way to deliver multi-versioning and to adapt quickly to changing branding requirements. Printing on demand also dramatically reduces the costs associated with inventory and revisions.

As an extension to the existing digital sheet portfolio, Avery Dennison brings in the new Fasson® Digital Matt Gold finish PET Media to elevate your brand story & transform your packaging into physical touchpoints that connect with your consumers and make an unforgettable impression. This is a first-of-its-kind Digital PS labelling solution, suitable for both Electrophotography and Xerography printing technologies. This product is suited for a variety of premium labelling applications such as perfume labels, liquor labels and promotional labels where the advantages of digital printing - short runs, last minute changes, personalised premium layouts and fast turn-round full colour printing are required.

Key features

Excellent Print Finish:

- Unique Matt GOLD finish for premium label look
- Grain free surface for sharp and high definition output
- Quick ink drying time with excellent digital ink adhesion

High Stability PET film:

- Suitable for broad range of print temperature on digital printing press
- Moisture, heat, UV and oil resistant

Specialised Adhesive:

- FDA approved adhesive for indirect food contact
- Offers good repositionability for easy application

Improved productivity

- CCK Liner for good layflatness enabling smooth feeding and printing
- Low oozing and bleeding resulting in a Cleaner printing press

Applications

- Premium label applications- such as:
- Perfume
- Liquor
- Promotional label in Jewellery store
- Trophy & Certificates

Product information

Code	Description	Sheet size	MOQ	Location	Print Method	Printer Machines
SW8609	Fasson 50u Matt GOLD PET TC / S6112 / CCK130 WH IMP	460x305 483x330	5000 sheets	Gurgaon/ Pune	Electrophotography & Xerography	HP Indigo Canon Konica Minolta Xerox

* The product can be made available in roll form upon request.

Find more sustainable label solutions at label.averydennison.com



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