

Avery Dennison On-Demand Colour Inkjet Portfolio



Explore the World of Colour in Variable Information Printing

To capitalize on the recent advances in inkjet label printing technology, Avery Dennison has developed a range of color inkjet label materials to offer greater flexibility and visual identification in variable information printing. Compared to conventional variable information printing that can only produce monochrome information, our inkjet label solutions allow colored printing whilst reducing label obsolescence and inventory-carrying costs.

Compatibility between label materials and printers is critical for on-demand inkjet printing to achieve optimal printing quality. Select the right label material to avoid common issues such as

- ▶ Slow ink drying
- ▶ Low water and smudge resistance
- ▶ Low colour density and clarity

Benefits of On-Demand Colour Label Solutions

Flexibility

- ▶ Enable customisation for high-mix and low-volume applications
- ▶ Respond faster to market or design changes without incurring extra cost

Productivity

- ▶ Combine primary and secondary on-demand printing
- ▶ Eliminate the need for pre-printed labels, reducing label inventory

Accuracy

- ▶ Allow colour emphasis on important information and warnings
- ▶ Improve label legibility and reduce errors

Branding

- ▶ Reinforce brand identity along the supply chain
- ▶ Improve shelf appeal and brand image with high quality colour labels

Applications

Healthcare

Avery Dennison on-demand colour inkjet label materials fulfil demanding healthcare labelling requirements and are suited for pathology, pharmacy and patient identification applications

- ▶ Withstand exposure to moisture and solvents
- ▶ Wide service temperature and sterilisation conditions

Retail

Our on-demand colour inkjet label materials can be applied in various retail printing applications, from shelf tags, pricing and promotional labels to labels for special one-off occasions.

- ▶ Excellent water and smudge resistance
- ▶ Vibrant colour images for all kinds of promotional purposes

Manufacturing

The Avery Dennison on-demand colour inkjet portfolio enables high-mix and low-volume applications to print colour labels on demand, simplifying the label printing process, improving label inventory management, and reducing time to market.

- ▶ Easy compliance with Globally Harmonised System (GHS) for chemicals
- ▶ Excellent image durability for lifecycle traceability

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Product Code	Product Description	Pigment Ink	Dye Ink	Key Features & Applications
Paper				
OW2180	MATT INKJET PAPER PREMIUM/ AP103/BG40WH IMP	Yes	Yes	<ul style="list-style-type: none"> • High ink hold out and quick drying properties • Excellent water and smudge resistance
OW2150	MATT INKJET PAPER /AP103/ BG40WH IMP	Yes	Yes	<ul style="list-style-type: none"> • High ink hold out and quick drying properties • Moderate water and smudge resistance
OW2350	GLOSS INKJET PAPER/AP103/ BG40WH IMP	Yes	Yes	
Film				
OW3000	127µ Inkjet Synthetic Paper PREMIUM/AF101/BG40WH IMP	Yes	No	<ul style="list-style-type: none"> • High ink hold out and quick drying properties • Specially designed for harsh-environment applications, e.g. GHS label for chemicals, and demanding healthcare applications
OW3020	100µ Inkjet Synthetic Paper/ AF101/ BG40Wh Imp	Yes	Yes	<ul style="list-style-type: none"> • High ink hold out and quick drying properties • Excellent water resistance of ink images
Rapid-Roll				
OZ2180	230g Matt Inkjet Board	Yes	Yes	<ul style="list-style-type: none"> • High ink hold out and quick drying properties • For price tags, ID badges, event tickets, and promotional leaflets
OZ2120	230g Gloss Inkjet Board	Yes	Yes	

Make the Change with Avery Dennison

Optimise your label production with label solutions that allow you to print on demand, customise designs even at the last minute and reduce costs of excess inventory, production downtime, label waste and missed orders. Choose Avery Dennison on-demand colour inkjet labels and discover a new world of colour, quality and convenience of your brand.



Low
MOQ



Quick
Quote



Fast
Delivery

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Label and
Packaging Materials

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