

Digital Labelling



Digital labelling solutions offer exceptional speed, flexibility and customisation – allowing businesses to create bespoke labels for printing on demand.

The technology is growing fast. Digital solutions greatly reduce inventory and revision costs after initial OEM investment, and give versatile labelling that adapts quickly to branding requirements. Sheer flexibility, along with multiversioning capabilities, also deliver improved sustainability and supply chain efficiency by printing only on demand to reduce stock on hand and eliminate waste.

Our digital materials portfolio supports all major digital labelling presses in different technology groups including HP Indigo, Xeikon, UV Inkjet, and water-based Inkjet. The portfolio includes newly developed UV Inkjet wine stocks that give maximum colour vibrancy, uniformity and text clarity. UV Inkjet and water-based Inkjet offer a number of performance and cost benefits compared with flexo, and in some cases with electrophotography. Digital Inkjet has the highest projected growth rate for digital label printing over the next five years.

Key features

- Supports all major digital labelling presses and technologies
- High quality printing on demand
- Performance and cost benefits
- Multiversioning
- Rapidly growing market

Application areas

- Mass customisation
- Printing on demand
- HP Indigo, Xeikon, UV Inkjet, water-based Inkjet




Product Information

	Code	Description	Location	Width (mm)	MOQ (m ²)	Comments
Water-based Inkjet						
Paper	OW2350	Gloss Inkjet Paper/AP103/BG40Wh Imp	CH	1070	2140	<ul style="list-style-type: none"> High ink hold out and quick drying properties Moderate water and smudge resistance
	OW2150	Matte Inkjet Paper/AP103/BG40Wh Imp	CH	1070	2140	<ul style="list-style-type: none"> High ink hold out and quick drying properties Excellent water and smudge resistance
Film	OZ2180	127µ Inkjet Synthetic Paper Premium/AF101/BG40Wh Imp	CH	1530	3060	<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
	SY7122	WBIJ synthetic paper/S4700F/BG40Wh Imp FSC	ASEAN	1000	2000	<ul style="list-style-type: none"> High ink hold out and quick drying properties Excellent water resistance of ink images
	SY7138	WBIJ PP Top Gloss White/S4700F/BG40Wh Imp	ASEAN	1000	2000	<ul style="list-style-type: none"> High ink hold out and quick drying properties Excellent water resistance of ink images
	AW393	DIG WBIJ PP Top Gloss White/S692N/BG40Wh	ASEAN	1000	1000	<ul style="list-style-type: none"> High ink hold out and quick drying properties Excellent water resistance of ink images
	AW404	DIG WBIJ PP Top Clear/S692N/BG40Wh	ASEAN	1000	1000	<ul style="list-style-type: none"> High ink hold out and quick drying properties Excellent water resistance of ink images
	BH351	WBIJ PET50 Top Silver/S692N/BG40Wh	EU	1000	1000	<ul style="list-style-type: none"> High ink hold out and quick drying properties Excellent water resistance of ink images

Product Information (continued)

	Code	Description	Location	Width (mm)	MOQ (m ²)	Comments
HP Indigo						
Paper	DI2010.330	Highgloss Paper ITC/S1010/BG40Wh	ASEAN	1000	1000	High gloss paper with a proprietary top coating for HP Indigo printing.
Film	BW0220.330	PP80 WH DIG/S692N/BG40WH N	AU	1000	1000	A white BOPP film with a proprietary top coating for HP Indigo printing.
	AV595	DIG INDI PP50 TOP WHITE/S7000/BG40WH	EU	2000	2000	50 micron top coated white polypropylene film with a proprietary top coating for HP Indigo printing.
	AX616	DIG INDI PP50 TOP CLEAR/S7000/BG40WH	EU	2000	2000	50 micron top coated clear polypropylene film with a proprietary top coating for HP Indigo printing.
	BE920	DIG INDI PP60 CAV TOP WHITE/S692N/BG40WH	EU	2000	2000	60 micron white pearlescent bi-axially oriented polypropylene film with a proprietary top coating for HP Indigo printing.
	AZ268	DIG INDI PP50 TOP SILVER/S692N/BG40WH	EU	2000	2000	50 micron metalised polypropylene film with a proprietary top coating for HP Indigo printing.
	AQ206	DIG INDI PE85 TOP WHITE/S692N/BG40WH	EU	2000	2000	A white, top coated Polyethylene film with a proprietary top coating for HP Indigo printing.
	AQ814	DIG INDI PE85 TOP CLEAR/S692N/BG40WH	EU	2000	2000	A clear, top coated Polyethylene film with a proprietary top coating for HP Indigo printing.

Find more label solutions at label.averydennison.com

Connect with us on:   



DISCLAIMER – All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.averydennison.com>. © 2021 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its contents and product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part of purposes other than marketing by Avery Dennison.