

# Bringing a concept to life

How a creative agency leveraged the Avery Dennison Concept Lab to turn its vision to reality





# Thirst

Glasgow, Scotland-based Thirst is a strategic packaging and design agency focusing on the craft beverage segment. To help bring to life a label design for its client, Barren River Distilling Company, the Thirst team reached out to the Avery Dennison Concept Lab for guidance on materials. We asked Eamon Cameron, Senior Designer for Thirst, a few questions about the project and process.



**Eamon Cameron**  
Senior Designer

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*Q: Tell us a little about Thirst and what your agency specializes in?*

We're a strategic drinks packaging design agency that builds creatively rare, commercially right brands. We were born from a love of drink and design, working across all elements of brand strategy, design and execution—from powerful positionings right through to flawless finishes and anything in between! →



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*Q: How did you hear about the Avery Dennison Concept Lab?*

Heard about it straight from the source when we first met Alex at the 2017 Craft Brewers Convention in Washington DC.

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*Q: Tell us a little about the Barren River project*

Our Barren River project is our first foray into the world of American whiskey. We set the brief internally to stretch and develop the skills of the team and provide an opportunity to execute a challenging print spec. It was also an exciting opportunity to develop a solid brand story with a voice to go with it.

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*Q: Can you explain the overall process of this project?*

It all started with a typographic collaboration, working with our friend Craig Black who is an amazing lettering artist based here on the West coast of Scotland (@\_craigblack). He developed a beautiful typographic style for the project with the main display typeface referencing the old American West. A labour

of love internally was the overall execution of the typography. Originally we favoured a stippled style to add depth the type, but with test prints this style unfortunately wasn't conducive with the type of finish we were hoping to achieve. At this point we decided to keep the bones of the type composition but develop the style toward a





*Q: How did you collaborate with the Concept Lab to create this?*

more clinical execution—making sure we could achieve the detailed print finishes we had in mind. We then created a branding suite to compliment the label and weaved river flown filigree around the typography which influenced the overall shape of the label. From there, the mission was to get this new work off of our screens and into our hands ... up steps the Concept Lab!

The Concept Lab were integral to the realisation of this project. We had all of these wild thoughts brewing around how we could realize the design on label and right off the bat they provided an excellent sounding board for these ideas. Through multiple video calls, we hashed out potential finishes on various substrates to experiment with. The team at the Concept Lab then tested these out and sent us physical samples which were always incredibly exciting for us to receive.

*Q: How do you choose Avery Dennison materials?*

We have a suite of the latest Avery Dennison material swatch books. These are a key resource in our conversations with the Concept Lab as we can get hands on with the materials we are discussing and really dig down into the details of each material, its pros, cons and potential alternatives.

*Q: What value does the Concept Lab bring to your agency/brands when you work together?*

Incredible value. The opportunity to work with a team so knowledgeable about their craft can only act to elevate the work we're doing here at Thirst. Having the work we do supported with the Concept Lab's expert resource of material and finishing knowledge is a powerful partnership to bring to any project we work on. **AD**

# ClearIntent™ Portfolio

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Our ClearIntent™ Portfolio contains hundreds of products that help our customers and their end users reduce materials consumption; shrink their environmental footprint; and support safety, fairness and human rights. Our ClearIntent™ products include product labels made with paper certified by the Forest Stewardship Council®, label adhesives that make plastic bottles recyclable, apparel labels made from renewable resources and manufactured in factories that meet the industry's most stringent standards for worker safety and health, and more. All ClearIntent™ label materials enable you to do one or more of the following:

↘ ↙ **R** ↗ ↖ **Reduce.**  
Use less material to help conserve limited natural resources (and capture lower costs).

↻ **R** ↻ **Recycled Content.**  
Give a second life to what we have already used.

↻ **R** ↻ **Enables Recycling.**  
Make your packaging recyclable. What we use can be used again.

↓ **R** **Responsibly Sourced.**  
Choose from hundreds of facestocks made with paper certified by the Forest Stewardship Council or film and paper facestocks made from renewable resources.



# Reduce.

**ClearIntent™ Category: Reduce Material Usage**

Spec#	Product Description
79007	FASCLEAR 250 SLV/S7000/1.2M PET
79711	Fasson® TransCode® White/R120/50# Brown SCK
79712	Fasson® TransCode® White II/R120/50#SCK
79713	Fasson® TransCode® Clear/R120/50#Brown SCK
79714	TRANSCODE PL CL/R120/50# BRN PLB
79715	Fasson® Lasercode White/R120/80#CC
79720	Fasson® 2.6 Mil White BOPP/R120/50#SCK
79740	Fasson® TransCode® Plus White/R120/50#NK
79856	HPF FASCLEAR TC/S692N/1.2M
79857	HPF PRIMAX TC/S692N/1.2M
53873	TT2C/S2550/40#CK
53874	TT2C/S2550/40#CK
54061	DT300LD/S2550/40#
54062	DT300LD/S2550/40#
54219	DT200NIR/S2550/40#
54220	DT300NIR/S2550/40#
54221	DT200HD FSC/S2550/40#
54222	DT330HD/S2550/40#
54231	DT200HD Rx/S2550/40#
54278	DT300HD LL/S2045
78635	1.6 Mil Clear BOPP TC/S7400/.92g PET
78870	1.6m CL Bopp TC/S7000/.92
78875	Global Mdo Cl/S7000/Pet23
78876	Global Mdo Wh/S7000/Pet23
78887	2.4m WH Bopp TC/S7000/.92
78888	2.0M WH Bopp TC/S7000/.92
78889	2.0M MET Bopp TC/S7000/1.2 PET
78890	Global Mdo Cl Tc/S7000/Pe
78891	Global Mdo Wh Tc/S7000/Pe
78892	3.0M CL MDO/S7000/1.2 PET
78893	3.0M WH MDO/S7000/1.2 PET

Spec#	Product Description
78940	1.6M MET BOPP TC/S7000/.92 PET
78997	2m Wh Bopp Tc/S7000/1.2m
78998	2m Cl Bopp Tc/S7000/1.2m
78999	2.4m Wh Bopp Tc/S7000/1.2
79098	2m Cl Bopp Tc/S7000/40#Bg
79099	2.4m Wh Bopp Tc/S7000/40#
79100	2.0m Wh Bopp Tc/S7000/40#
79101	2m Met Bopp Tc/S7000/40#B
79683	High Performance FasClear/S7000/1.2M PET
79684	High Performance Primax/S7000/1.2M PET
79717	Fasson® NTC Lasercode 3478-XL/R120/78#MF
79718	Fasson® Laser Code™II 3483 XX NTC/R120/80#CC
79719	Fasson® 2 Mil Clear BOPP TC/R120/50#SCK
79721	Fasson® 2.6 Mil White BOPP TC/R120/40#SCK
79795	High Performance FASCLEAR TC/S7000/40#BG
79797	High Performance PRIMAX TC/S7000/40#BG



# Recycled Content.

**ClearIntent™ Category: Increases Recycled Content**

Spec#	Product Description
53678	Fasson® 54#Semi-Gloss PCW/C2500/40#NK
54186	EST#14 PCW/AT20N/1.2M PET
54189	60# GRAPE/AT20N/1.2M PET
54233	EST#14 PCW ITC/AT20N/1.2M

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# Enables Recycling.

## ClearIntent™ Category: Improves Recyclability

Spec#	Product Description
18821	Fasson® Rapid-Roll® 7.2 Mil Polyolith®
19543	Fasson® Rapid-Roll® 8 Mil Yellow Polyolith®
53946	Fasson® 54# Semi-Gloss FSC®/SR3020/40#SC
53996	54#SG FSC/SR3020/.92M PET
54028	Fasson® 54# Semi-Gloss FSC®/SR3020/40#SCK
75735	8MIL POLYLITH GC2
75736	10MIL POLYLITH GC2
75822	6MIL POLYLITH GC2
78168	10MIL POLYLITH GC-3
78232	7M POLYLITH GC-3
78250	4M POLYLITH GC-3

Spec#	Product Description
78251	6M POLYLITH GC-3
79085	6MIL POLYLITH PA-1
79126	2.6 wht bopp ntc/sr3010/.92pet
79127	1.6 clr bopp tc/sr3010/.92pet
79128	2.6 wht bopp ntc/sr3010/.75pet
79129	1.6 clr bopp tc/sr3010/.75pet
79400	1.6 clr pp ntc/sr3010/.75pet
79598	0.75m CI Pp/Sr3010/0.75m
79692	2.0m CI Bopp Tc/Sr3010/.9
79730	1.6m CI Bopp/Sr3010/.75m
79760	Fasson® Rapid-Roll® 7.1 Mil Yellow Polyolith®
79791	1.6m CI Bopp/Sr3010/0.92m



# Responsibly Sourced.

## ClearIntent™ Category: Responsible Sourcing

Spec#	Product Description
00050	MATTE LITHO FSC/S246/50#
00625	UNCTD LTHOFSC/S246/40#CK
00805	MATTE LITHO FSC/HMR/40#
01150	D5 300HD FSC/S246/40#SCK
01535	DT 200HD FSC/R128/40#SCK
01667	MAT LITHO FSC/R128/50#SCK
01703	DT 200HD FSC/HMR/40#SCK
01991	50# DSX FSC/R128/50#SCK
02026	50# DSX FSC/FA20B/40#SCK
02134	MAT LITHO FSC/R128/40#SCK
02165	60#SGE FSC/AT20/44#PK

Spec#	Product Description
02608	50# DSX FSC/HMR/50#SCK
03048	MATTE LITHO FSC/S246/50#M
03146	MATLITHOFSC/AT20/40#
03168	DT 300HD FSC/R128/40#SCK
03172	DT 300HD FSC/HMR/40#SCK
03174	DT 200HD FSC/S246/40#SCK
03180	DT 200HD FSC/R128/40#SCK
03426	MAT LITHO FSC/R130/40#SCK
03558	MATTE LITHO FSC/S246/40#
03617	UNCT LITH FSC/HMR/40#SCK
03736	MATTE LITHO FSC/TL2/40#

**ClearIntent™ Category: Responsible Sourcing**

<b>Spec#</b>	<b>Product Description</b>	<b>Spec#</b>	<b>Product Description</b>
03949	UNCT LITHFSC/R128/40#SCK	15582	DT 300HD FSC/AT20N/40#SCK
04639	50# DSX FSC/S246B/50#SCK	15592	MAT LITHO FSC/S814B/50#
07132	50# LITHO FSC/HMR/40#SCK	15837	LASERCOPY JET FSC/AT20/46#LF
07355	MAT LITHO FSC/R195/40#SCK	15852	DT 200HD FSC/AT20N/40#SCK
07611	HG+ FSC/R130/40#SCK	15862	DT 300HD FSC/FA20B/40#SCK
07627	UL GLOSS FSC/S730/40#SCK	15952	60# EL#8 FSC/AT20/44#PK
07852	LSRITE PREM FSC/R195/50MF	16567	DT 300LD FSC/AT20N/40#
08043	SG Elite/AT20B/40#SCK	16640	70#EGGSH WS FSC/S246B/44#
08237	LASERITE DUR/R195/50#MF	16784	ESTATE #8 FSC/S246/44#PK
09096	HG+ FSC/AT20/1.5M PET	16980	DT 300HD FSC/C2500/40#CK
10072	50# DSX FSC/S246/50#SCK	17011	50# DSX FSC/P900/50#MFRB
10169	DT 200HD FSC/FA20B/40#SCK	17169	ESTATE #4 FSC/AT20/44#PK
10254	60# UL LITHO FSC/S730/40#	17286	10PT TAG DRY BASE FSC
10449	ESTATE#9 FSC/S246/40#SCK	17287	10PTDRYTAG FSC PB/S246/50#
10699	50# DSX FSC/R130/50#SCK	17351	60# CASTGLOSS FSC/AT20/44#PK
10844	50# DSX FSC/AT20/50#MF	17406	54#SG FSC/S2501/40#CK
11203	DT 200HD FSC/TL2/40#SCK	17562	ESTATE#9 FSC/AT20/44#PK
11988	50# PM FSC/R195B/40#SCK	17617	DT 200HD BAGTAG FSC/AT20/40#SCK
12353	MAT LIT FSC/S246/50#TNR	17670	60# SGE FSC/AT20/40#
12377	DT 200HD PB FSC/S246B/40#SCK	18117	LCJ300 FSC/S9010N/44#LF
14156	DUR LASER FSC/AT20/50#MF	18285	60# CASTGLOSS FSC/AT20/40#BG
14401	MATTE LITHO FSC/S246/44#	18303	LCJ300 FSC/R5195/46#LF
14440	54#SG FSC/C2500/40#	18329	50# DSX FSC/R5195/50#CK
14470	SF 54#SG FSC/C2500/40#	18351	DT200GP FSC/S2501/40#SCK
14471	54#SG FSC/AT20/40#	18444	MAT LITHO FSC/R5195/40#
14472	SF 54#SG FSC/AT20/40#CK	18447	LCJ300 FSC/S8511/46#LF
14532	MATTE LITHO FSC/C2500/40#	18468	DT200GP FSC/C2510/40#CK
14613	DT 200NIR FSC/S2501/40#	18513	CLASS CREST FSC/AT20/44#
15010	50# DSX FSC/AT20B/50#SCK	18558	DT200GP FSC/R5195/40#
15033	MATTE LITHO FSC/AT20/1.5M	18610	DT200GP FSC/AT20N/40#SCK
15319	UNCT LITFSC/C2500/40#SCK	18618	ESTATE #8FSC/AT20/1.5M PET
15338	SF 60# SGE FSC/AT20/40#	18671	TTC FSC/S2501/40#
15479	60# SGE FSC/AT20A/40#	18877	ESTATE#9 FSC/AT20/1.5M
15523	60#SGE FSC/AT20/50#CK	18884	LCJ300 FSC/S9010N/46#LF
15571	DT 200HD FSC/S3025/40#SCK	18890	SCRIP LABEL FSC/S9010N/46#LF

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**ClearIntent™ Category: Responsible Sourcing**

Spec#	Product Description
18906	HG+ FSC/R130/44#PK
18936	50# DSX FSC/S9010N/45#BK
18980	50# DSX FSC/AT20/50#CK
18996	CLASS CREST NWFSC/AT20/44#
19025	DT200HD FSC/S2501/40#
19046	SF 50#DSX FSC/S9010/45#BK
19092	CLASS CRESTNWFSC/AT20/1.2M
19133	60# SGE FSC/C2500/1.2M PET
19185	54# SG FSCV2 FSC/C2500/40#
19340	60#SGE FSC/AT20/50#MF
19356	54# SD FSC/AT20/1.2M PET
19403	LT WT BANANA FSC/C2500B/40#CK
19408	SF 50# DSX FSC/AT20/50#CK
19457	54#SG FSC/C2500/1.2M PET
19494	BRT WH PM/R5195/40#SCK
19574	50#FM LIT FSC/Z3000B/40#
19600	MAT LITHO BAG TIE FSC
19603	TTC FSC/S9010N/40#CK
19637	60# CASTGLOSS FSC/AT20N/1.2M PET
19640	54#SG FSC/AT20N/1.2M PET
19641	60# SGE FSC/AT20N/1.2M PET
19648	CLASS CRESTSWFSC/AT20N/1.2M
19650	60# EL#8 FSC/AT20N/1.2M
19651	ESTATE #4 FSC/AT20/1.2M
19652	CLAS FLT NW FSC/AT20N/1.2M
19717	ESTATE#8 FSC/AT20/50#MF
19740	ESTATE #9 FSC/AT20N/1.2M
19761	MAT LITHO FSC/R195/65#MF
19809	DT 300HD FSC/S246/40#SCK
19811	DT 300HD FSC/S246/40#SCK
19815	DT 300HD FSC/S246/40#SCK
19826	UNCTD LITHO FSC/R128/40#SCK
19876	TTC FSC/C2500/40#CK
19886	MATTE LITHO FSC/S246/40#
19892	50# DSX FSC/R130/50#MF

Spec#	Product Description
19923	FOD FSC/AT20/44#PK
19934	SF 300LD FSC/AT20N/40#
19956	MAT LITHO FSCITC/S246/40#
19958	MAT LIT FSC ITC/C2500/40#
19965	54#SG FSC/AT20/40#SCK
19993	UNCTD LTH WS FSC/AT20N/1.2M
53033	70# BRT WH FELT WS FSC/AT20N/1.2M
53057	54# SG LASER FSC/S2501/53#LF
53066	MAT LITHO FSC/S246/50#MF
53080	TTC FSC/S2501/1.2M PET
53115	54# SGE FSC/S692N/0.92 PET
53138	SF 50#DSXFSC/S9010N/50#CK
53139	SF 50#DSXFSC/S9010N/50#CK
53140	50#DSX FSC/S9010N/50#CK
53153	DT200GP FSC/AT20/50#CK
53170	54#SG FSC/C2500/0.92M
53177	ESTATE #8 FSC
53203	MAT LITHO FSC/R195/65#MF
53208	BRT WH PM/AT1/40#SCK
53230	60# UL LITHO FSC/S730/40#
53241	MAXFLEX SLV FSC/S2501/1.2M PET
53255	MAXFLEX SILVER FSC/C2500/1.2M PET
53258	54#SG FSC/S2501/1.2M PET
53290	60# Envi 100%Pc/At20n/1.2
53298	MAXFLEX SLV FSC/S246B/40#SCK
53301	FOD FSC/AT20N/1.2M PET
53309	SF DAIRY PRINT FSC/C2510/40# NK
53310	DAIRY PRINT FSC/C2510/40#NK
53312	MAXFLEX SILVER FSC/S246/1.2M PET
53319	54#SG FSC ITCC2500/40#CK
53320	54#SG ITC FSC/AT20/40#CK
53326	MAXFLEX SLV FSC/Z3338/1.2M PET
53327	70# ROYAL WH FSC/Z3338B/1.2M
53328	SPARKLING ASTI FSC/Z3338/1.2M
53329	60# CASTGLOSS FSC/Z3338/1.2M PET

Spec#	Product Description
53330	60# UNCTD LTH WS FSC/Z3338/1.2M PET
53331	70# BRT WH FELT FSC/Z3338B/1.2M
53332	ESTATE#8 FSC/Z3338/1.2M PET
53338	ESTATE#8 FSC ITC/AT20N/1.2M PET
53342	TTC FSC/AT20N/40#SCK
53345	DT200HD FSC/AT20/40#SCK
53352	MAXFLEX SLV FSC/AT20/40#SCK
53354	MAXFLEX BRT SLV FSC/S246/40#
53355	MAXFLEX BRT SLV FSC/C2500/40#
53356	MAXFLEX BRTSLV FSC/C2075/40#SCK
53375	50#UNCTDLITWS FSC/AT20N/1.2M
53380	MAXFLEX BRIGHT SLV FSC/AT20/1M PET
53381	MAXFLEX BRIGHT SLV FSC/AT20/1.2M PET
53384	70#ROYAL WH FSC ITC/Z3338B/1.2M
53386	8 PT C1S SEMI-GLOSS FSC
53387	8PT C1S SEMI-GLOSS FSC
53388	12 PT C1S SEMI-GLOSS FSC
53389	8 PT C2S SEMI-GLOSS FSC
53390	10 PT C2S SEMI-GLOSS FSC
53392	MAXFLEX BRT SLV FSC/S2001/1M
53393	MAXFLEX SLV FSC/S2001/40#
53395	IF MAXFLEX BRT SLV FSC/S246/40#SCK
53396	MAXFLEX SLV FSC/AT20/44#PK
53401	MAXFLEX BRT SLV FSC/HMR/40#SCK
53402	MAXFLEX BRT SLV FSC/S246/44#PK
53403	MAXFLEX BRT SLV FSC/S246/1.5M PET
53404	MAXFLEX BRT SLV FSC/R128/40#SCK
53416	FRZN DMNDFSCDITC/AT20/1.2
53417	ESTATE#8FSC ITC/Z3338/1.2M PET
53449	54#SG FSC/S246/40#CK
53460	MATTE LITHO FSC/AT20/1.2M
53463	MAXFLEX BRIGHT GOLD FSC/S246/40#SCK
53464	MAXFLEX BRIGHT GOLD FSC/C2500/40#SCK
53490	54# SG LASER FSC/S2501/41
53542	DT 300HD FSC/S246/40#SCK

Spec#	Product Description
53559	DT 300HD FSC S4600/40#BG
53568	DT 300HD FSC/S4600/69#MF
53607	PEARL WHITE FSC/AT20N/1.2M PET
53610	60# CASTGLOSS FSC/4600/40#SCK
53615	60# CASTGLOSS FSC/S4600/50#SCK
53621	60# CASTGLOSS FSC/S4600/69#MF
53626	MAXFLEX SLV FSC/C2510/1.2M PET
53628	MAXFLEX SLV FSC/S246/1.2M PET
53632	MAXFLEX SLV FSC/C2510/40#SCK
53635	MAXFLEX SLV FSC/S246/50#SCK
53639	SPARKLINGASTIFSCITC/Z3338/1.2M
53645	50#FM LITHO FSC/Z3000/40#SCK
53646	DAIRY PRINT FSC/C2510B/NK
53647	DAIRY PRINT FSC/C2510/1.2M
53650	50# BEVERAGE LABEL
53651	DAIRY PRINT FSC/C2510/40#CK
53653	DT 200GP FSC/AT20A/34#CCK
53654	DT200GP FSC/AT20N/40#SCK
53670	50# DSX FSC/S246/50#SCK
53671	MAXFLEX SLV FSC/S246/50#SCK
53676	MAXFLEX SLV FSC/R195/69#MF
53686	DAIRY PRINT FSC/C2510/.92M
53698	LCJ300 FSC/S9010N/46#LF
53700	DT 200GP FSC/AT20A/40#SCK
53703	14PT C2S SEMI-GLOSS FSC
53710	DT330 TM FSC/S9010N/40#
53738	UNCTD LTH WS FSC/S2501/1.2M PET
53741	90# INDEX WHITE FSC
53742	7PT RETURN REPLY CARD FSC
53744	9 PT C1S+ THERMAL TRANSFER TAG FSC
53745	8 PT C2S THERMAL TRANSFER W/OB FSC
53746	MAT LITHO FSC/S246/1.2M
53751	3 PT C1S THERMAL TRANSFER FSC
53752	5 PT C1S THERMAL TRANSFER FSC
53753	7 PT C1S THERMAL TRANSFER FSC

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**ClearIntent™ Category: Responsible Sourcing**

Spec#	Product Description
53754	7 PT C2S SEMI-GLOSS FSC
53761	SF DAIRY PRINT FSC ITC/C2510/40#
53792	54#SG FSC/AT20N/0.92PET
53794	DT330 MP FSC/S9010N/1.7MBG
53796	MATTE LITHO FSC/R195B/40#
53814	ESTATE#8 FSC ITC/AT20/44#
53815	50# DSX FSC/S2501/1.2M
53816	ESTATE#8FSC/1M/AT20N/1.2M
53822	ESTATE#8 FSC ITC/S246/44#
53825	IF MAXFLEX SLV FSC/S246/40#SCK
53850	50#DSX FSC/AT20/40#SCK/50#SCK
53854	10PT TAG FSC/C258/40#SCK
53870	SF TTC FSC/S2550/40#CK
53871	TTC FSC/S2550/40#CK
53872	SF TTC FSC/S2550/40#CK
53892	TT1C FSC/S2501/40#BG FSC
53898	CLASS LINFSC/OPP/AT20N/44
53909	MXFLX BRTSLV FSCITC/AT20/40#
53910	MXFLX BRTSLV FSCITC/AT20/1M
53911	MXFLX BRTSLV FSCITC/AT20/1.2M
53914	MXFLX BRTSLV FSCIT/Z3338/1.2M
53915	MXFLX BRTSLV FSCITC/S246/44#
53920	5.5M TT TAG FSC/S246/40#SCK
53921	10PT TAG FSC/C2580/40#SCK
53924	40#/BLK VEL FSC PB/HMR/40#
53930	54#SG FSC/AT20B/40#SCK
53947	TTC FSC PB/S2501/40#CK
53961	60# MATTE LITHO FSC
53984	DT 200HD FSC/C2580/40#SCK
53989	LCJ300 FSC/S9010N/50#MF
53990	300LD DIRECT THERMAL FSC
54020	SG LASER FSC/S9010N/50#MF
54028	54# SG FSC/SR3020/40# TNR
54033	SF60# SGE FSC/C2510 40#
54034	60# SGE FSC/C2510/40#

Spec#	Product Description
54036	DT200GP FSC/S2550/40#
54037	DT200GP FSC/S2550/40#
54047	10PT TAG FSC/AT20A/40#SCK
54048	SF54# SG LSR FSC/S2501/53#
54050	54# SEMIGLOSS FSC
54053	ESTATE #4 FSC
54069	54#SG FSC ITC/C2500/.92M
54070	3MIL THERMAL TRANSFER FSC
54076	MAT LITHO FSC/AT20N/.92M
54077	MAT LITHO FSC ITC/AT20N/.92
54085	CTD TT FSC/S717P/40#/50#
54101	70# EGG SHELL FELT WS FSC
54102	10PT TAG FSC/AT20N/1.2M
54104	60# UC LTH WS FSC/Z1010/1.2
54107	60# SGE FSC/C2510/1.2M
54113	54# SG FSC/AT20/40#SCK
54116	54#SG FSC/R5195/46#LF
54120	60# CLASSIC LINEN WS FSC
54123	60# SGE FSC/C2500/40#
54124	SF 60# SGE FSC/C2500/40#
54131	50# UNCTD LASER FSC
54140	TTC FSC/S9010/36#CK
54141	60# Estate Label® #8 WetStrength FSC®
54142	EXT #4 WS FSC/Z1010/1.2M
54143	70# Bright White Felt WetStrength FSC®
54146	54# SG FSC/S2550/40#
54148	DT200HD FSC/LP1000/40#SCK
54155	TTC FSC/AT20N/0.92PET
54157	50# DSX FSC/S2550/40#
54164	MAXFLEX BRT SLV FSC/S2501/1.2
54170	CLASS FLT NW WS FSC/AT20N/44#
54171	CLAS FLT NW WS FSC/AT20N/1.2M
54174	DT 200GP FSC/AT20N/0.92PET
54177	54#SG FSC/AT20/40#SCK
54181	TTC FSC/S2550/40#SCK

Spec#	Product Description
54196	DAIRY FSC/C2510LF/40#NK
54198	CLASS CREST SW FSC/S727/1.2M
54201	54#SG FSC/AT20/40#SCK
54210	MAXFLEX SLV FSC/AT20N/92
54217	TT1C FSC/AT20N/1.2M PET
54218	DT 200NIR FSC/S2550/40#
54224	54# SG FSC/AT20/40#SCK
54239	50#DSX FSC/S9010N/50#CK
54246	FOD ITC WS FSC/AT20N/44#
54279	54# SG LASER FSC/S9010N/53#LF
54282	54#SG FSC/C2500/40#
54283	LASERCOPY JET FSC/AT20/46#LF
54288	MAXFLEX SLV FSC/AT20B/40#
54306	55# WH BELLA WS FSC/AT20N
74873	60# UL LITHO FSC/FDA815S/50#

Spec#	Product Description
79642	55#WH SM WS FSC/Z3338/1.2M
79643	55#NATSM WS FSC/Z3338/1.2M
79644	55# WH VEL WS FSC/Z3338/1.2M
79645	55#NAT VEL WS FSC/Z3338.1.2M
79646	55#WH LD WS FSC/Z3338/1.2M
79647	55#NAT LD WS FSC/Z3338/1.2M
79816	Rapid-Roll® 6M C2S Premium Matte WBIJ FSC
79817	10M C2S CAST GLOSS/MATTE WBIJ FSC PAPER TAG
96134	50# DSX FSC/S246B/40#SCK
96919	DT 300HD FSC/R128B/50NK
98261	50# DSX FSC/AT20/FASIMAGE
98760	DT 200HD FSC/AT20B/40#SCK
98832	DT 300HD FSC/AT1B/40#SCK



# Customization is an Expert Away

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# Select Solutions™ Mix & Match & Engineered Solutions

**Problem**

You'll work directly with an Avery Dennison Technical Leader (TL) team member to help you **solve problems**

**Idea**

Once you have **the idea**, our TL will provide you with quote, lead time and MOQ for the potential solution

**Prototype**

Using our materials and specialists, along with your knowledge, we'll create a **prototype** for trial

**Verify + Validate**

Working together, we'll **verify and validate** that the solution is truly fit for use

**Commercialize**

Then we'll **commercialize** the final solution allowing you to execute the opportunity

## **Collaboration. Validation. Commercialization.**

Take the opportunity to harness the power of an experienced team of label materials experts to create unique solutions for your clients. Technical Leaders can Mix and Match existing material or create an Engineered Solution with unique material, pattern or performance.

Some applications call for a special material requirement, be it size, shape or performance criteria. Our technical solutions team will work with you to produce a label material specifically designed for such unique needs—a one-of-a-kind product for you and your end user.

Together, we'll go from concept to commercial to develop innovative products that please your clients and help drive your business.

Get started with Select Solutions Engineered Solutions, visit [label.averydennison.com/engineered](http://label.averydennison.com/engineered)

## Mix & Match Product →

# Engineered Solutions and Mix & Match Product Examples

Avery Dennison Technical Leaders leverage Mix and Match and Engineered Solutions to help customers find the right labeling solution for their specific application needs. We bring you a wide range of carefully selected combinations of facestock,

liners and adhesives, to deliver supreme results for challenging label constructions. See some examples of mix and match constructions our team has created on the next 3 pages.





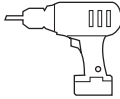


## Versatile, flexible way to create select label solutions

### Unique product examples

- Select from foils, films, metallized films, papers and more in combination with our best-performing adhesives
- Get the benefit of a customized label solution with low MOQs, quick pricing and rapid shipping

**Adhesive Matrix**

To help you better navigate our products, below is an easy-to-use and understand adhesive matrix. The matrix allows you to swiftly identify the correct adhesives for your applications.

		R423	R3400	S246	C2510	S490	S4600	S2501	S692N	S8001	S8015
Low Surface Energy		Orange	Orange	Orange	Orange	Light Orange	Orange	Light Orange	Light Orange	Orange	Orange
High Surface Energy		Orange	Light Orange	Orange	Light Orange	Orange	Light Orange	Light Orange	Light Orange	Orange	Orange
Tough Substrates		White	White	White	White	Light Orange	Orange	Light Orange	White	Light Orange	Orange
Curved (>1")		Light Orange	Light Orange	Orange	Light Orange	Light Orange	Orange	Light Orange	Light Orange	Orange	Orange
Curved (<1")		White	White	White	White	White	Orange	White	White	Orange	Orange



Continued →



		40#SCK	50#SCK	40#BG	69#MF	1.2 Mil PET	1.5 Mil PET
<b>Prime Paper</b>							
60# Cast Gloss	S246	07655					07732
	C2510	53631					
	R423	96546			53876		
	S490		53614		07693		
	S4600	53610	53615	53617	53621		
Bright Silver Foil	S246		01734				
	C2510		53530			53510	
	R423	53865					
	S490				53578	53537	
Dull Silver Foil	S246	02861	10751			53503	
	C2510		53528				
	S4600	53540					
Bright Gold Foil	S246	53522					
MaxFlex™ Bright Silver	S246	53354	53635			53628	53403
	C2510	53632				53626	
	R423	53868					
	S490				53623		
Inverted-Face MaxFlex™ Bright Silver	S246	53825					
8 Pt. Tag	S2501				53573		
	S4600	53539					
<b>Variable Information</b>							
TT1C	S246		14443			53507	
	C2510	53527				53512	
	R423	98203					
	S4600		53551		53569		
TT2C	S246		02329				
	R423	96029					
DT 300HD	S4600	53542		53559	53568		
	R423	53869					
<b>Prime Film</b>							
2 Mil Clear BOPP TC	S692N				79267		79184
	S2501				79268	79164	
	R3400				79495		
	S8001			79234	79269	79153	
	S8015	79295	79305				

\*These specs are examples of previously created solutions as part of Mix and Match or Engineered Solutions

	40#SCK	50#SCK	40#BG	69#MF	1.2 Mil PET	1.5 Mil PET
2.3 Mil White BOPP TC	S246	78788	79140			
	C2510		79141			
	R3400			79486	79496	
	S692N				79270	
	S2501		79205	79224	79272	79187
	S4600			79215		
	S8001			79235	79273	79154
2.6 Mil White BOPP TC	C2510		79142			
	S692N				79274	76999
	R3400			79487		
	S2501		79206		79276	79188
	S4600		79201	79216	79275	
	S8001			79236		
	S8015			79315		
2 Mil Metallized BOPP TC	S246		79143			
	C2510		79144			
	S2501				79285	
	S4600		79203	79218	79284	
	S8001		79211	79233	79266	
	S8015		79310			
	R3400					79657
Primax® 250	S692N					76993
	S2501		79207		79280	79167
	R3400				79499	
	S8001		79213	79237	79281	
FasClear® 250	S2501				79282	
	S8001				79283	79180
	S8015	79299				

**Durable Film**

2 Mil Clear Print-Treated PET	S2501			79230		
	S8001				79259	79090
	R3400		79491			
2 Mil White Print-Treated PET	S4600			79219	79287	
	S8001				79256	79158
	S8015	79301		79319		79293
	R3400				79508	
2 Mil Matte Chrome PET TC	S2501				79260	
	S4600				79261	
	S8001				79262	79159
	S2501				79263	
3 Mil Synthetic Paper	S4600				79264	78427
	S8001	79199		79239	79265	79160
	S8015	79304				
	R3400		79494		79510	79519

All Mix & Match orders more than 5000 LF are subject to standard lead times

Blue Spec# = Ships from Peachtree City, GA, 30" x 1500' MOQ  
 Green Spec# = Ships from Painesville, OH, 60" x 2500' MOQ