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Avery Dennison introduces premium labels to elevate packaging brands in India

The Premium Labels range is tailored for key industries including food & beverages, and luxury beauty segments

By **Shraddha Warde** | January 13, 2025



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Avery Dennison South Asia a global leader in materials science and packaging solutions, has announced the launch of its Premium Labels range. This new offering includes a portfolio of textured substrates for premium labelling, specifically designed to elevate consumer experiences through unique surface textures and patterns.

In a marketplace where first impressions matter more than ever, premium packaging has become an indispensable element of brand identity. For luxury brands, labels are more than functional—they are statements of craftsmanship and quality. The Premium Labels range is tailored for key industries including food & beverages, and luxury beauty segments. These labels aim to redefine packaging by enhancing shelf appeal, driving brand differentiation, and catering to the aspirational demands of consumers, particularly Gen Z and millennials. The launch is in collaboration with three print converters - Letra Graphix, Pragati Pack India and Janus International.

Speaking on the launch, Saurabh Aggarwal VP & GM South Asia said, “Innovation lies at the core of Avery Dennison’s philosophy. As part of our motto, ‘Making Possible’ we believe in the powerful connection between intellect and imagination, science and technology, and the physical and digital. The launch of our Premium Labels range is a step forward in addressing this philosophy and represents our dedication to redefining what’s possible in the world of labelling. By combining innovative design with a commitment to sustainability, we empower brands to stand out on shelves and connect with consumers in meaningful ways.”

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