

Avery Dennison Unveils Premium Labels to Elevate Packaging for Luxury Brands in India

Category: Business

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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 labeling, specifically designed to elevate consumer experiences through unique surface textures and patterns.



Avery Dennison – Premium Label Launch

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.

Unique features of Premium Labels:

- **Enhanced shelf appeal:** [Designed to capture consumer attention through and elegant packaging.](#)
- **Sustainability focus:** Labels are developed with a [commitment to reducing environmental impact and](#)

[promoting](#) circularity.

- **Aspirational packaging:** [Meets the demands](#) of the growing middle-class consumer base seeking special and personalized experiences.

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 labeling. By combining [innovative](#) design with a commitment to sustainability, we empower brands to stand out on shelves and connect with consumers in meaningful ways.*”

Avery Dennison’s [India team commitment to sustainability and innovation drives every](#) initiative it undertakes. By leveraging advanced technologies and sustainable practices, the [company aims to create solutions](#) that not only meet the needs of its customers but also contribute to a more sustainable and inclusive future. From reducing [environmental impact to fostering circular economies](#), Avery Dennison continues to lead the way in reshaping industries for the better.

About Avery Dennison

[Avery Dennison](#) is a global materials science and digital identification solutions company. It provides [innovative solutions](#) for branding, packaging, and supply chain optimization, focusing on sustainability, circularity, and transparency. With a presence in over 50 countries and a commitment to reducing waste and [advancing technology](#), Avery Dennison connects brands and consumers while addressing the challenges of future generations.

