

Fluorescent & Dissolvable Label Materials

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Company has introduced a Select Solutions Food Safety and Promotion portfolio that features a collection of fluorescent and dissolvable label materials to help brand owners run promotions, create product awareness throughout the food value chain and safeguard consumers against illnesses related to material residue. The portfolio includes:

- **Fluorescent Label Material:** Used as promotional, inventory or warning labels, fluorescents demand attention. They are commonly used at the store level to promote new products and ingredients as well as sale items.
- **Dissolvable Label Material:** Dissolvable labels both simplify the washing and relabeling process and counter bacterial growth by eliminating residual adhesive and label materials. After providing on-container tracking and identification, they dissolve and wash away with tap water and slight agitation.

Avery Dennison, www.averydennison.com [1]

Source URL (retrieved on 01/31/2015 - 11:52am):

<http://www.foodmanufacturing.com/product-releases/2014/02/fluorescent-dissolvable-label-materials>

Links:

[1] <http://www.averydennison.com>