Patches & Specialty Trim

Accents That Accentuate Sales

Screen Printed • Foil Stamped • Stone Washed

Pre-Washed • Embossed • Two-Tone • Shadowed

And more...

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Patches And Specialty Trim

Fashion Forward—Sales Smart

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Avery Dennison Patches & Specialty Trim
Fashion Forward—Sales Smart

At Avery Dennison, we realize just how important it is for your goods to stand out in the retail world. That's why we use our comprehensive, expanding, and globally consistent patch and specialty trim product line to bring you the latest in trim innovation.

Patches—The Ultimate Brand Identifier

Your brand logo on a well made patch can make your garment or product a must-have. To that end, our patch product line offers a wide range of desirable genuine leather and leather-like materials including faux leather, microfiber faux suede Amara and coated and uncoated high-tech jean paper substrates. A popular decorative element on denim garments and other products, patch materials play a distinctive role in how consumers perceive brand value.

- **Genuine Leather**—Whether it's full grain, buffed, rodeo, antique, smoked, distressed or crunch, Avery Dennison has it all, giving you an easy way to make sure your products don't get overlooked.
- **Faux Leather**—Looks like genuine leather, adding value to the product but at 1/2 or a 1/3 of the cost. Available in smooth and buffed finishes for unique labeling alternatives, faux leather yields deep, dark images. That means the patch retains the logo over time through many garment washes with no label shrinkage or bleeding of inks. Plus faux leather can be debossed with colors for special effects.
- **Microfiber Faux Suede Amara**—An extremely soft material, Amara is suitable for inside labeling on rugged garments and active wear. In fact, it's almost indistinguishable from genuine suede at a substantially lower price. Available in light and heavy material weights, Amara debosses to rich, deep shades of brown. Colored ink can be applied to give your Amara item a unique look.
- **Coated and Uncoated Jeans Paper**—The least expensive leather jean labeling alternative. Special inks and printing systems allow the patch to be washed down to achieve a wrinkled, leather-like appearance while still keeping the printing bright and bold. Avery Dennison papers can be sewn into a garment before denim finishing. This allows use by all contractors, saves time and money due to application in production rather than after denim finishing and washing. Several alternatives in coated and uncoated paper printing techniques are available to match your durability needs and budget.

A Wealth Of Specialty Trims—Quite Literally

Our global manufacturing and sourcing footprint enable us to offer a vast array of specialty trim products.

- Fabric hang tags
- Embroidered interior or exterior labels or tags
- Molded tags
- Micro-injected tags
- Silicone tags
- PVC or vinyl tags
- Embossed labels and tags
- Wooden tags
- Special Finishing Techniques

Consistent Quality Worldwide

Avery Dennison is the world leader in leather and leather-like patches, with over 70 years of design and manufacturing experience. Our worldwide production and distribution capability means we can easily supply your global operation. Inventory can be held in North America, Latin America, Asia and Europe. This global network enables us to offer consistent high quality, competitive pricing and service second to none.

Creative Design And Production Expertise

Avery Dennison Creative Services offer complimentary professional graphic design to help you maximize the value of your brand. Experienced, dedicated professionals explore the potential of your brand with both creativity and industry specific knowledge. Whether for a single element, or an entire identity program incorporating other Avery Dennison products, our full-time staff can serve as a valuable resource for your brand identification development needs.

A Fresh Approach

Our Creative Services staff work closely with our production teams to stay abreast of current and emerging manufacturing options. As a global resource with exposure to major fashion markets, Avery Dennison can bring a fresh approach to your brand identification through new trends and materials. We can also add value to your product by employing a wide variety of graphic techniques, including screen printing, foil stamping, stone-washing, pre-washing, embossing, two-tone coloration and shadowing. Materials can be selected to suit any price point or fashion requirement. Plus our global infrastructure makes it easy for us to introduce new materials and processes as they become available in the diverse markets of the world.

Want To Know More About Our Unique Patch And Speciality Trim Capability?

Please contact your local sales representative or your your nearest regional office.

AVERY DENNISON