



New! “Branded Zipper” Jacquard Woven Labels

The Unforgettable Way To Make Your Brand Highly Visible On an Invisible Zipper.

Promoting your brand has never been easier than with Avery Dennison’s new “Branded Zipper.”

This innovative woven label allows you to add customized graphics and patterns—or put your brand name—on a concealed front zipper in a very revealing way. In addition to text, colorful and detailed logos and pictures can also be incorporated into the design, enhancing a customer’s immediate recognition and positive perception of your brand through our exclusive combination of woven technology and quality craftsmanship.

Product Features:

- Invisible polyester tooth coils are sewn behind the woven label tapes, creating a strong and fully functional zipper.
- “Branded Zipper” jacquard woven labels give the appearance of a polyester label tape but offer greater versatility.

Benefits:

- Jacquard label tapes provide higher quality woven text and pictures on the zipper. They also offer greater flexibility in construction, design and detail, as well as greater color options compared to traditional polyester warp label tapes.
- The better construction, designs, details and colors of the jacquard label tapes results in logos, text and graphics with greater impact and higher visibility, differentiating your garment.





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Applications:

- Use “Branded Zipper” woven labels for a new and different way to promote and identify the brand memorably on garments.
- “Branded Zipper” woven labels not only add value to your garment through the addition of text and graphics, they offer you a highly visible way to upgrade your current branding choices.

Quality Materials:

- Avery Dennison Jacquard woven label tapes are made of high quality damask construction, a superior choice to the usual basic warp tape choices*.
- Label tape zipper coils are made of polyester, with an industry standard holding strength of 25lbs**.
- Label tape sliders are made of metal and coated with AZO free paints.
- The slider color can be matched to the base color of the tape or the lettering if desired.

* *Woven tape with damask quality works best with one ground color and one lettering color. Special precaution on pattern design is required when using multiple color tape.*

** *Result based on test method ASTM D2061-2003 for holding strength of top and bottom stops at 25lbs.*

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