



NEENAH Label Papers

ESTATE LABEL®, BELLA® Label, CLASSIC® Label

Well-known trusted brands, made to order:



ESTATE LABEL® | Expansive variety, perfect for wine, spirits & beauty. *With wet strength.*

The market-leading, trusted brand for uncoated wet strength labels, combining a distinctive, contemporary appearance with exceptional production performance.

- Expansive selection of 15 standard colors and 5 distinctive finishes
- Post-consumer waste, cotton and alternative fiber solutions available
- Refrigerator/cooler ready - provides resistance to tearing or shriveling when in contact with moisture



BELLA® Label | Light weight label perfect for craft beverages. *With wet strength.*

Designed to be workhorses during production, providing an authentic, hand-crafted look perfect for craft beverages.

- Beautifully durable and lightweight
- Refrigerator/cooler ready - provides resistance to tearing or shriveling when in contact with moisture



CLASSIC® Label | Perfect for spirits, beauty & artisanal goods

Provides a crisp, clean and elegantly uncoated solution for a variety of label and packaging needs.

- Premium feel for wine and spirits that don't require refrigeration or added wet strength.
- Versatile solution for jar labels, carton labels, closures, and more.

WHY NEENAH LABEL?

Exceptional Performance:

Designed for
glue-applied
and **pressure**
sensitive
conversion

Dimensional
Stability on
press: Print
multiple colors
in fine detail on
small labels

Proven
wet strength
characteristics
built into **ESTATE**
LABEL® and
BELLA® Label

Outstanding
for **foil stamping,**
embossing,
engraving and
die cutting

Distinctive
textures
provide a
unique and
premium feel

Consistent
color from run
to run ensures
brand integrity

Manufactured in the USA*

*from domestic and imported materials



NEENAH Label Papers

ESTATE LABEL®, BELLA® Label, CLASSIC® Label

ESTATE LABEL® Standard Items

All CLASSIC® Label Papers are 

COLOR	FINISH	BRIGHTNESS	WEIGHT	GSM	CALIPER	OPACITY	SMOOTHNESS
No.1 Ultra White	SMOOTH	91	60T	89	4.4	90	125
No. 2 Natural	SMOOTH	N/A	60T	89	4.5	92	125
No. 3 Ultra White	FELT	91	60T	89	4.9	91	N/A
No. 4 White	LAID	85	60T	89	5.5	91	N/A
No. 6 White Pearlized C1S	SMOOTH	N/A	64T C1S	95	4.8	93	N/A
No. 7 Kraft ☹	VELLUM	N/A	60T	89	4.8	95	240
No. 8 Bright White	VELLUM	89	60T	89	4.8	93	240
No. 9 Cream	LAID	N/A	60T	89	5.5	91	N/A
No. 12 PC100 White ☹	VELLUM	87	60T	89	4.8	93	240
No. 14 PC100 Bright White ☹	SMOOTH	90	60T	89	4.2	94	140
No. 16 White	MARTELE	89	60T	89	4.7	93	N/A
No. 17 Titanium White	MARTELE	95	60T	89	4.7	93	N/A
No. 18 Titanium White	VELLUM	95	60T	89	4.8	93	240
No. 19 Titanium White	LAID	95	60T	89	5.5	91	N/A
No. 25 Black	VELLUM	N/A	60T	89	4.8	93	240

BELLA® Label Standard Items

All CLASSIC® Label Papers are 

COLOR	FINISH	BRIGHTNESS	WEIGHT	GSM	CALIPER	OPACITY	SMOOTHNESS
Natural	LAID	N/A	47T	70	3.7	88	N/A
Natural	LAID	N/A	55T	81	4.3	90	N/A
White	LAID	90	47T	70	3.7	88	N/A
White	LAID	90	55T	81	4.3	90	N/A

CLASSIC® Label Standard Items

All CLASSIC® Label Papers are 

COLOR	FINISH	BRIGHTNESS	WEIGHT	GSM	CALIPER	OPACITY	SMOOTHNESS
Classic Natural White	FELT	N/A	60T	89	4.9	93	N/A
Classic Natural White	SMOOTH	N/A	60T	89	4.3	93	125
Solar White	FELT	97	60T	89	4.9	91	N/A
Solar White	SMOOTH	97	60T	89	4.3	91	125
Solar White	LAID	97	60T	89	5.3	91	N/A

All Neenah Label papers are made to order. Minimum order quantity on standard items is 10,000 lbs.

Need something specific to your brand? Neenah specializes in custom solutions, including color, texture, alternative fiber and PCW content.



START HERE:
neenahpaper.com/label-papers

www.neenahpaper.com

CLASSIC CREST® Cover AVALANCHE WHITE 80C (216 gsm) 12.5pt Smooth | FSC® certified

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NEENAH GREEN



FSC® CERTIFIED

All NEENAH Label Papers meet the mark of responsible forestry.



SMARTWAY CERTIFIED

U.S. EPA SmartWay Transport Partnership ensures environmentally responsible delivery of our products.



POST CONSUMER WASTE

Papers with a recycled symbol contain a minimum of 30% post consumer waste.

PCF

PROCESSED CHLORINE FREE

Our 100% post consumer recycled papers are manufactured with fibers processed using chlorine-free practices.



The mark of responsible forestry

Please look for FSC® certified products