

AVERY DENNISON LABEL AND PACKAGING MATERIALS

8080 Norton Parkway
Mentor, OH 44060 USA
Tel: 800-944-8511 (US & Canada)
Web: label.averydennison.com

A LEGACY OF LEADERSHIP

More than 75 years ago, Stan Avery pioneered an industry. Today, Avery Dennison's diverse group of successful businesses set global standards for quality, reliability and innovation. By combining labeling material technology, brand information solutions and efficient manufacturing operations, Avery Dennison Labeling and Packaging Materials provides outstanding value for the converting industry. Our business legacy of leading, advancing and discovering continues.

THE FASSON® BRAND

The market-leading Fasson® brand of pressure-sensitive paper, film and foil roll materials are used to produce a wide variety of labels for beverage, health and beauty, and food packaging products worldwide. For more than 50 years, the Fasson brand has been building its reputation for cutting-edge technology, exceptional customer service and manufacturing know-how.

A VISION FOR THE FUTURE

Galvanized and unified, Avery Dennison continues to move forward with its compelling vision that boldly defines it as a company that makes every brand more inspiring and the world more compelling.

INNOVATION CREATES SOLUTIONS

Uncovering new opportunities and solutions is key to our growth. To make brands more inspiring and the world more intelligent, we're broadening our outlook to include and engage our customers' customers. Understanding what the brand owner requires to differentiate their brands and grow their business gives us the insight that drives our innovation success.

Labeling and packaging solutions from Avery Dennison create new possibilities for brands by improving the product's story, while delivering operational efficiency and overall savings.

Prime Film Portfolio with ClearCut™ adhesive technology:

The portfolio is designed to give you outstanding results across a wide variety of squeezable, conformable and rigid films that delivers superb conformability, exceptional clarity and high performance adhesion/release.

The starting point is a truly exceptional proprietary adhesive platform: Avery Dennison ClearCut, which includes S7000, S7400 and S7450 adhesives. The benefits of ClearCut™ extend from better

sustainability all the way through to higher levels of productivity and exceptional label clarity, including:

- **Thinner:** ClearCut does not compromise on high-speed conversion and dispensing, while using thinner constructions.
- **Clearer:** Outstanding resistance to water whitening means that the Prime Film portfolio can deliver a 'no label' look that survives demanding environments.
- **Cleaner:** ClearCut delivers up to 40% less adhesive bleed compared with current industry standards, while having best-in-class adhesive wet-out and clarity.

Select Solutions™ Portfolios — Each portfolio features unique, application specific offerings designed to meet brand owners' common needs and challenges. Each portfolio features low minimum order quantities, same day price quotations and four-day shipping that allow converters to address specific application label needs. Select Solutions portfolios include Piggyback, Drum, Tag Stock, Transfer Tape, Candle and Soap, Cover-up, Holographic, Security and Reclosure solutions.

Each portfolio is backed by a team of service and technical experts, including regional technical managers, application consultants and technical support specialists. Our expert content resources provide the highest level of knowledge on market trends, technical expertise, innovation insights, and material problems and solutions.

