AVERY DENNISON

Inspired Brands.
Intelligent World.™

Performance labels for consumer electronics

Designed for distinction

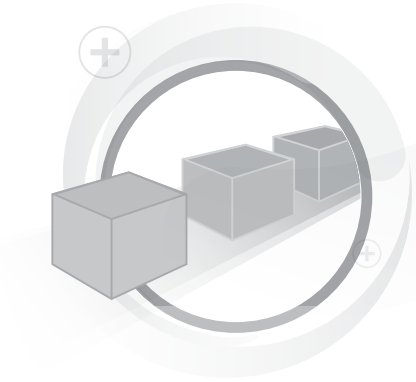
Performance labels for consumer electronics

Ride the waves of change with ease

Consumer electronics are an indispensable part of everyday life. They outfit our homes and offices and address the lifestyle we desire. As life gets more sophisticated and choices increase, consumer expectations rise in tandem. More and more demands are placed on both the performance and design of new products.

You need to be fast to stay in the game. The fickle tastes of today's consumers dictate that speed is of the essence. Ever-shortening product life cycles heighten the challenges of parts shortages and inventory liability. Yet, you have to remain cost-competitive and deliver the right product to the market. Avery Dennison has formulated a portfolio of solutions including tapes, adhesives, facestocks and attachments that excel in the wide range of consumer electronics applications. The solutions in our portfolio are both aesthetically pleasing and meet exacting performance standards. Expect more options from Avery Dennison to satisfy your requirements and help you deliver satisfaction to your customer.

Leading answers for everyday machines



Avery Dennison gives you the solutions you need to tackle mounting challenges in your industry. Equipped with more than 75 years of experience in pressure-sensitive materials technology, Avery Dennison has developed an extensive portfolio of industry-specific solutions to match your needs.

Our wide portfolio of reliable, UL/c-UL- and RoHS-compliant materials are fully tried and tested to give you peace of mind. With a global manufacturing network, Avery Dennison provides you with an uninterrupted supply of materials and the ability to turnaround faster on market opportunities. Your product design aspirations and innovative ideas are within reach with our technical expertise and leading research and development centers.

Industry players are hard-pressed to stay cost competitive. There is also a need to keep up with evolving environmentally-focused regulations, such as the RoHS and WEEE, which forbid the use of hazardous materials in electronics and establish targets for recycling of products at the end of their operating life. At Avery Dennison, our products help you meet these challenges and stay ahead of the competition.

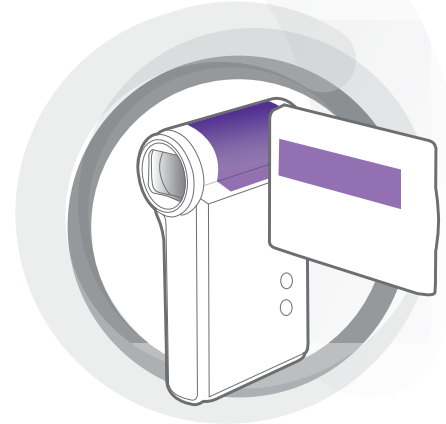
ENERGY STAR

First impressions count

Give your products a makeover with our decorative graphics, holographics, vinyls and metallic materials. Opt for our ultra-removable materials for exterior labeling, which are easily removed without damaging the product's appearance. Choose from a full range of colors and explore solutions with customized dimensions to suit your needs. Boost your products' shelf appeal and get ahead of the competition.

Accentuate your products' characteristics

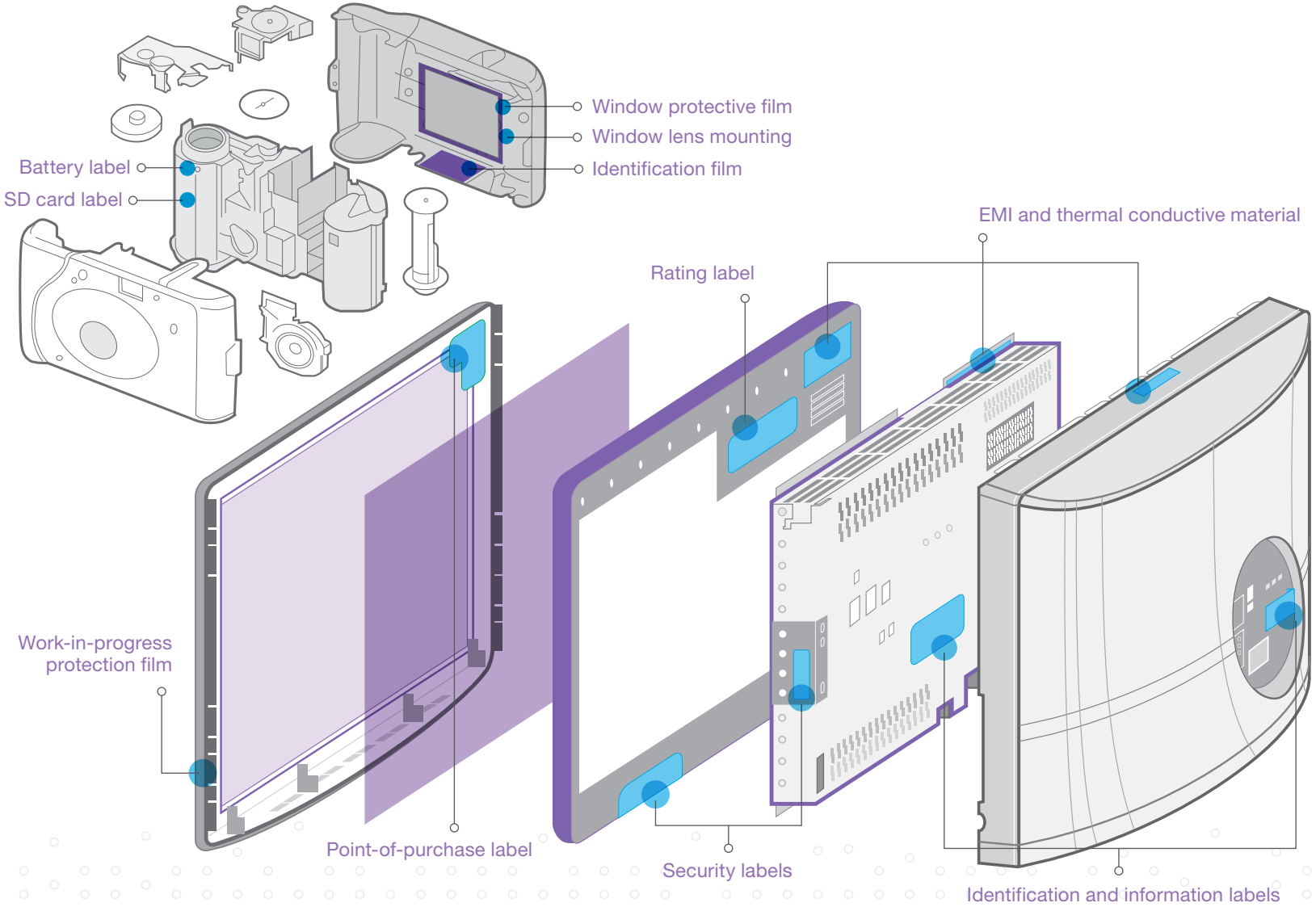
Allow the accuracy and full color range from your products' electronic display to come through with Avery Dennison's clear labels. Protect your products' display screen while accentuating its attractiveness.



Communicate the vitals

Consumer electronics have to convey important information to end-users. Safety and warning labels need to be legible and hold fast throughout a product's lifetime. Avery Dennison offers durable label and overlamination materials that are optimized for diverse print technologies and adhere well to a variety of surfaces.

Labeling materials for consumer electronics



The tough gets going

Tough environments require tough solutions. Our air egress solution counters the effects of outgassing at hot spots, providing you with smooth, bubble-free solutions for both interior and exterior labeling needs.

Employ our thermal conductive material to combat heat generated when products are in use and stabilize the performance of your LED-centric applications. Optimize touch screen performance with our range of customizable, electrically-conductive materials. With our expertise in materials, we can provide you with the right solution to realize your designs at the required quality and reliability.

Keeping you and your customers safe

Protection is as important as performance. We maximize your products' lifespan by buffering them against the wear and tear of daily use. With solutions for cushioning and display screen protection, our wide selection of materials can be used in different applications and to protect varying surfaces. Protect yourself as well with solutions such as water contact indicator labels to help verify the legitimacy of warranty claims from consumers.

Upholding your brand integrity

To secure your brand authenticity, Avery Dennison has developed an innovative range of security solutions that do the patrolling for you. Tap into a diverse selection of effective brand protection solutions that integrates the latest overt and covert security technologies, minimizing threats of counterfeiting, tampering and theft. If you require stronger protection of your brand, explore with us how a customized solution can be developed to meet your requirements.

Our global tracking applications such as radio frequency identification (RFID) offer improved stock control and advanced data management. Tracking your shipments while protecting your products throughout the supply chain has now been made simple and cost-effective.

Excellence is an everyday thing

- Comprehensive portfolio of high-performance materials tested for performance, consistency and durability
- Responsive local technical assistance and dedicated pre-sale, post-sale and on-site support
- Regional research and development centers provide material analysis, performance testing and rapid prototyping services
- Compliance expertise to identify suitable materials for your business
- Unique requirement met through engineered customization or mix-and-match options
- On-site trainings
- Service programs designed to maximize value while minimizing waste, trim and inventory-keeping

Create exciting possibilities for your product designs and processes with Avery Dennison's vast options of materials and technical expertise. With an extensive network of service points in many different countries, we bring exceptional products and service closer to you.

Experience solutions designed for distinction today.

About Avery Dennison

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. For more than 75 years the company has been a global leader in pressure-sensitive technology and materials, retail branding and information solutions, and organization and identification products for offices and consumers. A FORTUNE 500® company with sales of $6.5 billion in 2010, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit **www.averydennison.com.**

To learn more about great solutions for consumer electronics, please contact us at **durablesteam@averydennison.com.**

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