



Inspired Brands.
Intelligent World.™

Brand Protection

Comprehensive
safeguards for
your brand



Secure your future

Comprehensive safeguards for your brand





Protection your brand deserves

Protection is no longer a luxury. It is an everyday business necessity. In today's market, we come face to face with escalating brand piracy, counterfeit goods, market diversion and infringement of intellectual property/trademarks assets¹.

Brand owners need to find new and effective ways to protect their brand, their customers, their revenues and their reputation. Confidentiality, speed, flexibility, chain of custody control, secured site assurances and a good range of security options are essential to any business.

¹ The ICC (International Commerce Commission) and BASCAP (Business Action to Stop Counterfeiting) estimate that by 2015, piracy will grow to become a \$960 billion problem.



Avery Dennison understands the value of brand equity and intellectual property assets. Leveraging our know-how in security printing with a broad technology platform and secure global supply chain network, we are able to integrate a diverse set of security technologies, services and applications, including difficult-to-mimic one of a kind custom solutions.

Real security from start to finish

Optimized security measures begin with a thorough assessment. Start by familiarizing yourself with the comprehensive range of security features that can be customized for your product.

At your request, Avery Dennison examines your current brand protection, label and packaging applications to formulate difficult-to-infringe solutions on time and on budget. When resources are scarce, Avery Dennison can provide budget-friendly recommendations on how to modify your existing packaging solutions, avoiding additional costs while incorporating protection.



Enjoy greater flexibility and control over security options to combat piracy and product diversion. Through our global manufacturing network, leading research and development facilities and quality converters, you can experience a high degree of supply chain security.

We augment your resources from manufacturing to retail, reducing your costs, increasing your productivity and simplifying your processes in order to drive pirates out of your market space.





Round-the-clock protection for peace of mind

Avery Dennison offers a portfolio of covert, overt and forensic components to protect your brand. Materials are UL/CSA certified and can be customized to your requirements. With the latest web-based global tracking applications, we can help you track and secure your supply chain.

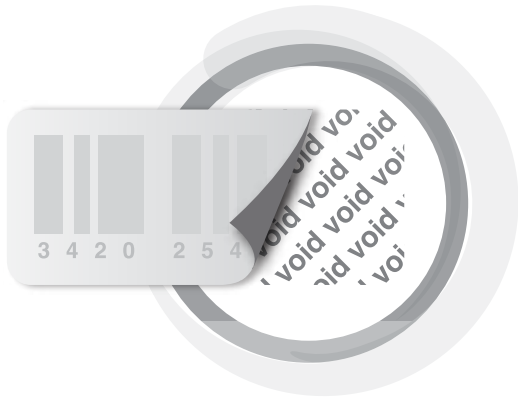
Our solutions are relied upon the world over in fields as diverse as banking, food and beverage, pharmaceuticals, and oil and gas. In Sweden, our solutions safeguard the authenticity of self-adhesive postage stamps that reach 5.5 million homes and businesses. Whatever your application or industry, Avery Dennison has the right solution.



Overt security solutions *Recognize authenticity*

Is the product in your hand truly genuine? Avery Dennison's visible technologies will help you to tell the difference with the naked eye or a handheld magnifier. Expect high durability and easy identification by your customers. Choices include:

- optically variable devices
- unique material and verifiable adhesive chemistry
- visually identifiable features and additives
- laboratory validation technologies
- field authentication components and devices



Semi-overt solutions

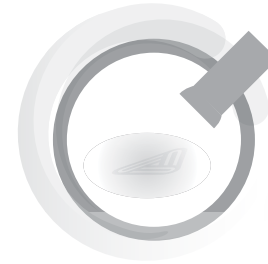
Double agents

To combat theft and unauthorized access to your products, employ our wide range of anti-tampering and anti-theft labels and seals that are destroyed or changed in appearance upon tamper attempts. Depending on the application requirements, these changes can be either visible to the naked eye or require a special apparatus to decipher.

Covert solutions

Invisible warriors

A second tier of protection not visible to the consumer, these advanced security solutions usually require the use of a viewing device to validate authenticity. Options include a variety of taggants (special readers needed) and chemical additives/colorants. Infra-red taggants are special additives that can be mixed into the adhesive. Integrity can be determined by exposing the adhesive to a special lamp to determine if it has been tampered with.



Semi-covert solutions

Near-hidden tools

Semi-covert solutions further increase your options with near-hidden features including UV applications and micro-text. Solutions are effective for the lifetime of the product and provide greater protection against imitation by counterfeiters.



Track and trace options *Controlling the supply chain*

To complement detectable technologies, Avery Dennison has developed a Global Track & Trace program that offers you the power of focused data management with easy availability of information 24/7 through secured internet access. Complete label logistics is combined with improved stock control and product identification by field investigators. Tracking your shipments and orders throughout the supply chain becomes a breeze, without busting your budget.



Radio frequency identification (RFID) *Securing each item*

Go beyond optical scanning technologies to gain greater item-level authentication. More sophisticated than barcodes, RFID tags can be encoded with large amounts of variable information. The sophistication of RFID solutions makes it easy for you to monitor and be assured of the authenticity of your product as it moves through the supply chain. Realize tangible savings by reducing lost inventories, misplaced shipments and distribution mistakes caused by human error.



Assurance you can count on

- Comprehensive portfolio of high-performance materials tested for performance, consistency and durability
- Dedicated local technical assistance pre-sale, post-sale, on-site support and rapid prototyping capabilities
- Engineered customization or mix-and-match of available options to meet unique requirements
- Expertise in compliance standards and industry requirements
- Converter-friendly programs allow small quantity orders and roll widths tailored to your needs, reducing trim, waste and inventory-keeping
- On-site trainings



Security is a must, not an option. At Avery Dennison, we provide you a full spectrum of solutions to safeguard your brand and to keep control safely in your hands.

Complemented by attentive service delivered by our numerous local service points, we make available our in-house security development facilities to meet your specific brand protection needs.

Secure your future with Avery Dennison 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 safeguarding your brand,
contact us at durablesteam@averydennison.com.

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Label and
Packaging Materials

Asia Pacific

32/F., Skyline Tower
39 Wang Kwong Road
Kowloon Bay, Kowloon,
Hong Kong
Tel: +852 2802-9618

Europe

Lammenschansweg 140
2321 JX Leiden
The Netherlands
Tel: +31 71 579-4100

Latin America

Rodovia Vinhedo
Viracopos, KM 7 7
CEP 13280-000
Vinhedo - SP, Brazil
Tel: + 55 19 3876-7600

North America

8080 Norton Parkway
Mentor, OH 44060
Tel: 440-534-6000