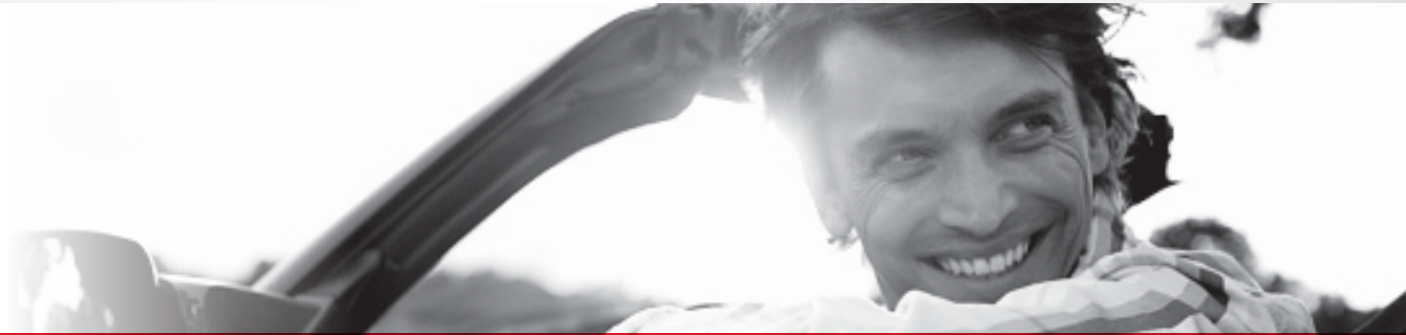




Inspired Brands.  
Intelligent World.™

Automotive

# Automotive labeling solutions



**Empower your journey**

Automotive labeling solutions



# Delivering performance on the road

*Keeping pace with global changes in vehicle manufacturing and design, Avery Dennison delivers reliable solutions for all your automotive labeling needs. We understand that automotive labels need to cope with aggressive chemical environments, different contact surfaces and endure under long-term maintenance conditions. Our products are designed to handle weathering and perform under the most extreme temperatures. Tested for high efficiency and reliability in print, conversion and application, Avery Dennison's labels are always up to date with industry standards and environmental conditions.*





## You don't have to slow down

With a presence in more than 60 countries and three cutting-edge research and development facilities committed to innovative solutions, our team of technologists always look ahead to engineer solutions that excel in challenging automotive environments.

**Bringing exceptional service to your doorstep, our network of technical support teams around the globe can fully support you in testing and qualification of key performance requirements. Select from our portfolio of materials compliant with WEEE, RoHS, IMDS and specifications issued for an OEM for faster turnarounds and reliable results.**



## Get equipped for the road

With a sharp eye for details, and expertise on the latest technologies, Avery Dennison delivers an exceptional portfolio of labels for automotive exteriors, interiors and the engine compartment.



## The right outfit to beat wear and tear

We don't allow the elements to get you down. We understand the wear and tear cars go through on a daily basis, so we design our automotive solutions to endure the long haul. Exterior applications must be able to handle all weather conditions, and resist UV and salt exposure. Our industry-leading materials not only beat the elements, but also withstand abrasion and tampering.

### Exterior applications include:

- Branding and identification labels
- Fuel cap instructions
- Disc brake labels
- Warning and safety signs
- Tracking labels
- Service labels

## The inside story for optimal performance

A car's interior is occasionally subjected to a spilt drink or smeared suntan lotion. Exposure to humidity and UV can also wear labels down. Avery Dennison's products are designed to resist chemicals, contaminants and natural environment interferences. In addition, our products adhere to engineered and low surface energy plastics, and include smart security features to combat tampering.

### Interior applications include:

- Airbag warning labels
- Seating labels
- Warning and safety labels
- Security and anti-counterfeit labels
- Service part labels
- Serial and tracking numbers
- Interior branding and pressure-sensitive information labels
- Tire pressure labels
- Wire harness labels
- Wire marking labels
- Printed circuit board applications



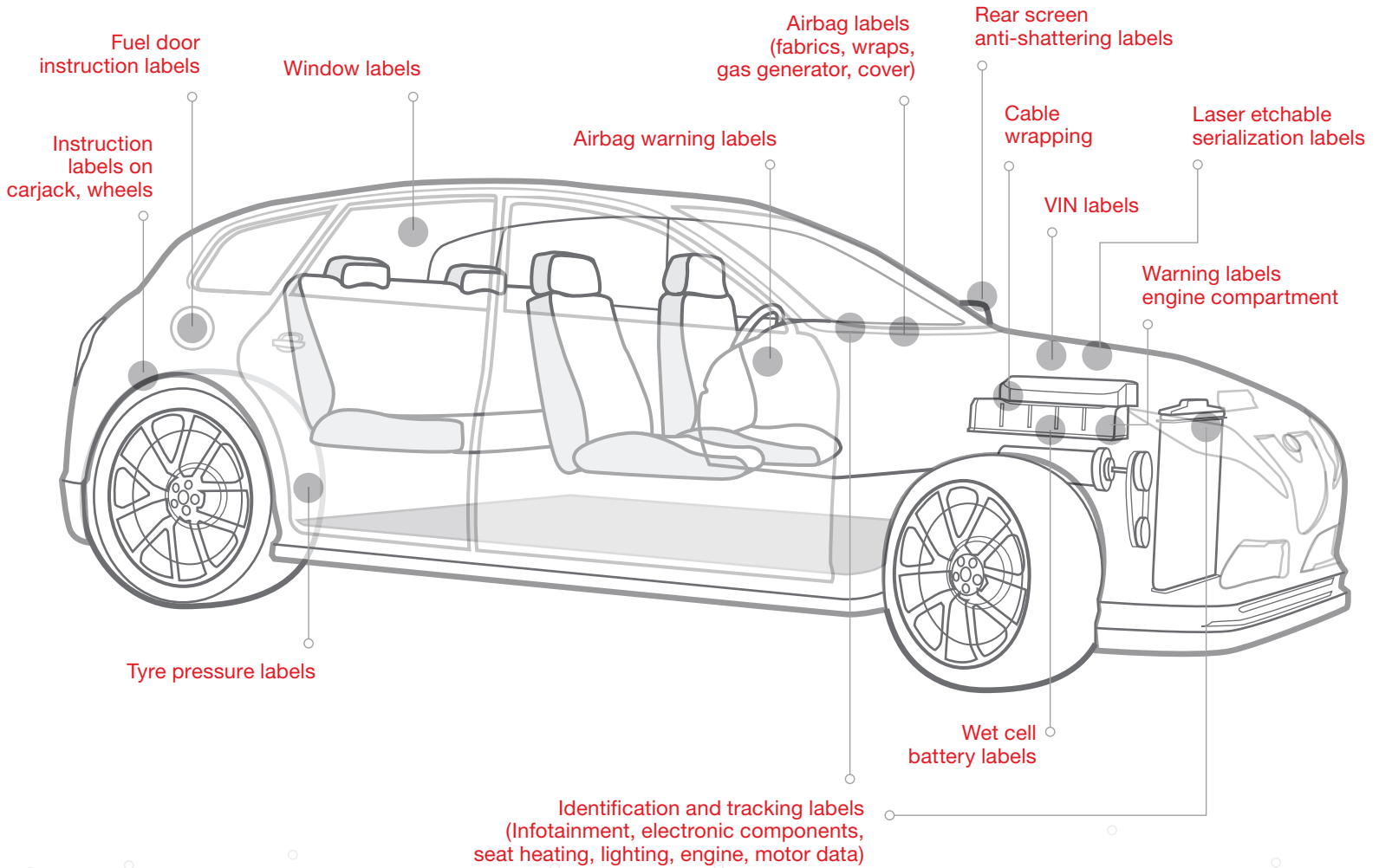
## Under the hood

125°C and counting. Can you take the heat? Avery Dennison's label materials used in the under-the-hood and powertrain environments can withstand temperatures up to 150°C. Our products work equally well at temperatures as low as -80°C. Avery Dennison's under-the-hood labeling stays on oily surfaces and withstands humidity, steam cleaning and all car chemicals.

### Under-the-hood applications include:

- Heat resistant labels
- Fuel cap labels
- Battery labels
- Powertrain labels
- Security and anti-counterfeit labels
- Service part labels
- Warning and safety labels
- Engine block labels
- Cable wrappings

# Labeling solutions for automotives





## Solutions that drive you ahead

Good solutions do more than meet your immediate needs. They anticipate the real worries you have about your brand's integrity and deliver the assurance you require.

## Only the real thing will do

**Secure solutions protect you round the clock.**

Our comprehensive range of anti-counterfeiting technologies can protect your customers from risk of fake parts that compromise safety. Choose from visible solutions such as watermarks and security threads to hidden features such as taggants and chemical additives for more sophisticated protection. You may also employ our wide range of tamper-evident labels to protect your assets.

With ready expertise on hand, we can customize brand protection solutions that help you care for the safety of your customers and protect the integrity of your brand.



## Track and traceability

Radio frequency identification (RFID) solutions can be encoded with large amounts of information, giving you greater control over how you identify and track your products through the supply chain. They also offer increased memory capacity, cost-effectiveness and reduced risk of errors. Have the best of both worlds: secure your brand and increase your productivity.



# You don't have to go far for good solutions

- Comprehensive portfolio of high-performance materials tested for performance, consistency and durability
- Regional research and development centers provide rapid prototyping capabilities, material analysis and performance testing
- Mix-and-match from ready-made options or explore customized solutions 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



Backed by more than 75 years of experience, Avery Dennison offers high-quality and cost-effective labels for the automotive industry. With a range of solutions for interiors, exteriors and engine compartments, we have the right products to meet your needs. Our global network of local sales and technical support teams can provide efficient and attentive service whenever you need it. With Avery Dennison, your automotive labeling solutions are just around the corner.

***Because what drives you, drives us.***

## 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](http://www.averydennison.com).

To learn more about great solutions for your ride,  
please contact us at [durablesteam@averydennison.com](mailto: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*