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News Release

AVERY DENNISON RAISES THE SUSTAINABILITY BAR

*Inspires Brands and Thought Leaders to Increase Sustainability Efforts,
Awareness, Choices and Leadership*

MENTOR, OHIO, September 9, 2016 -- A long-time advocate of sustainability, Avery Dennison Label and Packaging Materials is stepping up its efforts to raise the sustainability bar. The company is inspiring converters, brands and thought leaders to work together to increase sustainability awareness, choices and collaboration to solve some of the industry's most difficult problems.

Launching this month is a multifaceted initiative to engage, educate and motivate businesses and people alike, while building its sustainability leadership brand. The initiative embraces:

- An educational campaign that positions the company -- embedded in industries and communities worldwide -- as a force for good.
- A Sustainability and Compliance Zone in its booth #119 at Labelexpo Americas, giving customers and brand owners the products and services needed to responsibly source, reduce and recycle.

The Campaign: Together We Can Do Beautiful Things:

<http://www.label.averydennison.com/sustainability>

Using the message "Together we can do beautiful things," the campaign brings to life the company's sustainability purpose, products and innovations through a complete program of communication deliverables. The animated videos, social media messaging, case studies, website and more are designed to:

- Showcase Avery Dennison's history of sustainability-related innovations and its position as a sustainability leader and collaborator in the labels and packaging industry
- Increase awareness of Label and Packaging Material's sustainability-oriented products and services in a new sustainability portfolio named ClearIntent™

The Sustainability and Compliance Zone, Labelexpo Booth #119

Avery Dennison will also feature sustainability at Labelexpo, the largest label and packaging trade show, in Chicago September 13-15. The zone will feature the launch of the Avery Dennison ClearIntent™ Portfolio, a collection of sustainable products and services designed to enable converters to help brands meet sustainability targets. The portfolio features:

- A line of products that meet sustainable product standards. Choosing Avery Dennison ClearIntent Portfolio products can help customers make a positive environmental impact and move toward their own sustainability goals. For a product to qualify for the Avery Dennison ClearIntent Portfolio, it must meet at least one of three sustainability standards:
 - Responsibly Sourced: a significant amount of the product's content is verified to come from sustainably sourced materials;
 - Reduce: the product offers comparable or superior performance using less materials;
or
 - Recycle: the product is recyclable, made of recycled content, or enables recycling.
- Also featured in the booth will be:
 - Labels made with paper certified by the Forest Stewardship Council
 - A Bonsucro certified film made from renewable resources
 - Thinner labels to help companies consume less material
 - Label solutions that enable PET containers to be recycled.

On the day before Labelexpo (September 12), an AWA Label Release Liner Industry Seminar will be held in Chicago. Renae Kulis, Senior Director and global leader of Sustainability for Avery Dennison will be speaking on release liner recycling.

About Avery Dennison

Avery Dennison (NYSE:AVY) is a global leader in labeling and packaging materials and solutions. The company's applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and more than 25,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Glendale, California, the company reported sales of \$6 billion in 2015. Learn more at <http://label.averydennison.com>.

For more information:

Avery Dennison
Carolyn Polanski
Director, Marketing Communications
Materials Group, North America
440.534.4851
carolyn.polanski@averydennison.com

Editor's Note: Expert interviews, product samples and photography are available upon request.