

Graphic Tags and Labels

Variable Data Tags and Labels

Woven Labels

Printed Fabric Labels

Heat Transfers

Patches and Specialty Trim

Eco-Friendly Solutions

Packaging Solutions

Security Solutions

In-Plant Printing Solutions

RFID Solutions

Designer Trim Collections

Supply Chain Solutions

Web Services

**Americas**

Information and Brand Management Division  
7 Bishop Street  
Framingham, MA 01702-8366  
USA  
Toll Free USA 800 545 9559  
International Telephone +1 818 735 5000  
Fax +1 818 735 6000

**Europe, Middle East & Africa**

Information and Brand Management Division  
Suite 24, Building 6  
Hatters Lane  
Croxley Green Business Park  
Watford, Hertfordshire WD18 8YH  
UK  
Telephone +44 (0) 1923 691000  
Fax +44 (0) 1923 236967

**South Asia**

Information and Brand Management Division  
Plot No.94, Udyog Vihar Phase - I,  
Gurgaon - 122 016, Haryana,  
India  
Telephone + 91 124 4324 400  
Fax + 91 124 4324 500

**Asia**

Information and Brand Management Division  
32/F, Skyline Tower  
39 Wang Kwong Road  
Kowloon Bay, Kowloon,  
Hong Kong  
Telephone +852 2400 4000  
Fax +852 2785 1255

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



Why Avery Dennison for Retail Information  
and Brand Identification Solutions?

Here's Why...

01002TRI.ENG\01.0408LT  
© 2008 Avery Dennison. All rights reserved.





## For Brand Owners, Retailers and Apparel Factories Around the World, Avery Dennison Offers

### More Choices, More Options

With an integrated product range unmatched in breadth and depth, Avery Dennison is the only global supplier that can offer you all the retail identification solutions you need to display, track, trace, secure and protect brands, products and information anywhere, and everywhere.

### Brand Protection and Consistency

Nearly 200 locations in over 40 countries make Avery Dennison a partner you can trust to protect and maintain your brand. More locations mean we're more familiar with local needs. Plus being closer to retailers, brand owners, agents and manufacturing vendors allows us to build the relationships we need to oversee and control quality and consistency better than any of our competitors.

### Advanced Data Management and Integrity

Avery Dennison's global infrastructure includes intelligent web-based services and advanced data management systems designed to handle millions of items of data generated by thousands of SKUs. It's a capability that supports the direct communication of data from retailers and brand owners to apparel factories, avoiding costly mistakes and charge-backs by ensuring the quick and accurate printing and labeling of shop-floor ready items.

### Reduced Supply Chain Complexity and Cost

With both global scale and local presence, Avery Dennison is the one supplier that can meet all your retail tag, ticketing, brand and product identification needs, adding simplicity and efficiency at every stage of the supply chain. For example, our products and services offer total support for factory in-house trim operations, maximizing productivity. Alternately, our global infrastructure also gives customers the ability to reduce or eliminate in-house trim operations. Whatever the choice, our globally sourced supply chain network means trim items are reproduced on globally consistent materials to protect the strength of your brands.

### Ongoing Innovation

Avery Dennison has the capital resources to offer you the latest technology. This gives us the ability to drive customer driven innovation and continuous product improvements at every level of the global supply chain. Our cutting-edge Heat Transfers and Eco-Friendly Solutions are just two examples of our world-class innovations.

We also strive for innovation on the "factory floor" to help our customers improve productivity with the latest in labeling technology.

### Speed, Flexibility and Responsiveness

Thanks to our global scale, flexible resources, proximity to customers and standardized global processes, Avery Dennison is getting faster every day at every point of the value chain. That means you're getting faster, too. Whether for sampling or finished good lead-times, you can count on our speed, flexibility and responsiveness to help you ensure you get your merchandise onto the retail floor more quickly than ever before.

