

Eco-Friendly Solutions

Responsibility Meets Sustainability



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How Avery Dennison promotes responsible and sustainable economic, social and environmental practices for an improved quality of life.

Recycled polyester labels • Organic cotton and bamboo labels • Certified and recycled paper stocks • Recycled and natural strings PVC-free heat transfers • Recycled patches Biodegradable polybags • Water and soy-oil-based printing inks



When Responsibility Meets Sustainability, Good Things Happen.

Our Philosophy on Sustainability

At Avery Dennison, we believe in achieving sustainable business success through responsible economic, social and environmental practices that help build healthy communities around the world. Our aim is to balance business activities that benefit our shareholders, customers and employees while improving the quality of life for our communities and conserving the world's natural resources.

What Avery Dennison Is Doing

Avery Dennison actively participates in the Carbon Disclosure Project, promoting greenhouse gas emission reduction projects. In addition, our business teams work to identify opportunities for making products more eco-friendly. Six of our manufacturing plants are independently certified to produce paper products made from responsibly managed forests. To guide and focus our efforts, a company-wide Sustainability Core Team works towards the goal of making sustainability integral to everything we do.



What the Information and Brand Management Division (IBMD) Is Doing

Our people are taking a leadership role in achieving sustainable business success

Avery Dennison was among top North American companies for Leaders in 2007 identified by Hewitt Associates. In 2006, we received the American Apparel and Footwear Association's Excellence in Social Responsibility Award for community service in Sri Lanka in the aftermath of the tsunami of December 2004. Our operation in Bangladesh started a "Be Independent" Program, a community initiative providing seed funding and livelihood training to indigent women. During the past 2 years, we have established global labor standards that support international labor conventions. Plus our Company's Code of Business Conduct reinforces our corporate values.

We are improving our own practices, while at the same time creating sustainable trim solutions for our customers.

For example, at all our major graphics printing sites, we use water and soy-oil based printing inks. We are also promoting the responsible management of the world's forests by driving FSC Chain of Custody certification throughout our global organization. Certification is already complete in six facilities in China and Korea, and new sites in the Americas, Europe and Asia will be aligned in the coming year.



Our Eco-Friendly Solutions

Avery Dennison IBMD works hand in hand with customers to help them meet the sustainable product requirements demanded by the apparel marketplace. In this complex and rapidly changing sector, the participation of our dedicated global product teams in key groups and associations make Avery Dennison the ideal partner to help brand owners and retailers define their needs and select from a practical range of eco-friendly identification solutions.

The broadest offering of eco-friendly solutions crossing all product lines, combined with designer collection creativity, mean that Avery Dennison can develop and create timely and fashionable eco-friendly labels and packaging. These items promote and carry strategic brand messages effectively to the consumer.

Avery Dennison's eco-friendly product range includes:

- Woven and printed fabric labels in recycled polyester, organic cotton, cotton, bamboo and combination blends.
- FSC-certified and recycled paper stocks for graphic hang tags and price tickets
- Recycled and natural strings
- Water-based PVC-free heat transfers
- Biodegradable polybags
- Recycled leather-like jean patches
- Structural and flexible packaging

The supply chain for eco-products is continually evolving, and Avery Dennison's global capability and reach are major advantages in driving eco-solutions to the areas where they are most needed. We are playing a leading role to simplify supply chain logistics for our customers. Furthermore, our ability to innovate, supported by the Avery Dennison Corporate Research Centers and our extensive knowledge base, will mean new alternatives and new opportunities for our customers.

Want to know how our sustainability practices can make good things happen for you?

Please contact your local sales representative or your nearest regional office.



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