

Deliver a first impression that lasts

Packaging solutions that stand out





**What's
your brand
all about?**



Look the part.

Products are very much like people, first impressions are stamped into lasting ones simply by how they present themselves – the substance in their conversations or labels, the brawn in their character, their handshake or how they fit in your hand.

While it's true that in the world of personal care, home care and cosmetic products, face value is more than skin deep – it is face value that paves the way for people to even want to know more about your product. With millions of purchase decisions made instantly at the store, the ability to stand out from the crowd makes or breaks

your product. Innovative packaging is a necessity in order to catch the attention of consumers.

Avery Dennison works closely with brand owners to generate new, high impact ideas that create tangible product differentiation. From eye-catching graphics to outstanding functionality, intriguing shapes and bottles, we make possible both the looks and the works that deliver real value. Our innovations cover luxury beauty care products to household aerosols and cartons. All of which are backed by global research and development centers that play a huge part in our product development, testing and prototyping services. This means we can help you create not just an identity, but also an identity that competitors will have to contend with.

Take your brand to the next level.



Make them look twice

When picking personal care, home care and cosmetic products, consumers are faced with shelf after shelf of different brands. In order to stand out from the supermarket clutter, brand labels have to grab attention in mere seconds.

This is what Avery Dennison is best at.

A global leader in pressure-sensitive technology, we offer superb labeling flexibility and innovative packaging designs to create stunning visual impact.

More brands have been choosing ultra-clear labels with seamless edges, which enhance the visual impact of their product contents. This no-label premium look has intrigued consumers and increased shelf appeal.

Furthermore, our labeling materials allow the use of brilliant print graphics, intricate die-cuts, and diverse print technologies such as metallic inks, embossing and hot foil stamping to differentiate your brand and influence consumer choice. Infused with textured surfaces and light refracting patterns on the packaging, your brand will be hard to miss.

As for curiously eye-catching packages, Avery Dennison has something that's not quite like anything else. Fasson Curvy™ pressure-sensitive material comes coupled with the Avery Dennison Curve Appeal application system, allowing for identifiable shapes and curves. This expands container coverage, drawing consumer attention and reinforcing brand identity.



Beauty that lasts

Avery Dennison offers thinner films that deliver up to 95% more labels per roll than other editions, achieving material reduction and making our products more sustainable. Our efficient labeling solutions include reliable high speed application and conformability to uniquely shaped containers.

Our range of Global MDO film laminates reduce environmental footprints without compromising on packaging performance and shelf appeal. Driven by lower material usage, research has shown that Global MDO produces 40% less solid waste, uses 37% less energy to manufacture and reduces greenhouse gas emissions by 10%¹.

¹ Results are based on Life Cycle Assessment (LCA) research on the production and the disposal of 1m² of laminated and slitted Global MDO.



Global MDO has been the product label of choice for leading international brands such as Nivea. Body care products depend highly on shelf impact and lasting clarity of labels throughout usage by the consumer. For the Nivea Body range from Beiersdorf, the Global MDO laminate has helped achieve extreme label clarity with a 'no-label' look, creating opportunities to maximize the impact of colors and curves.





More than just a pretty face

No matter what form, from squeezable tubes to trigger packs, unusual shapes, bottles or tubs, Avery Dennison delivers consistent performance in conformability, squeezability and resistance to water. A host of versatile labels and applications available means your product can be used without compromising its form while retaining its visual integrity.

There is a strong connection between brand positioning and brand identity. For THEFACESHOP, we place the highest value on sharing the beautifying benefits of nature – in our product formulations and our labeling. It is essential for the brand that the visual impact of our label makes that happen.

SunYoung Park

Part Leader, Design Team, THEFACESHOP

Re-sealable packaging

Avery Dennison's reclosure labels are designed for easy opening and multiple open-closure of re-sealable packaging without tear. Labels for 'wet' applications such as wet-wipes employ adhesives that are highly resistant to the pack contents in order to combat water and oil migration through packaging, potential contaminations and chemical reactions. Our labels are a user-friendly and economical method of repeated pack sealing, benefiting both brand owners and consumers.



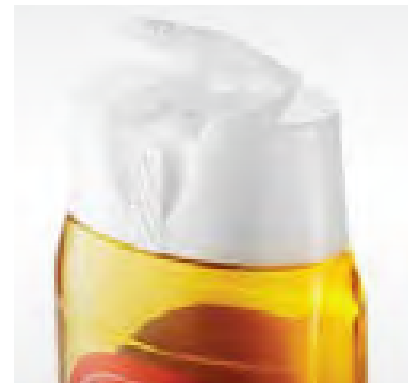
Prompting purchase decisions

Avery Dennison can work the full-spectrum of your marketing collaterals with cohesive and consistent point-of-purchase materials to entice and engage consumers in-store.



Communicating information clearly

Add-on items such as booklet labels and leaflets can be easily packaged to accommodate critical information without clutter.



Sealed secure

Maintain product integrity through the use of tamper-evident solutions such as SharpTear™ – a thin co-extruded film that tears cleanly in one direction and reveals the slightest signs of tampering without need for perforation.

Benefits of pressure-sensitive labeling

Decoration solutions /considerations	Pressure-sensitive labels	Wet glue paper	In-mold	Wrap around and sleeving
Design and appearance	<ul style="list-style-type: none"> • Suitable for popular 'no label' look • Consistent application and placement • Good print flexibility • Good aesthetics and enhances premium image • Good scratch and chemical resistance 	<ul style="list-style-type: none"> • Unsuitable for popular 'no label' look • Less consistent application and placement • Generally inferior aesthetics 	<ul style="list-style-type: none"> • Does not support elaborate designs as each shape change requires different mold settings and tools 	<ul style="list-style-type: none"> • Unsuitable for popular 'no label' look
Versatility	<ul style="list-style-type: none"> • More cost-effective for greater variety and smaller order sizes • Can be tailored to suit variations in temperature and humidity, as well as natural or artificial changes in climate 	<ul style="list-style-type: none"> • Limited options with adhesives and facestock • Does not support variations in label shapes and sizes 	<ul style="list-style-type: none"> • Limited facestock options • Costly molds to change shapes and sizes • Inability to accommodate late stage differentiation 	<ul style="list-style-type: none"> • Offer various design options because of their ability to conform to all shapes and sizes • 360° labeling require the use of more material than necessary • Poor scratch and chemical resistance
Inventory management	<ul style="list-style-type: none"> • Does not require stocks of pre-printed containers • Easier to control as labels are in rolls and can be kept together • Decorating at point-of packaging allows for greater variety and small order size, useful for tactical promotions and themed campaigns 	<ul style="list-style-type: none"> • Storage, handling and disposal of glue in addition to printed labels • Higher need of maintenance 	<ul style="list-style-type: none"> • Tedious to manage stocks of pre-printed containers 	<ul style="list-style-type: none"> • Storage, handling and disposal of glue in addition to printed labels • Lower dispensing speeds

A woman with long dark hair, wearing a white top, is smiling and looking towards the camera. She is holding a shopping cart. The background is a blurred store aisle with shelves of products.

Get that second glance

As we said in the beginning – products are like people, first impressions are stamped into lasting ones. Your potential consumers will be scrutinizing everything before they even think of taking your product home.

Give them something to really look at and want. Let Avery Dennison's extensive solutions make the difference for your brand today.

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 30,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Pasadena, California, the company reported sales from continuing operations of \$6 billion in 2012. Learn more at www.averydennison.com.

To learn more about solutions that match your specific business and material needs, please contact us at hpcteam@averydennison.com.

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