

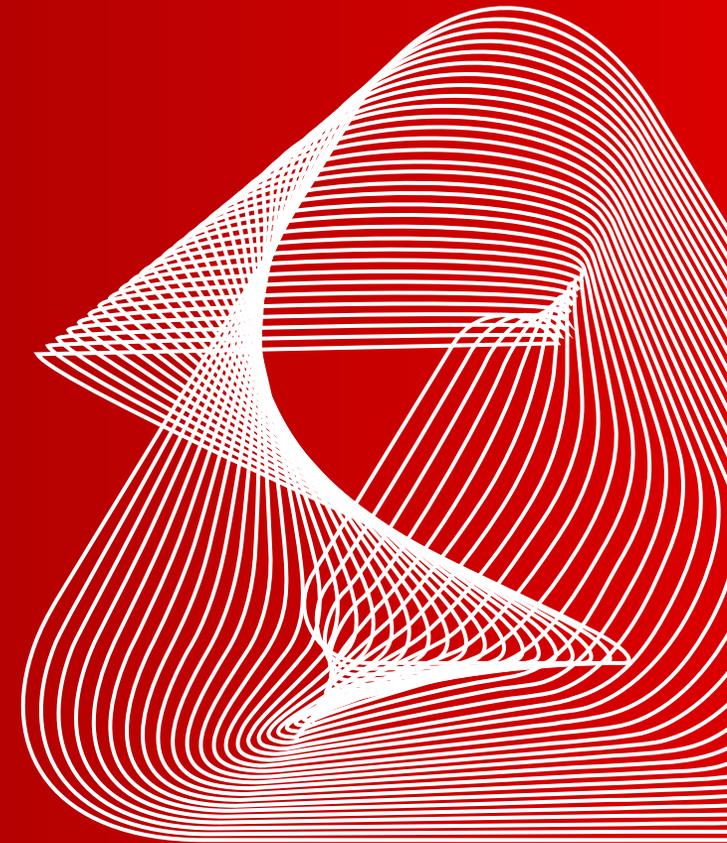


LabelTalk

by Avery Dennison - ASEAN

Home and Personal Care Packaging Trends and Solutions

2022



Welcome to the Webinar

Starts at 10:30 AM



Please wait

Speakers for Today



Kejin Zhang

Segment Development,

Home & Personal Care ASEAN

4 years of experience in the self-adhesive label industry,
within which 3 years in product management and 1 year in
business development.

Webinar



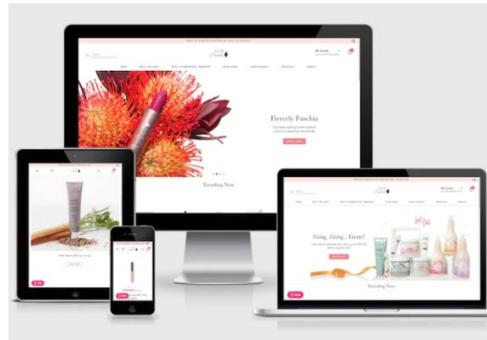
Home & Personal Care Packaging Trends

Trends in the Home and Personal Care Industry



Sustainable Packaging

- Reduce Packaging
- Recycled Content
- Recyclable Packaging



E-commerce & Omnichannel

- Robust product protection
- Changing product format
- Supply chain management



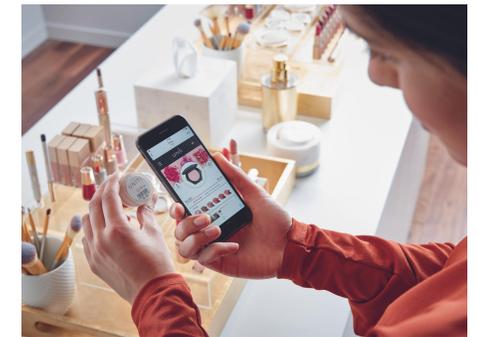
New Entrants and Niche Brands

- Premium decoration
- SKU proliferation



Evolving Consumer Demand

- Greater convenience
- Know your ingredients



Digitalization

- Consumer engagement
- Brand authenticity / protection

Label Solutions for Home and Personal Care

Sustainable Labels

Lower your footprint, enable recycling and reduce waste with our portfolio of sustainable labeling materials.

Shelf-Appeal

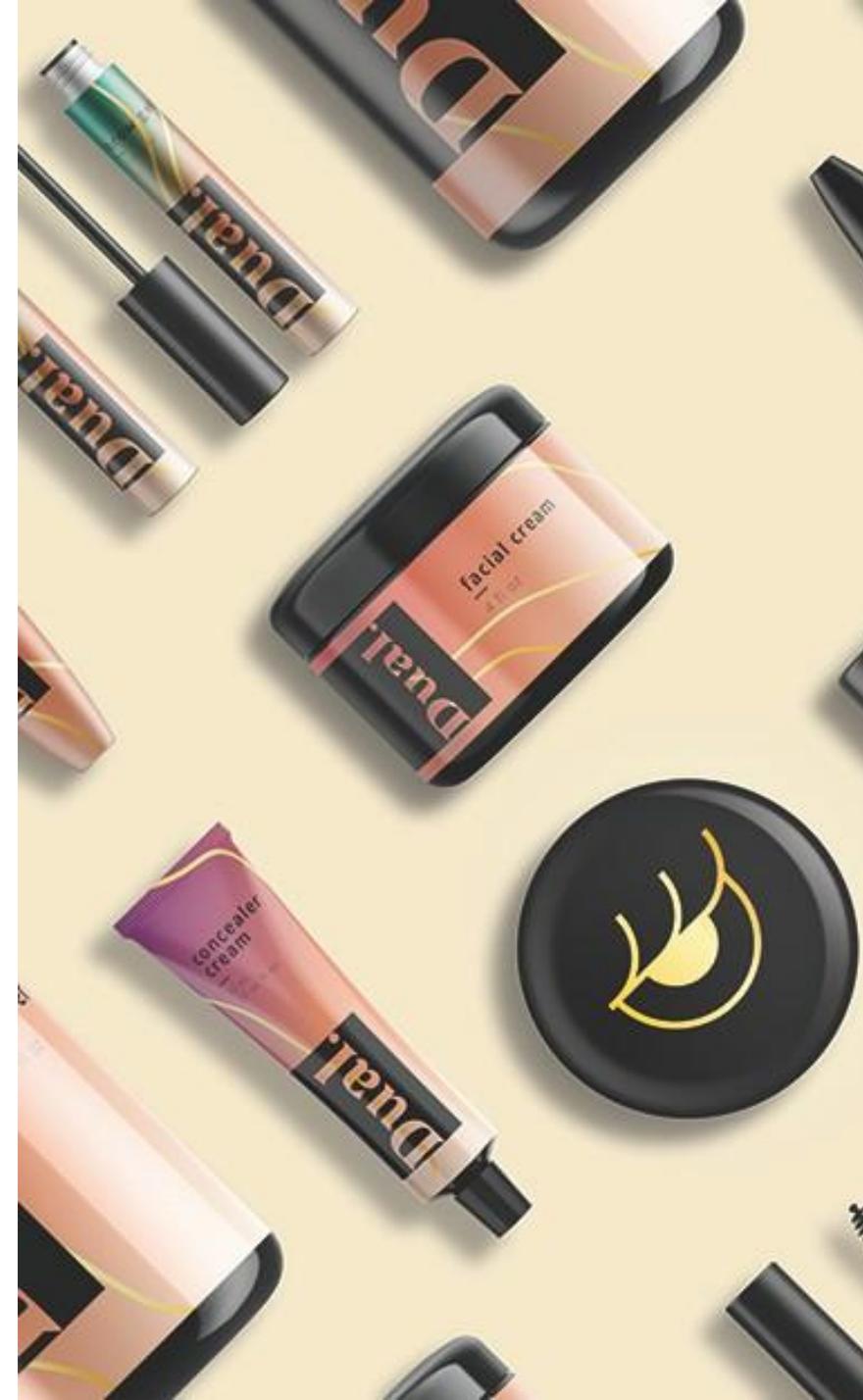
Keep up with the latest trends — or create new ones — with unique labeling solutions that make an instant impact on consumers.

Functional Packaging

Put your consumers first with elegant, convenient packaging that's designed to be opened and closed time many times.

Digital Solution

Create a virtual link between physical and digital experiences to protect your brand and spark consumer engagement.



Sustainable Labels



Made from the purest ingredients, our multi-collagen drink mix is smooth in flavor and easy to add to water, smoothies, coffee, or any other of your favorite hot or cold drinks to jumpstart your day.

Joven Nutraceuticals
7070 Sunny Street
Monterey, CA 93940
Made in USA
@bejoven



3603879727208



Ingredients
Hydrolyzed bovine
hide collagen peptides,
Hydrolyzed fish collagen
peptides, Chicken bone
broth powder.



Sustainable ADvantage Portfolio

Labeling with sustainability in mind has different meanings for different companies. From responsible sourcing to enabling end-user and commercial recycling, we have solutions that meet the customer's goals.



Responsibly Sourced



FSC®-certified



Reduction in the Use of Materials



PE75



Flex+



PP40



Contains Recycled Content



rPE



rPP



rMC FSC



Biomass Adhesive



Enables Recycling, Reuse, or Compostability



CleanFlake™



HDPE Recycling



Compostable

Sustainable Paper Labels



Gloss Plus FSC

An FSC® certified white, high gloss finished woodfree printing paper

Product Features

- ✓ Designed with optimum performance for conventional printing applications
- ✓ Thinner facestock gives 9% more labels per roll and longer production run
- ✓ Excellent print gloss can be achieved by suitable varnish.
- ✓ **Price to value** alternative

rMC Primecoat FSC

An FSC certified semi-gloss consists of **50% recycled content**, calendered white printing paper.

Product Features

- ✓ Reduce environmental footprint with 50% PCW recycled content in the facestock
- ✓ Uncompromised converting performance compared to the conventional virgin grade semigloss labels



Responsibly Sourced

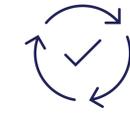
Basis Weight 80 gsm
Thickness 65 um



Contains Recycled Content

Basis Weight 80 gsm
Thickness 70 um

Paper Adhesive with Renewable Content



Contains Recycled Content

Biomass Adhesive

An emulsion acrylic adhesive with best in class initial tack and ultimate adhesion on high surface energy substrates.

Product Features

- ✓ Reduce environmental footprint with adhesive that contains **30% renewable based content**
- ✓ APEO free
- ✓ Wide service temperature range
- ✓ Excellent clarity
- ✓ Excellent long term adhesion
- ✓ Excellent converting performance



Sustainable Filmic Labels



Reduction in the
Use of Materials



PE75

75 mic corona-treated polyethylene film, available in clear and white.

Product Features

- ✓ Full conformable & squeezable properties makes PE75 suitable for all HPC applications, including tube labels
- ✓ Comparable converting & dispensing performance as PE85 → Easy qualification process
- ✓ 7% more labels per roll v.s. PE85



Flex+

55 mic corona-treated polyolefin film, available in clear and white.

Product Features

- ✓ Thin semi-conformable construction, suitable for application on most semi-squeeze PET and HDPE containers
- ✓ High clarity label improve on container blend & designed for the “no-label” look
- ✓ Exceptional on-press performance: print quality and die cuttability
- ✓ 32% more labels per roll v.s. PE85

Sustainable Filmic Labels



rPE80

80 mic corona-treated polyethylene film with **15% PIW recycled content**, available in clear and white.

Product Features

- ✓ Reduces reliance on fossil-fuel based films
- ✓ Reduce carbon footprint by consuming fewer resources, and keeping plastic out of the waste stream
- ✓ A simple, authentic look, created by the less uniform label appearance



rPP

65 mic polypropylene film with **30% PIW content**, available in white only.

Product Features

- ✓ Reduces reliance on fossil-fuel based films and reduce carbon footprint
- ✓ Comparable performance as conventional virgin BOPP labels
- ✓ For brands looking to promote higher recycled content packaging, without compromising on overall packaging appearance

Filmic Adhesives that Enable Recycling



Enables Recycling,
Reuse, or
Compostability



CleanFlake™, SR3013

Enable bottle-to-bottle (B2B) recycling of PET bottles into food grade packaging

Product Features

- ✓ Adheres to APR design guidelines for PET and HDPE recycling
- ✓ One solution that supports PET B2B recycling & HDPE recycling (mono-material)
- ✓ Available with various PP and Flex+ labels



HDPE Recycling

Filmic labels with emulsion acrylic adhesive that can be recycled together with HDPE containers

Product Features

- ✓ Recognized to comply with APR Critical Guidance Protocol for HDPE recycling
- ✓ Both S692N and CleanFlake™ adhesives are qualified
- ✓ Available with clear & white PE, PO and PP facestocks

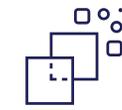
PET B2B Recycling Fundamentals

- No adhesive residue is left on the resulting PET flakes after recycling
- Significantly increases the **yield and quality** of rPET that can be made into new bottles of food-grade quality

HDPE Recycling Fundamentals

- Labels form a mono-material construction with the HDPE bottles and can be recycled together in the recycling process without impact the physical properties of the rHDPE pellets
- Printed label in converter need to do the APR testing separately

Biodegradable & Compostable Adhesive



Enables Recycling,
Reuse, or
Compostability



S9500

Facestock and adhesive combinations that can be reintroduced into nature

Product Features

- ✓ Carries the “OK Compost” certificate according to EN13432 regulations for industrial composting
- ✓ Available with a whole range of paper and biodegradable film facestocks (PLA and NatureFlex)
- ✓ Direct food contact approval for dry, non-fatty foods

Benefits

- ✓ Helps brand owners, retailers & converters meet growing demand for sustainable solutions for **difficult to recycle packaging**





Functional Packaging

Reclosure Labels for Wet Wipes



A proven range of adhesives designed to ensure performance in baby, cosmetic, toilet wet reclosure applications. New material are available for testing to mean the demand for recycling ⇒ **Mono-material packaging**

Key features

- ✓ Alcohol-resistant
- ✓ Dependable reclosure
- ✓ No adhesive residue
- ✓ Quiet and odorless

	SR158	NEW SR133	SR134	SR123	R1490M
Categories	(Solvent)	(Solvent)	(Solvent)	(Solvent)	(Solvent)
Baby wipes	★★★	★★★★★	★★★★★	★★★★★	★★★★★
Facial/hand wipes	★★★★★	★★★★★	★★★	★★★	★★★★★
Home wipes	★★★★★	★★★	★★★★★		★★★
Disinfectant wipes		★★★	★★★★★		★★★
Industrial Solvent wipes		★★★	★★★★★	★★★★★	★★★



Shelf Appeal

Holographic Labels



Few packaging technologies can compete with holographic labels for pure shelf impact. Their dynamic, shifting patterns grab consumers' attention – a winning choice for premium product differentiation, special offers and promotional campaigns.

Key features

- ✓ Ultimate shelf impact
- ✓ Conversion-friendly paper laminates
- ✓ Low MOQ
- ✓ Wide variety of adhesives
- ✓ Full sales support in choosing new patterns

Customized and non-standard patterns are available upon request.



Point



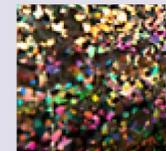
Shimmer



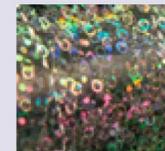
Kaleidoscope



Universe



Cristaline



Bubble

Tube Labeling



Avery Dennison tube labeling solutions help meet the many different business needs of lower-volume tube labeling. Late stage differentiation, short lead times and inventory control are just some of the advantages of working with smaller production runs.

Key features

- ✓ Premium brand image: compatible with many printing techniques
- ✓ Low MOQs and short lead times, for rapid time to market
- ✓ Enables late-stage differentiation
- ✓ Fully squeezable PE labels
- ✓ Suitable for crimp through applications

	Description	Location
BW9320A	Bright Silver PE 85TC / AF101 / BG40Wh Imp FSC	ASEAN
BW0290	PE75 NTC Trans / S692N / BG33Wh Imp FSC	ASEAN
BW0291	PE75 NTC White / S692N / BG33Wh Imp FSC	ASEAN

Point of Purchase (POP) Labeling Solution



The pop-up label provides the most fundamental way for brand owners to differentiate their products from competition on the shelves.

Key features

- ✓ Available in clear, white and metalized PET facestocks
- ✓ Excellent stiffness & dimensional stability
- ✓ Resistance to wrinkling or curling

Application

- ✓ The POP and eye catching label is applicable across multiple end-uses in the food, beverage, home care and personal care segments

	Description	Location
SY7119	PET Top Clear / S692N / BG50Wh Imp	ASEAN
SY7130	PET Top White / S692N / BG40Wh Imp	ASEAN
AME6350	2 M SILVER METALLIZED PET / PERMANENT / BG40	INDIA

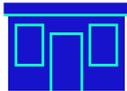
Digital Solution

RFID for Beauty

Digital ID technologies designed for the Beauty sector, that radically optimize inventory management, authenticate product history and conjure richer consumer experiences.



RFID Bridges the Physical and Digital Beauty Retail Channels



Beauty Stores & Departments are Experience Destinations

Consumers discover, try and test products in-store
2018: Top 20 cosmetics brands = 90% of B&M sales.

Refreshed beauty departments are customer vs. brandcentric.

CVS “In Real Life” stores with Glamsquad partnership Walgreens-Birchbox bringing 40 indie brands to the store.

JCP reports 3 x \$ per/ft² for stores with Sephora inside.



Customers Increasingly Comfortable Buying Beauty Online

2018, US spent \$12B on beauty, personal care in eComm represents 30% of all eComm sales

Amazon seeking dominant position as beauty retailer

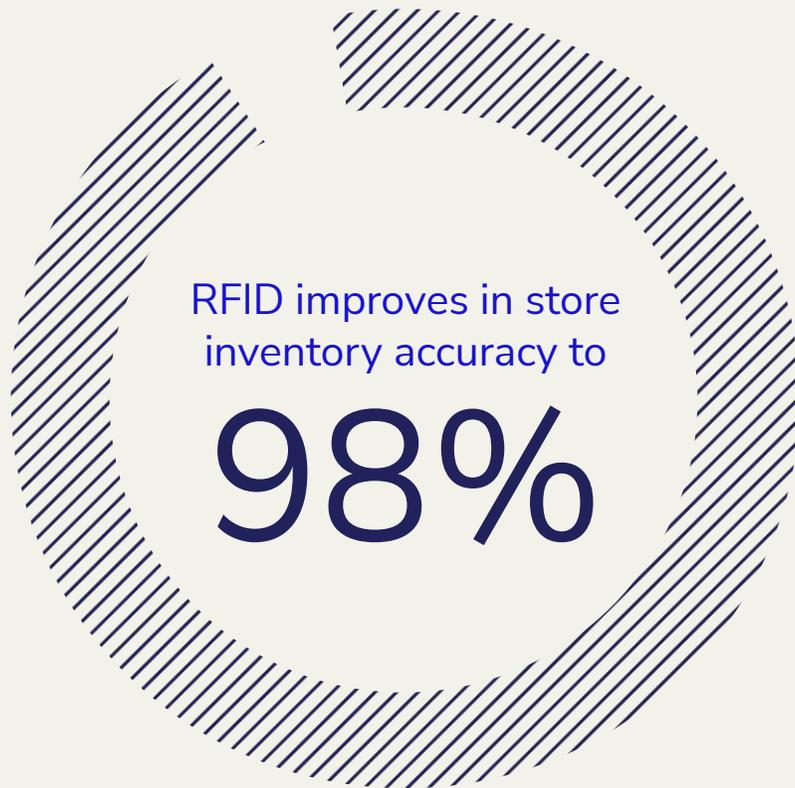
Beauty products are the 2nd most shopped Amazon category.

Provides online Indie beauty shop with exclusive 3P brands.

After in-store discovery consumers are purchasing online.

Beauty brick and mortar retailers can combine physical and digital inventories to drive omnichannel sales

UHF RFID Use Cases for Beauty: Inventory Accuracy



In-Store Inventory Accuracy

Poor inventory accuracy leads to stock outs and lost sales

RFID improves:

- Eliminates stockouts
- Exposes single items for sale through all channels
- Increases enterprise sales
- Can lend retail stock visibility to brandowners

Efficient, Secure Supply Chain

Less inventory

Retail

- Drives fresher assortments
- Optimizes retail, guest-centric space

Supply Chain

- Reduction in working capital, logistics cost
- Reduces opportunity for diversion

NFC Use Case for Beauty:



Authenticity

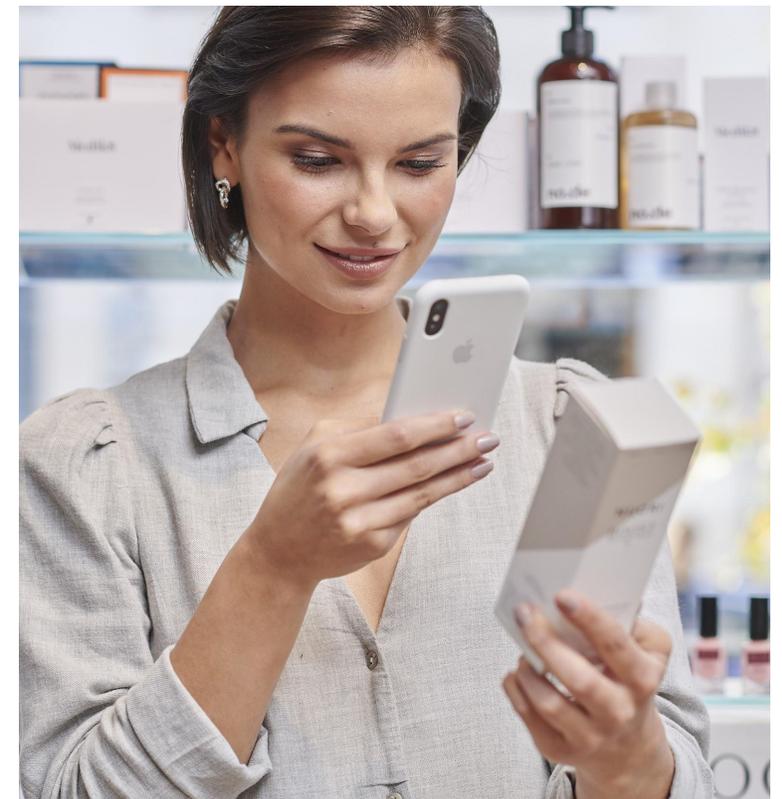
\$3B in global losses due to counterfeit cosmetics.
Unique RFID EPC number for each item.

- Provides items authenticity
- Validates sales channel
- Lends traceability throughout supply chain

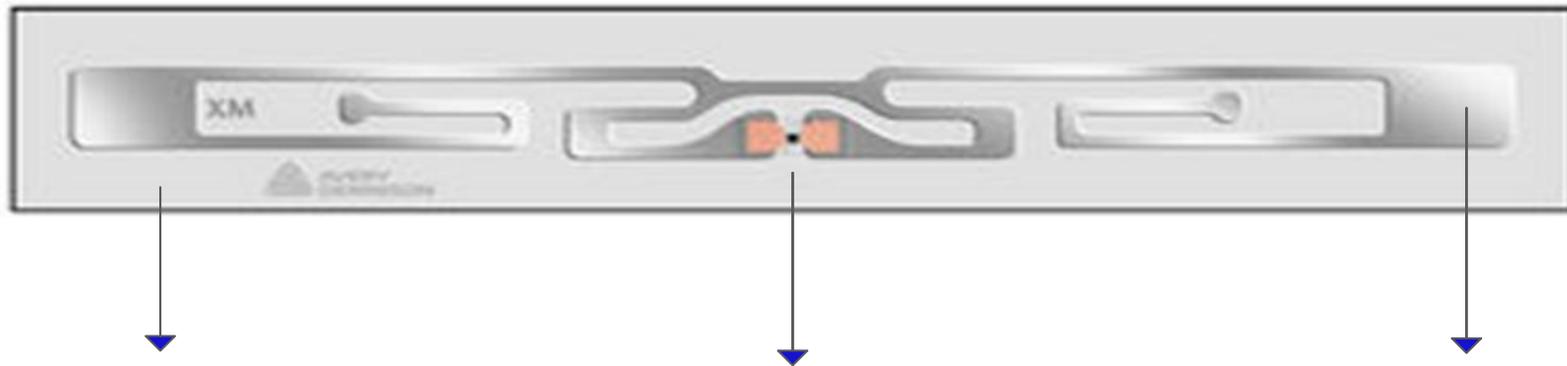


Customer Engagement

Brands, retailers seek to deepen relationship with guests.
RFID can drive multilayer experience, in store and post purchase.



Anatomy of a RFID Inlay



Base Material	Integrated Circuit (IC) / Chip	Antenna
PET or paper	Different Memory Size	Aluminum
Clear or white	Different Features	Die-cut, etching, printing
Variety of thickness	Direct Chip Attachment / Strap	

How it Works

Each tag contains a unique number that identifies an individual item



RFID System Consists of 3 Components



RFID enabled tag, ticket or label



An RFID reader (fixed or mobile)



Application to collect and interpret data

RFID Allows You To



Read the RFID tag without line of sight



Read multiple items on a shelf or gondola very quickly up to 25,000 per hour

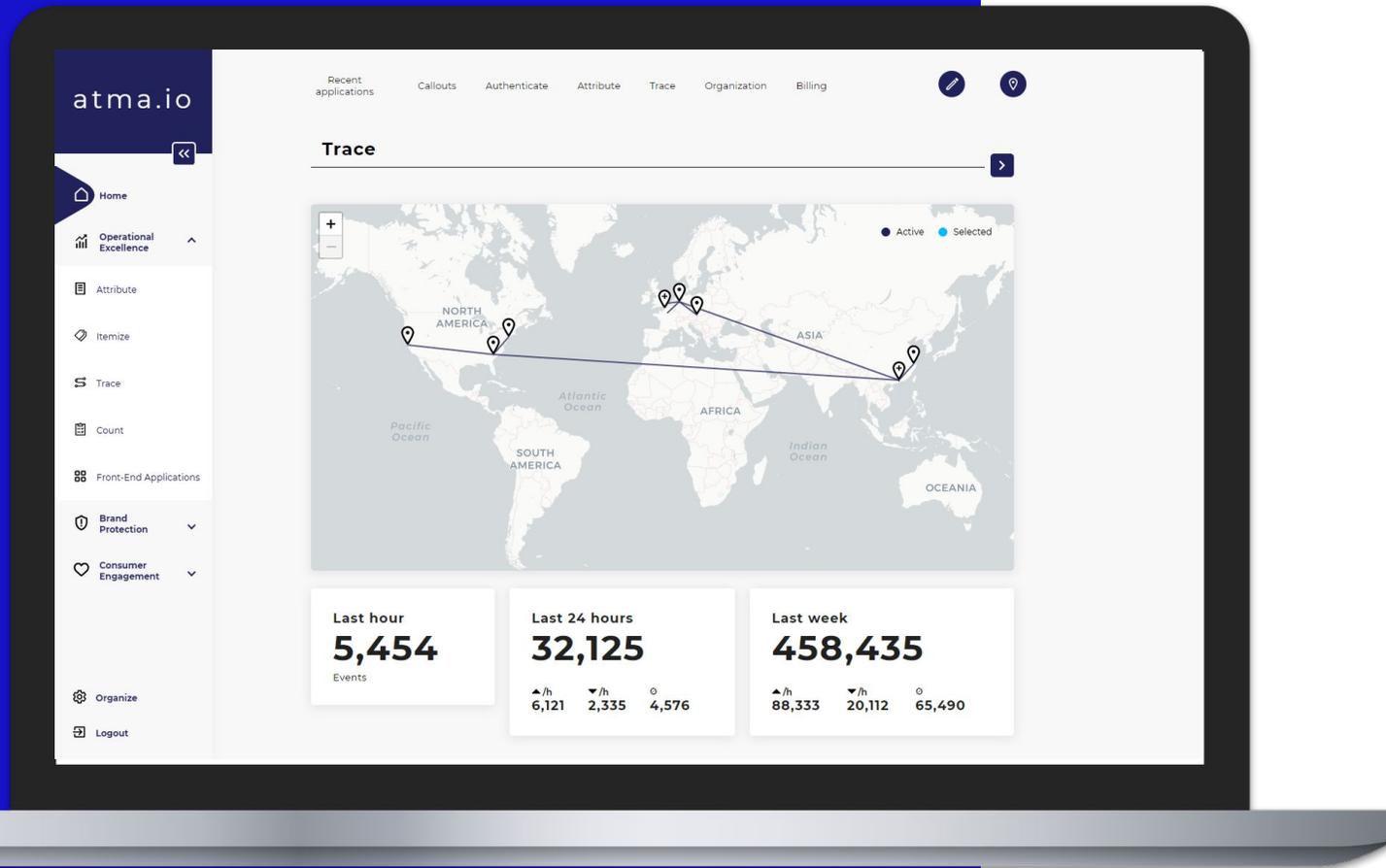


Read multiple items in a box without opening the packaging

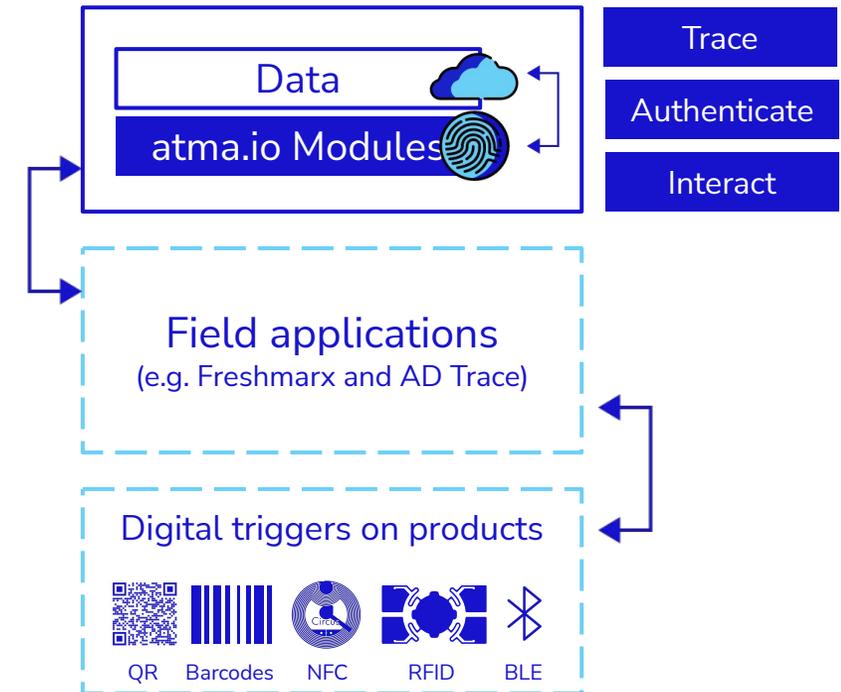
What is atma.io

atma.io, **connected product cloud** by Avery Dennison: A platform that unlocks the power of connected products by assigning **unique digital IDs** to everyday items, providing unparalleled **end-to-end transparency** by tracking, storing and managing all the events associated with each individual product — all the way **from source to consumer and beyond**, enabling circularity.

How does the platform work?



We bridge physical and digital worlds for every item





Avery Dennison's Smartrac bridge the material and the digital to help companies across multiple industries bring any item to digital life.

For more information :

Please feel free to reach out to Avery Dennison team in your countries or contact below person at anytime.

We will be very happy to contact with you again soon.

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Segment Manager - Home & Personal Care, ASEAN

kejin.zhang@ap.averydennison.com



Q

&

A

Thank you



**AVERY
DENNISON**