



AD*van*tage Services

Our Commitment. Your Advantage.



AVERY DENNISON *AD*vantage Services

Today's highly competitive label industry demands converter differentiation, cost reduction, and increasingly aggressive sustainability targets. Brand Owners and Retailers want label suppliers to deliver more economical products without compromising on quality and performance. Multinationals actively seek label solutions which meet their global environmental and sustainability commitments.

To help converters with these challenges, Avery Dennison is excited to offer **ADvantage Services**. These services are **complimentary** to our Valued Customers and can help you optimise, differentiate and grow your business in a more demanding world.

ACTIONABLE INSIGHTS

Customised research from segment-focused Business Development Managers, supported by a dedicated Market Research Analyst and an industry partner network, to help you address new segment, application or geographic opportunities.

YOUR NEED	OUR COMMITMENT	YOUR ADVANTAGE
Trusted global/regional perspective on your target industries, segments and applications	Specialised Business Development Managers (BDMs) who provide segment- and industry-specific insights	Intelligence and context to sharpen and accelerate your growth strategy in targeted segments and applications
Internal resources and budget to pay for research	A dedicated and experienced Market Analyst to deliver customised data research and intelligence	Customised research – without significant research consultancy fees – covering: <ul style="list-style-type: none"> - Macroeconomic data - Country/industry/application/ technology profiling - Business growth planning



IDEA WORKSHOPS

Customised workshops sharing global applications, ideas and product solutions to unlock new high value growth channels.

INSPIRE: New Ideas and Solutions

DISCOVER: New Opportunities

ELEVATE: Our Relationships

ADVANCE: Higher Growth

YOUR NEED	OUR COMMITMENT	YOUR ADVANTAGE
Find new ideas to increase your value to customers in an increasingly commoditised market	A WORLD OF APPLICATIONS AND NEW IDEAS A regional product management team and dedicated Material Science & Development Centre	New applications, ideas and opportunities to improve or create new value for your customers
Identify new and differentiated opportunities to help grow your business	SPECIALTY SOLUTIONS A specialist team with a broad range of product and solutions application knowledge	Discover the latest local and global product solutions to unlock new and more profitable opportunities for growth



TAC MODELLING

Total Applied Cost (TAC) analysis to clearly define and demonstrate cost of switching brands from wet glue (WG) to pressure-sensitive labelling (PSL).

YOUR NEED	OUR COMMITMENT	YOUR ADVANTAGE
Ability to clearly illustrate the value of PSL beyond the increase in label price vs. WG at targeted end-user applications	PROVIDING YOU COMPARISON DATA TO DRIVE DEMAND Avery Dennison proprietary TAC analysis to clearly define impact of transitioning any project from WG to PSL	Total Applied Cost modelling enables you to shift the brand owner discussion from PS label price to significant operational efficiency and shelf appeal benefits
Increase sales team effectiveness to accelerate new business growth	TAC TRAINING Team of TAC subject matter experts to build your knowledge base and sales effectiveness	Clearer understanding of TAC will enable your sales team to more effectively transition brands from WG to PS, delivering growth



CONCEPT LAB

Collaborative ideation sessions with AD solution leaders and related industry experts that leverage our broad portfolio of materials and technologies to create differentiated products that grow your business.

YOUR NEED

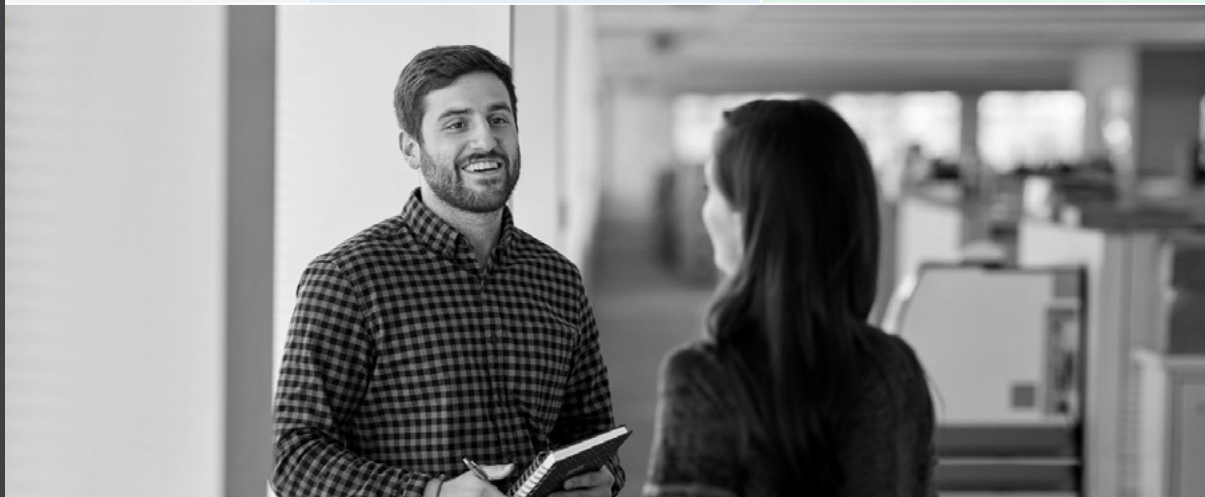
Provide label prototyping service to End User customers without impacting valuable production time or resources

OUR COMMITMENT

A creative team of label material and design experts ready to support your physical and virtual label prototyping needs

YOUR ADVANTAGE

Save time and money by conceptualising through physical and virtual prototyping without impacting productivity



LINE SCAN

Technical and ELS expertise to review your PSL converting and materials handling process to optimise your productivity and reduce cost.

YOUR NEED	OUR COMMITMENT	YOUR ADVANTAGE
Improve operational excellence to raise margins and competitiveness	ONSITE ANALYSIS Local and global ELS and technical experts with industry knowledge	Customised analysis with recommendations to improve operating performance in productivity, waste and efficiency
Maximise capacity by increasing productivity	TRAINING AND KNOWLEDGE SHARING Best-practice converting techniques from our Avery Dennison Knowledge Centre	Learn best-practice label printing and converting techniques to maximise your production per shift, and delay needing extra manpower or capital for new presses



CONVERTING & APPLICATION SUPPORT

Fast troubleshooting,
production optimisation,
and technical support by our
knowledgeable Technical &
Material Science team.

YOUR NEED	OUR COMMITMENT	YOUR ADVANTAGE
On-press and application support to qualify products and troubleshoot technical issues	EXPERIENCED TECHNICAL SERVICES TEAM A regional network of 12 technical solutions experts with a total 150 years of experience in the PSL industry	Best-practice technical advice and recommendations to resolve issues on production downtime, wastage and supply risk Guidance and support to secure and accelerate new growth applications
Knowledge and training for new employees, improving skills and applying best practices	AVERY DENNISON KNOWLEDGE CENTRE (ADKC) Training from our world-class PSL converter education facility on or at your site	Develop a highly-skilled production team to ensure optimised converting and application performance



LAB SERVICES

Exceptional physical & analytical testing from a dedicated, highly-experienced team of scientists, chemists and material engineers using advanced testing laboratories and instruments.

YOUR NEED	OUR COMMITMENT	YOUR ADVANTAGE
Reliable material science support and expertise to quickly resolve material converting and application issues, and discover new growth opportunities	<ul style="list-style-type: none"> - ADIKC development and testing facility housing 8 laboratories with state-of-the-art equipment - 22 full-time adhesive and polymer scientists, chemists and material engineers - A regional team of 15 technical managers with local testing capabilities for fast response - Over 350 years of combined material science and PSL technical experience 	<ul style="list-style-type: none"> - A material science industry partner to support all your product quality and performance testing needs - Product identification and recommendations to help you win new business opportunities - Fast and effective problem-solving support provided by local and regional technical teams



I.LAB™

A network of RFID technical centres of excellence (India, Europe and USA) featuring hands-on demonstrations of a wide range of RFID applications, technical training from our experts and an industry network to support you throughout the evaluation and implementation process.

YOUR NEED

Knowledge of RFID technologies and applications to develop new value-add growth opportunities and business expansion

OUR COMMITMENT

An experienced local and global RFID team of experts and a network of dedicated I.Lab™ Intelligent Labelling training and education facilities

YOUR ADVANTAGE

Reliable partner of RFID technical experts and resources to support the adoption and growth of new Intelligent Labelling applications



SUSTAINABILITY SIMPLIFIED

A team of Sustainability Specialists with knowledge of emerging trends, applications, products and services to help you identify new growth opportunities linked to sustainability demand.

YOUR NEED	OUR COMMITMENT	YOUR ADVANTAGE
Require solutions to meet evolving sustainability goals and compliance standards	REGIONAL SUSTAINABILITY TEAM Insights on global trends, best practices, product solutions and complex compliance requirements	Understand complex compliance issues and learn about new solutions to respond to your customers' sustainability needs
Stay informed about latest sustainability trends and legislation that can impact your business	CUSTOMISED TRAINING We train your employees on the latest sustainability trends, insights, products and services	Greater awareness and knowledge to increase your value to your customers and stay ahead of changing legislation
Show proof that label material selections are reducing environmental impact	LIFE CYCLE ANALYSIS TOOL Purpose-built 'Greenprint' Life Cycle Analysis tool designed to benchmark Avery Dennison materials	Quantifiable data of the environmental impact of various products to help you make more informed decisions

LINER RECYCLING

Glassine liner waste collection and recycling programme to eliminate label liner waste at your end customers' sites.

YOUR NEED	OUR COMMITMENT	YOUR ADVANTAGE
Provide a viable solution to reduce the environmental impact of PS labels at your customer sites	Established partnerships with local waste management and recyclers, delivering a cost-neutral or better Glassine liner collection and recycling service within selected regions in Australia, ASEAN and India	<ul style="list-style-type: none">- Differentiated label supplier service offering to current and prospective brand owners- Enhanced brand equity through association with positive environmental impact



Contact your local Avery Dennison Representative
to learn more about ADvantage Services.

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