



News Release

L'ORÉAL AND AVERY DENNISON COLLABORATE TO ELIMINATE LABEL WASTE

Melbourne, Australia, July 11, 2018 – Global materials science and manufacturing company, Avery Dennison Corporation (NYSE: AVY), leading beauty company both globally and in Australia, L'Oréal Australia, and Australia's leading waste management company, Wasteflex, are collaborating on a recycling programme to deliver zero waste to landfills.

Avery Dennison's liner recycling programme, supports the company's sustainability goal to help customers reduce waste from its products. This liner recycling programme will help brands divert glassine paper liner (waste from label application process) from landfills into recycled products. Through this programme, L'Oréal Australia will divert over six tonnes of glassine paper liner in Australia into recycled paper for use in the recycled paper industry.

“As a materials science innovator committed to making a meaningful difference, we see sustainability as both a responsibility and an opportunity to lead. With our liner recycling programme, brands now have a solution that will enable them to reduce the environmental impact from discarded label liner waste,” said Anil K. Sharma, vice president and general manager, Label and Graphic Materials, South Asia Pacific and Sub-Saharan Africa, Avery

Dennison. “We are delighted to partner with L’Oréal Australia and Wasteflex on this sustainability journey.”

“The savings from this programme have been significant, but the biggest benefit for L’Oréal Australia is being able to meet our zero waste to landfill through the services and expertise of Wasteflex and Avery Dennison,” said David O’Leary, national logistics manager, L’Oréal Australia.

“Wasteflex is proud to be part of the Avery Dennison liner recycling programme, said Matt Tamplin, chief executive officer, Wasteflex. “Through this programme, we can offer the industry an exciting new solution that is easy to implement and will improve sustainability and commercial outcomes for business.”

“As the pioneer of the pressure-sensitive label industry, Avery Dennison has always focused on helping customers and brand owners achieve their goals by delivering label materials that can elevate brands, improve productivity and help products become more sustainable,” said Marcel Cote, strategic marketing director, Avery Dennison. “With the launch of our Avery Dennison Liner Recycling Service, we can offer a sustainable solution to divert glassine paper liner from landfills and into recycled paper products.”

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About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company’s products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical and retail applications; tags, labels and embellishments for apparel; and radio-frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, the company employs

approximately 30,000 employees in more than 50 countries. Reported sales in 2017 were \$6.6 billion. Learn more at www.averydennison.com.

A segment of the Avery Dennison Label and Graphic Materials Group, Avery Dennison Graphics Solutions provides imaging materials and service solutions for fleet, architecture and transportation markets. For more information, visit graphicsap.averydennison.com.

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Media Contact:

Sui-Ching Low

suiching.low@ap.averydennison.com

+65 6430 7075