



For Immediate Release

AVERY DENNISON EXPANDS RFID ADOPTION IN GROCERY RETAIL INDUSTRY

Kroger will use RFID sensors to enable item-level digital identification for greater inventory accuracy to maximize freshness, reduce waste and optimize associates' time

MENTOR, Ohio–(BUSINESS WIRE)–October 22, 2024 – Avery Dennison (NYSE: AVY) announced today it will begin working with The Kroger Co. to build a better associate and customer experience through RFID inventory automation technology. This collaboration makes item-level digital identification possible, enabling more frequent and more accurate inventory information to maximize freshness, reduce waste and improve the associate experience.

“Kroger’s customers and associates are at the heart of everything we do,” said Jordan Poff, vice president of retail operations at Kroger. “Our work with Avery Dennison will improve inventory visibility, which means products will be on the shelves when our customers want them, while enabling our associates to spend more time with our customers.”

This strategic collaboration will begin in the bakery department, implementing RFID-embedded labels on each item, providing significant time savings and valuable data to automate inventory management and freshness optimization. It is a foundational step in delivering a more seamless customer and associate experience across all fresh categories long term.

Julie Vargas, vice president and general manager of identification solutions affirms, “For decades, Avery Dennison has been the driving force behind connecting physical products with a digital identity to unlock data accuracy and efficiency in retail and supply chain operations. With this collaboration, we are committed to Kroger’s initiatives to optimize associate time,

reduce waste from overproduction and ultimately deliver a uniquely valuable customer experience.”

For more information about how Avery Dennison is driving innovation in the food industry through RFID, visit www.identificationsolutions.averydennison.com

About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides a wide range of branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and better connect brands and consumers. Our products and solutions include labeling and functional materials, radio frequency identification (RFID) inlays and tags, software applications that connect the physical and digital, and a variety of products and solutions that enhance branded packaging and carry or display information that improves the customer experience. Serving an array of industries worldwide — including home and personal care, apparel, general retail, e-commerce, logistics, food and grocery, pharmaceuticals and automotive — we employ approximately 35,000 employees in more than 50 countries. Our reported sales in 2023 were \$8.4 billion. Learn more at www.averydennison.com

About Kroger

At [The Kroger Co.](http://TheKrogerCo.com), we are dedicated to our Purpose: To Feed the Human Spirit™. We are, across our family of companies nearly half a million associates who serve over 11 million customers daily through a seamless digital shopping experience and retail food stores under a variety of [banner names](#), serving America through food inspiration and uplift, and creating #ZeroHungerZeroWaste communities by 2025. To learn more about us, visit our [newsroom](#) and [investor relations](#) site.

Media Contact

Jack Gibson
Global PR Manager
jack.gibson@eu.averydennison.com