



Press Release

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For Immediate Release

## **Avery Dennison opens its first India-based RFID production facility and unveils unique inlay innovation to meet local customer needs**

**PUNE, India, 24 April 2025** — Avery Dennison Corporation (NYSE:AVY), a global materials science and digital identification solutions company, has announced the opening of its first radio-frequency identification (RFID) inlays and labels production site in India. Located in Pune, the plant's opening marks a pivotal step in the company's long-term commitment to supporting RFID technology growth in South Asia under the "Make in India" initiative. The official opening date is 23 April 2025.

The Pune facility establishes Avery Dennison as the first ARC-certified RFID inlay company to manufacture RFID inlays and labels in India. True to its legacy as a leader and innovator, Avery Dennison has introduced AD Cobra, a radio-frequency identification (RFID) inlay designed exclusively for the Indian market. The inlay is tailored to meet the unique environmental and operational challenges faced by Indian businesses, empowering brands to deploy smart product solutions with higher confidence and seamless integration.

"With the opening of our RFID inlay and label manufacturing facility in Pune, Avery Dennison is taking a significant step toward strengthening its presence in India." said Saurabh Agarwal, Vice President and General Manager, South Asia, Avery Dennison. "Local production will help us respond more efficiently to market needs, reduce lead times and better support our customers across industries. This aligns with our ongoing efforts to contribute meaningfully to the Indian ecosystem."

"India represents one of the fastest growing markets for RFID adoption, and this facility underscores our commitment to being closer to our customers. By localizing production and innovation, we're not just enhancing our responsiveness and speed-to-market — we're also partnering more deeply with Indian brands to unlock the full potential of smart supply chain solutions tailored to their unique needs," said Kelvin Tan, director, APAC, Intelligent Labels, sales and business development, Avery Dennison.

Avery Dennison has an extensive RFID technology portfolio that spans the UHF, HF and NFC frequency bands, and is widely used in the apparel, pharmaceuticals, fast moving consumer goods (FMCG), logistics and retail industries. RFID applications across these sectors are

proven to minimize errors, reduce stock discrepancies and enhance real-time visibility throughout the supply chain. Moreover, RFID technology plays a critical role in product authentication and anti-counterfeiting, which are essential in maintaining brand trust and compliance in highly regulated industries. By supporting faster restocking, improving product availability and streamlining checkout experiences, RFID optimizes operational efficiency, elevates customer satisfaction and positively impacts brand loyalty.

### **About Avery Dennison**

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company. We are Making Possible™ products and solutions that help advance the industries we serve, providing branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and better connect brands and consumers. We design and develop labeling and functional materials, radio-frequency identification (RFID) inlays and tags, software applications that connect the physical and digital, and offerings that enhance branded packaging and carry or display information that improves the customer experience. Serving 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 2024 were \$8.8 billion. Learn more at [www.averydennison.com](http://www.averydennison.com).

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