



Premier League Font Change Press Release

The Premier League's official names, numbers and sleeve badges supplier, Avery Dennison, has revealed the newly designed font and embellishments which will feature on next season's Premier League shirts.

MENTOR, Ohio — March 14, 2023 — Avery Dennison (NYSE:AVY), a global materials science and digital identification solutions company, has partnered with the Premier League on the new font, which is only the fourth ever redesign in Premier League history. An increase in the number height and the integration of the Premier League's unique graphic pattern ensures the new font has increased visibility and more impact both on and off the pitch. The new names, numbers and sleeve badges will be available from spring onwards, following the launch of each Premier League club's kits for the 2023/24 season.

Avery Dennison, the official names, numbers and sleeve badges supplier to the Premier League since 2019, documented the story behind the font change in a video, which includes on-pitch testing involving Premier League commentators, Martin Tyler, Jim Proudfoot and Joe Speight, at Brentford FC's Gtech Community Stadium.

"The beauty of the Premier League is that it creates era-defining names and numbers. It is very rare that the design itself changes, so it is an honor for the team at Avery Dennison to have been part of that process," said Simon Allen, EU aftermarket commercial director, Apparel Solutions, Avery Dennison. "The request was for the new design to be an evolution rather than a revolution. With many components to be considered, such as legibility, durability and readability, we also needed to keep sight of the Premier League branding. Through everything, we wanted to ensure that what we put on the pitch keeps the fans in the stadium and watching at home at the heart of it."

Will Brass, chief commercial officer, Premier League, said, "We wanted to work closely with Avery Dennison, using their expertise and experience to create new names and numbers which were not only clearer for those watching matches in stadiums or at home, but which also incorporated the Premier League brand more readily."

"The names and numbers have become part of the fabric of the Premier League. For fans, having the name and number of a favorite player, their own name or even a personal message helps to bring them closer to the competition and their favorite clubs," he continued.

In addition to the name and number change, the Premier League sleeve badge has been redesigned for the upcoming season to a stand-alone iconic Premier League lion. This design will be replicated in gold for the "Champions" badge worn by the season's winning team.

With Avery Dennison's sustainability credentials at the forefront of the manufacturing process, the names, numbers and sleeve badges are produced at its factory in Western Norway, powered by renewable energy from a nearby glacier. With printing and robotics technology in place to reduce waste, the Premier League embellishments are printed on a thin and digital layer, using a digitized process to determine the placement of the transfers and ensure the best utilization of the sheet, ensuring minimal waste.

To watch the full video of the story behind the font, visit embelex.averydennison.com/premierleague

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About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides branding and information labeling solutions, including pressure-sensitive materials, radio-frequency identification (RFID) inlays and tags, and a variety of converted products and solutions. The company designs and manufactures a wide range of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital, and improve customers' product performance. The company serves an array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals and automotive. The company employs approximately 36,000 employees in more than 50 countries. Reported sales in 2022 were \$9.0 billion. Learn more at www.averydennison.com.

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