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## **Avery Dennison announces new content hub: Electrified with Avery Dennison**

*Built upon core values of innovation, teamwork and excellence, the content hub provides a new opportunity for the company to communicate with customers.*

**MENTOR, Ohio, — July 19, 2023** — Avery Dennison Corporation (NYSE: AVY), a global leader in materials sciences and technology, is pleased to announce the launch of a new content hub called "Electrified with Avery Dennison". This is a global collaborative effort designed to answer some of the toughest questions customers have asked about Energy Storage and Electrification and the role that adhesives play in that space. Bringing together industry experts from across EMENA, Asia Pacific, and the Americas, the platform will provide valuable resources for visitors.

The platform is due to launch publicly on July 19, 2023, and is designed to cater to the growing demand for knowledge and expertise in the rapidly evolving fields of Electric Vehicles (EVs), Consumer Electronics, and Energy Storage. Through this initiative, Avery Dennison aims to foster meaningful discussions and deliver thought-provoking content to shape the future of electrification.

Pankaj Bhardwaj, Vice President of Marketing for Label and Packaging Materials APAC and Global Lead for Energy Storage at Avery Dennison's Materials Group, commented, "From automotive to stationary energy storage, not only are we undergoing an evolution, but we are in the midst of a full-scale revolution in terms of how we generate, store, and interact with electricity. We're no longer just talking about the future; we're actively living it."

The aim of Electrified with Avery Dennison is to distill complex subject matters into digestible, accessible information, reflecting Avery Dennison's commitment to offering customer-centric solutions. Visitors to the platform will find a wealth of scientifically backed information to aid in their understanding and decision-making. The hub will house a variety of content types, from insights and thought leadership articles to educational pieces, all crafted by subject matter experts, ensuring visitors have everything they need at their fingertips.

In the ongoing commitment to driving sustainable progress and catalyzing new ideas, Avery Dennison continues to harness our industry expertise to shape the future of electrification by offering insights readers can rely on.

For more information about "Electrified with Avery Dennison" and to access the initiative's content, please visit [electrified.averydennison.com](https://electrified.averydennison.com) starting from July 19, 2023.

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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.

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