

Avery Dennison announces new standard to identify sustainable products

Sustainable ADvantage range will contribute directly to company's 2030 mission to provide a portfolio of 100% recyclable products and support its ambition to be net-zero on greenhouse gas emissions by 2050

GLENDALE, Calif., July 14, 2021 — Avery Dennison announces the launch of Sustainable ADvantage, its new flagship products and solutions portfolio, setting the benchmark for innovation and sustainability. While many products and solutions within the portfolio have been readily available, bringing them together under one identifiable umbrella will give customers confidence in meeting their own sustainability goals.

By creating a clear standard, Sustainable ADvantage will enable companies across global industries to use fewer natural resources, cut carbon emissions, reduce waste, and build towards a low-carbon, circular economy. Through digital strategies and intelligent labelling solutions, Sustainable ADvantage drives circularity and provides customers with invaluable insight on their supply chain impact. This can further efforts to reduce their environmental footprint, satisfy consumer demand and expectations, increase recyclability, and respond effectively to government regulations, while achieving their own sustainability goals.

The solutions within the range include adhesives that enable more plastic to be recycled; water-efficient digital printers; labels and tags made with 100% certified paper; industrial tapes to replace heavier fasteners; compostable paper packaging for shipping; digital ID technologies; and tools and services to empower companies to make not just their products more sustainable, but their operations too.

“At Avery Dennison, sustainability is a core value. It is built into our product design, our operations and culture, and the decisions we make every day,” says Tina Hart, Vice President, Global Strategic Innovation Platform, Avery Dennison. “We innovate not only to reduce the environmental impact, but to go further and actually improve the planet and the industries we serve. We’re proud to do our part in helping the world move toward a regenerative future.”

With a long-established commitment to advancing sustainability throughout the value chain, Avery Dennison has designed Sustainable ADvantage with the UN’s Sustainable Development Goals twelve and thirteen in mind. At the same time, the product range will contribute directly to the company’s 2030 goal to provide a portfolio of products and solutions that will satisfy the recycling, composting or reuse requirements of single-use consumer packaging and apparel and support its ambition to be net-zero on greenhouse gas emissions by 2050.

Debbie Shakespeare, Avery Dennison’s senior director of compliance, sustainability and core product line management, adds, “responsibility is central to Avery Dennison’s purpose. It’s as much a part of our founding philosophy as our approach to materials science today.

That's why we endeavour to address circularity, improve environmental performance and provide transparency across the entire supply chain.”

Companies can learn more about Sustainable ADvantage at:

esg.averydennison.com

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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 32,000 employees in more than 50 countries. Reported sales in 2020 were \$7 billion. Learn more at www.averydennison.com.