

Deon Stander

VICE PRESIDENT AND GENERAL MANAGER,
GLOBAL COMMERCIAL
RETAIL BRANDING AND INFORMATION SOLUTIONS

Deon Stander is vice president and general manager, Global Commercial, Retail Branding and Information Solutions for Avery Dennison Corporation. He was appointed to his current position in September 2010. In his role, Mr. Stander is responsible for worldwide leadership of the Retail Branding and Information Solutions Global Commercial organization, focused on building enduring partnerships with apparel brand owners and retailers, and their supply chain and garment factory partners. In addition, he is responsible for the marketing and market development functions, including the development of new geographic markets.

Mr. Stander began his career with Avery Dennison in 2003, when he joined the previous Paxar Corp. as sales and marketing director, United Kingdom. He subsequently held multiple general manager positions in Europe, prior to his final role as general manager: UK, Nordic and South Africa. In 2008, Mr. Stander moved to Hong Kong as vice president and general manager for South China, and in 2009 to Boston as vice president and general manager for the Americas.

Prior to joining Avery Dennison, Mr. Stander had spent 8+ years in the consumer products industry working for Bass PLC, the leading UK beer brand company, in increasing senior commercial and marketing roles including trading director, Factored Beers/Ciders, and regional director, On Trade. Mr. Stander also worked in the telecommunications industry as commercial director for Caudwell Communications, a privately held company.

Mr. Stander has an MBA from Lancaster University in the UK, and a BComm degree from the University of Port Elizabeth in South Africa.

About Avery Dennison

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. The company is a global leader in pressure-sensitive labeling technology and materials and retail branding and information solutions. A FORTUNE 500® company with sales of $6 billion from continuing operations in 2011, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit www.averydennison.com.