



News Release

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For Immediate Release

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Item-level RFID Success Stories

Highlight Avery Dennison's Presence at NRF 2009

RFID demo pod, unique mobile printers and tags, labels and brand identification products offer visitors a host of solutions

FRAMINGHAM, Mass.—January 6, 2009--Retailers and brand owners seeking proven technology for item-level RFID applications, as well as security, brand identification and label printing, can view and operate a host of advanced solutions at Avery Dennison Retail Information Services **Booth 2137**, *NRF 98th Annual Convention & Expo*, January 11th – 14th, 2009, Jacob K. Javits Convention Center, NYC. **Editors are invited to stop in for interviews with Avery Dennison managers.**

RFID Delivers ROI

At NRF 2009, Avery Dennison spokespersons will provide booth visitors with quantitative results from live item-level RFID programs that show how they boost sales, better utilize human resources and reduce shrink. All of these benefits are critical to retailer success in today's difficult economic climate. The discussions will explain Avery Dennison's Item-level RFID ROI Analysis Program and address successful item-level programs in place at major retailers, including Levi's, Marks & Spencer, American Apparel and Throttleman.

Visitors are also invited to experience Avery Dennison's mini-store Demo-Pod, a kiosk-like structure that permits users to engage in virtually every key aspect of item-level RFID. The Demo Pod is outfitted with shelving and hanging racks that simulate a retail store's floor environment and back room. The module demonstrates how an RFID infrastructure, consisting of RFID networking hardware, shelves equipped with RFID antennas, a handheld reader and RFID management software can continually monitor RFID-tagged apparel and footwear in a retail store. The technology helps to ensure that the right product is available in the right location when customers come to buy.

Garments on Demo Pod shelves are equipped with product identification that reflects Avery Dennison's broad ranging production capabilities. Items include woven labels, size stickers, leather patches and joker labels.

In operation, the Demo Pod's item-level RFID infrastructure reads the "store's" item-level inventory to capture product counts and locations in real time. When the counts and locations are compared with a plan-o-gram, replenishment processes are dramatically improved and on-floor availability is maximized.

Tag and Label Printers

The Avery Dennison Printer Systems Division will show its new “Hybrid” portable bar code printer, the Monarch Sierra Sport 4, that meets the needs of retail, distribution and manufacturing facilities for “on-the-spot” thermal transfer bar code labels anywhere they may be required. This thermal transfer multi-function printer is unique, both for its ability to print thermal direct and thermal transfer labels and for a design that provides the performance of a tabletop printer, a cart-based printer and a fork truck printer. It is a fully portable solution that requires no changeover time or power interruption. Mobile printing improves efficiency, saves labor and reduces errors, producing bottom-line improvements in retail, distribution and manufacturing operations.

Also on display will be the unique one-piece Monarch® Pathfinder® Ultra® Platinum handheld bar code printer and the DC-powered Monarch® 9878™ Mobile Work Station. The Monarch Pathfinder Ultra Platinum printer combines the processes of scanning, printing and applying labels for improved efficiency and labor savings in label intensive applications such as markdowns, returns processing and cross docking. The Monarch 9878 brings high volume tabletop printing directly to merchandise, wherever it is.

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About Avery Dennison Corporation

Avery Dennison is a global leader in pressure-sensitive labelling materials, retail tag, ticketing and branding systems and office products. Based in Pasadena, Calif., Avery Dennison is a FORTUNE 500 Company with 2007 sales of \$6.3 billion. Avery Dennison employs more than 30,000 individuals in more than 60 countries who develop, manufacture and market a wide range of products for both consumer and industrial markets. Products offered by Avery Dennison include: Fasson brand self-adhesive materials; Avery Dennison brand products for the retail and apparel industries; Avery brand office products and graphics,

imaging media; specialty tapes, peel-and-stick postage stamps, and labels for a wide variety of automotive, industrial and durable goods applications.

Visit : www.ibmd.averydennison.com

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