



Summer Edition
2006



Growth Ideas!

We genuinely want to help you grow your business. Sharing ideas and hearing customer feedback on the industry's current value proposition is a good start. Many of the discussions I have with customers lead to how we can help you drive the industry and its growth. More innovation, growth ideas and quantifiable value are a common theme.

One of our core values as a Company is Innovation and so much of our innovation starts with a customer discussion, an idea, which then spawns growth in either that application or as a technology or service platform. Re-closure products are a great example of innovation linking our technology to a growing packing trend, flexible packaging.

Fasson Dialogue is a compilation of ideas from Avery Dennison locally and globally (and it shares a little about our people, of whom I am very proud). We include ideas from your feedback and I hope you see more of our changing communication as one of our valuable resources for the growth of your business.

David Martin – Vice President and General Manager Aust/NZ

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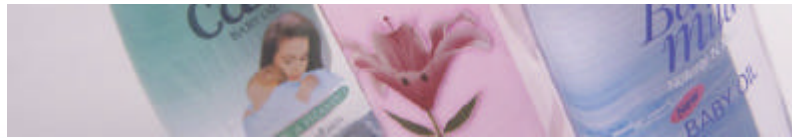
New Product Launch: TT Premium

Avery Dennison is pleased to announce the introduction of their new premium Thermal Transfer grade, TT Premium. TT Premium has been introduced as the best possible solution in TT paper in Australia and New Zealand and was successfully launched in the first week of December 2006. The new product has replaced the current TT Multi at both 1.0m and 1.5m wide and is offered on *Exact* as per TT Multi from the same locations (Melbourne, Brisbane and Auckland). TT Multi will no longer be available.

The new TT Premium is a premium matt white printing paper with excellent print image, designed for high character definition and barcode resolution. It has excellent scratch properties giving longevity of barcode, fewer misreads through barcode readers, high brightness and resistance to abrasion. TT Premium has also shown excellent results on a wide scale of printing speeds (6 -10 inch per sec) and burn temperatures. As part of the new product development process, 'die wear' and 'printability' were both tested against TT Multi and other competitors, convertibility, etc, all with very favourable results. We have also received excellent feedback from major converters and customers who have been part of the trialing process.

For information or samples of the new TT Premium, please contact Daniel Amato, Market Manager VIP on: +61 3 8325-8363 or email: daniel.amato@ap.averydennison.com





Avery Dennison Materials Latest Eco-Friendly Product Offerings



Avery Dennison Materials has a proud history of innovation within the Pressure Sensitive Label (PSL) industry and the latest development of its eco-friendly product range is a continuation of this. As the demand for recyclable and sustainable products grows, Avery Dennison has added to its product offering environmentally friendly options for paper, film and adhesive.

Within the paper PSL market, Avery Dennison has released its '**Fasson® Tree Free Paper**', a 100gsm uncoated facestock. Unlike standard environmental papers that utilise post consumer fibers, Fasson® Tree Free is made from a combination of bamboo, ditch reed and cotton linters that provide a printed appearance ideal for wine and other high end beverages. **Fasson® Tree Free** also offers superior whiteness relative to other environmental papers available on the market. The product offers consumers a quality product manufactured using sustainable resources.

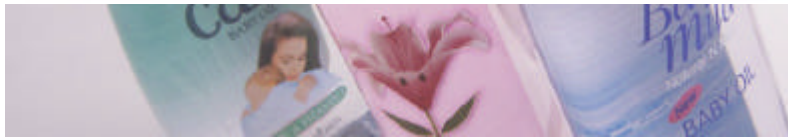
In addition to **Fasson® Tree Free Paper**, Avery Dennison has also introduced **Fasson® Dissolvable Paper SC**, designed specifically to prevent the hassle of removing labels from reusable containers. The combination of the highly water-soluble paper facestock and adhesive allows the label to dissolve in normal tap water within seconds. For repeatedly used receptacles that require vital labeling information such as contents, patient name, supplier or expiration date, it is vital that labels are removed cleanly and not left on the container in error. **Fasson® Dissolvable Paper** provides an eco-friendly solution for this market. Within the film PSL market, Avery Dennison Materials has introduced **EarthFirst™ PLA** film to its product offering. **EarthFirst™ PLA** film is an environmentally friendly alternative for labeling applications that call for high performance and value. It is produced using a corn-based biopolymer which is a stable, annually renewable resource that is completely compostable.

EarthFirst™ PLA film offers a high gloss and scratch-resistant surface and is ideal for applications that want to make an immediate impact on the retail shelf, while demonstrating environmental responsibility when disposing. From wines, to natural and organic foods, to personal care items, these earth-friendly applications require labels as eco-friendly as the packaged product. **EarthFirst™ PLA** film is FDA compliant for direct food contact and features heat sealable, aroma barrier and flavor retention properties. Good lay flat and rigidity, along with ease of die cutting, make it converter friendly.

To complement its eco-friendly paper and film range, Avery Dennison has also introduced to the market a range of wash away adhesives. Adhesives are the number one problem for paper recycling centres throughout the world and this has led to the development of Environmentally Benign Adhesives (EBA's). EBA's are adhesives that can be substantially removed during paper recycling by screening or other conventional paper recycling processes. EBA's do not cause any recycling processing problems such as the plugging of screens, valve sticking, adhesive build-up in closed loop systems or effluent problems. Avery Dennison is currently offering both **WA4** and **SR2** in its EBA range. **SR2** is a general purpose removable adhesive specifically designed for use on film stocks. **WA4** is a special purpose removable adhesive offering medium tack and wide service temperature range (-29C>+60).

The Avery Dennison product development team is working closely with converters and end users to develop the next generation of environmentally friendly products. From additional papers made with tree-free fibres to film materials made from renewable plant crops, you can count on us to remain at the forefront of eco-friendly technologies. For further information on any of the products mentioned in this article please contact rollinfo.anz@ap.averydennison.com





The Way Forward with Digital

Although digital pre-press technology has been around for some years, the actual printing of labels using digital technology has only relatively recently become an economic viability. Enterprising label converters are fully aware of the benefits of digital printing technology and are willing to invest in the sophisticated presses now available. Avery Dennison has closely followed the developments of digital press solutions and advises label converters on the best choice of specifically developed Fasson roll materials for specific applications.

Digital vs. Conventional

A conservative estimate of the worldwide growth of digital printing as part of the total label printing market has been put at 35 per cent. Digital may take market share away from other printing technologies, such as flexo or offset, where the main differences, in favour of digital, are shorter preparation times, reduction in wasted materials, faster throughput and greater versatility. Traditional label printing requires a separate plate for each colour, copy or element change; whereas digital does not, and this is mainly where time and cost are saved in the preparation process. Also imported is that digital printing allows the ordering of small quantities – not normally economically viable with traditional printing – as well as flexibility in the types and colour / size configuration. Of equal importance, digital printing produces labels with high resolution, photo-like quality.

HP – A World Leader

One of the foremost manufacturers of world-class digital presses is HP. In 2001 HP acquired the outstanding shares on Indigo NV, an Israel based pioneer in the development of digital printing technology. Since the acquisition, HP's Indigo Division has developed a range of digital label presses, which, when integrated with accurate picture workflow and label finishing equipment, offers total production solutions for most segments of the label market. The flagship product is the HP Indigo press WS4050, which can print full-colour variations of labels on demand with an enhanced substrate capacity suitable for a wide range of applications and at a resolution of 812 x 812 dpi.

Fasson and Digital

Digital label printing demands different specialised materials than for conventional converting. A dedicated Fasson team has been working from the beginning with HP Indigo to develop special roll materials for the digital printing of labels for different applications and markets. In fact, the largest range of HP Indigo-certified materials available today carries the Fasson brand. Avery Dennison and HP fully recognise the need of converters and end-users and how digital technology can provide solutions. Converters must provide optimal, fast and cost-effective conversion, and retain or increase profitability. While end users demand ever-shorter product life cycles and greater variation in order to better capture consumers' attention.

Conclusion

The market for digital label printing will certainly continue to grow at a rapid rate for the foreseeable future. More digital press solutions will be developed by enterprising manufacturers according to demand and emerging technological advances. While Avery Dennison, with its range of Fasson materials will, like HP, also remain at the forefront of digital technology in providing the best solutions to its customers.





Want to Make Your Order Process Better?

Fasson aims to boost your efficiency throughout your order management process by providing the following tools for you.

Electronic Delivery Alert (New)

Looking for an alert to your Factory or receiving personnel that your order is on the way, then sign up for the Electronic delivery alert. This allows you to better manage your material handling and workflow issues.

Electronic order acknowledgement

Want fast and efficient acknowledgement that your order has been received, processed and confirmation of when you can expect the stock, then sign up for the Fasson electronic order acknowledgement.

Your product codes linked to the Avery Product codes

Are your personnel not sure if they are using the correct stock for a job, then have Fasson link your product codes to theirs so that they appear on cheese labels and delivery documentation.

Electronic invoicing

Want a copy of the invoice the day you receive a delivery to enable quick and easy processing then sign up for electronic invoices.

Electronic Funds Transfer (EFT)

Getting RSI from signing too many cheques then sign up for Fasson's Electronic Funds transfer.



The 2006 Southern Cross Awards – Avery Dennison Sponsorship

In 2006, Avery Dennison were the proud sponsors of The Southern Cross Awards, a national packaging design competition targeted at tertiary students studying graphic or industrial design. The recently completed 2006 Awards attracted entries from over 400 students representing 27 Universities and TAFE's around Australia. Students are provided with briefs from the sponsors and are required to solve these packaging issues with innovative design solutions. The Awards provide the students with a close to a real life industry experience and are strongly supported by both educators and the packaging industry.

The 2006 winners were announced at the annual presentation dinner held at the Grand Hyatt Hotel in Melbourne. In 2006, Avery Dennison once again sponsored a design category, this year challenging students to design a label and seal design for a food or beverage. Students were asked to design a total food-packaging concept with high shelf appeal achieved by using at least two primary self-adhesive labels as well as the incorporation of a tamper evident seal. The 2006 category winner was Joyian Wong from the Monash University (Vic). Her entry, '45% Proof' consisted of a label and cap design for a vodka bottle. Jovian conducted extensive research into the product and the result was a simple and unique design of a clear label and bottle with a wooden lid. Jovian incorporated all necessary requirements, including essential product information, the use of two primary self-adhesive labels and the tamper evident seal.

Avery Dennison is proud to be sponsoring a category at the awards again in 2007 and will be challenging students to design a label that incorporates a functional aspect into the products packaging. For more information on the 2007 Southern Cross Awards please visit the Australian Packaging Council website (www.packcoun.com.au) or contact Gus Wigley on 03 8325 8379 or gus.wigley@ap.averydennison.com





Avery Dennison Foundation Volunteer Day

In August this year Avery Dennison Australia/New Zealand launched its community awareness program titled the Avery Dennison Foundation. The aim of the Foundation is to:

- Allow employees to financially donate to a community group.
- Implement volunteer programs to support local and national charities
- To enhance communities in which the company employees reside and work, addressing specific challenges and needs.

As a result of this program, our first volunteering event was organised and held in Melbourne on Saturday 21 October 2006. With the assistance of United Way, who help administer our program, an organisation was identified as one we could offer assistance to.

Broad Insight Group (B.I.G.) is a community based non-government organisation established by parents seeking services for their young children in the early 1970's.

B.I.G. is an early childhood intervention program specialising in the services for children under six with development delay and disabilities. It is a family centred service dedicated to providing programs to meet the needs of families with children who need assistance.

After discussions with Leonie Symes, the Manager of B.I.G. it was established that the best help we could offer was in the form of a "garden blitz". So 17 employees and their family members gave up their time on a Saturday to band together and "blitz" the B.I.G. property.

On arrival Leonie was very organised and had on hand a list of tasks that, in her words "would be nice to complete". These included weeding, trimming and the cutting of shrubs and trees, cleaning out drain pits, lawn mowing, painting of fences, garage clean up, window cleaning etc.

So there was a task for everyone and everyone for a task.

The weather was perfect, not too hot and not too cold and after three hours of work and commitment from the Avery team, the place looked amazing. We had completed all of the tasks Leonie had listed and she, on behalf of B.I.G. could not thank us enough. We finished off the event with a sausage sizzle and a well-earned break.

We all felt very fulfilled – we had given something back to our community and had fun doing it.

The Avery Dennison Foundation hopes to hold three volunteering events per year, so our next is scheduled for February 2007.





'Real-World™ RFID' Pushing the Technology Even Further

Avery Dennison's commitment to RFID has been strengthened with the RFID division's new EPC Gen 2 inlay portfolio. To bring an even stronger 'identification' to the company's commitment to the evolving RFID market, Avery Dennison has adopted a new brand positioning – Real world RFID. Primarily, the positioning refers to the fact that the new Gen 2 portfolio addresses specific 'Real World™' RFID challenges like RF unfriendly carton contents, awkward read angles and the need for truly global RFID tags.

Announced at two major trade shows earlier this year, the new Avery Dennison RFID Gen 2 inlay portfolio for carton / pallet and item level applications supports both EPC Gen 2 and ISO 18000-6C protocols. The new products were developed in response to 'real world' end-user concerns such as RFID tags that work in all parts of the world. A small form-factor tag (the AD 220) provides seamless transition from Gen 1 tags to ensure faster and more accurate reading. The Gen 2 item level tags in the portfolio allow a higher number of product SKUs to be tagged and tracked in more geographic locations.

Fast delivery of materials is crucial for converters. In this respect Avery Dennison is the only inlay manufacturer that can produce and ship Gen 2 product in high volumes from a high speed inlay process. Stan Drobac, VP RFID Strategy and Planning at Avery Dennison, comments: "We can produce 500 million tags per year from a single machine. This is about ten times the rate of conventional production." Adding to this Florian Jungmeier, Avery Dennison's Director Marketing and Sales RFID Europe, said "By bringing RFID from the labs to stable manufacturing pushes the technology into the "Real World™", allowing our customers to become fully operational. Moreover, Avery Dennison Roll Materials Europe strongly supports the RFID division with the best solutions, such as providing the exact laminate to carry a high-performance RFID chip."

Avery Dennison has proven competency in RFID technology through ongoing research and commercial applications with systems integrators, converters and retailers. A number of converters are participating with Avery Dennison in an RFID tag 'Sample Initiative' to test and identify the right tags for different end-user applications. Included among major users are Wal-Mart, the Metro Group's Future Store Initiatives in Germany and Kimberly-Clark

For more information on RFID within Avery Dennison Aust./NZ, please contact Daniel Amato on rfid.anz@ap.averydennison.com



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