



Welcome to Fasson Dialogue!

Fasson Dialogue seeks to provide insight into all that is occurring across our business and products, and indeed the industry, within Australia and New Zealand. This newsletter is designed specifically for you, our customer.

In the coming editions, I will endeavor to update you on our successes and the pressures facing our industry. In an environment which is becoming increasingly global, and therefore competitive, the question is how do we differentiate ourselves, how do we add value? I hope to share some insight from what I have seen in the States and how this may translate to a local triumph.

Ultimately, there will always be a cheaper product, so we need to differentiate and create value for our customers in other ways. Partnership will be critical to our success in this environment, looking for ways to provide a complete solution to the end users.

David Martin, VP/GM Australia and New Zealand



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INVESTING IN THE FUTURE

Asia Pacific Research Center Opens

If anyone needed further proof that Avery Dennison is committed to a long-term presence in the Asia Pacific Region, they now have it - with the opening in Q1 of a brand new, state-of-the-art research facility in Kunshan, China.

The Research Center will allow us to develop, analyze and test new adhesive formulas and label materials best suited for our region. It gives us a local nucleus of expertise, building on the success of our established R&D centers in North America and Europe.

Visitors to the Kunshan campus will now be able to witness the entire pressure-sensitive label manufacturing process, from raw material testing, right through to printing, die-cutting and end use application. This location will benefit our customers too, providing short turn-around times in response to their needs and effective communication with product and marketing teams.

In building this innovative center, Avery Dennison has several goals. In the short term, we want to accelerate the rate of technology and product transfer to this fast growing region, optimize products to match local needs and support the localization of raw materials sourcing. In the medium to long term, we expect to establish new worldwide technology platforms at the center, as well as forming technical relationships with leading global customers in the region.





OVERVIEW | AUS & NZ | ASEAN | GREATER CHINA | INDIA | KOREA | SOUTH AFRICA



Your Global Company- Locally...

Service is one of the most important differentiators in modern business. That's why Avery Dennison puts such strong emphasis on being your Global company – locally. Across Australia and New Zealand, Avery has 4 distribution centres and 2 manufacturing centres. This means better service for more customers, reducing lead times across the network, so that converters can offer shorter lead times to their customers. Another advantage of having a local DC is reduced warehousing, thus freeing up costs and space for the converters.

On the 15th of August Approximately 130 customers and staff attended the opening of the new purpose built Sydney Distribution centre. The new Distribution centre will offer a faster better service, with the surge capacity that the market increasingly demands.

No other material supplier can offer the same high level of localised sales and service, developed with years of experience and listening to customers needs.





The Continuing Advance of Pressure-Sensitive Technology.

The pressure-sensitive labelling industry continues to grow rapidly. The 'sticky' labels of long ago have evolved into highly sophisticated products based on numerous combinations of paper and filmic face stocks, release liners and adhesives. Underlying it all, as any converter will recognise, is impressive printing and converting technology. Therefore, it is worth looking at how the development of PS technology has evolved and how it benefits label converters and end-users.

The World's most versatile presses.

The modular design principles of narrow-web technology offer the most practical way of combining printing and converting functions into a single press, including rotary die cutting and sheeting. In addition to versatility, narrow-web presses are designed to handle relatively short-run work with quick changeovers between jobs. Importantly, they offer a choice of printing processes to suit individual circumstances or applications, namely conventional and UV-cured flexo, rotary offset or letterpress. Digital eight-colour printing opens further market-driven options. Converters can also include UV rotary screen, hot-foil embossing and cold-foiling techniques to achieve different decorative effects. Some press manufacturers now offer gravure printing modules for bronzing effects, as well as new types of ink jet technology to imprint variable data and bar codes at press speeds.

Manufacturers are also making wider, top-end presses typically 500mm, while more recent mid-web presses have widths between 600mm and 800mm. These boosts to productivity are aided by electronic web and register control systems, assisted by the latest energy-saving hot air drying and UV curing systems. Higher levels of automation also include remote ink controllers. The high standards of print quality now taken for granted come from various interlinked functions. These include on- and off- press video web inspection systems, finer screen rulings for engraved or ceramic-coated anilox rolls in flexo presses, overall improvements to all printing plates and screen rulings and dedicated pre-press systems with digitised workflows. An additional factor is the development of high-grade adhesives for various specialized applications.

Servo-Driven Solutions

A general technical trend, applying to most presses, is servo-driven, or shaftless, technology. Affordable and, crucially, more reliable servo drives have allowed manufacturers to eliminate mechanical drive shafts, gearboxes, clutches and brakes. A typical eight-colour machine could have as many as 31 independent drives, each controlled centrally. Maximum control over all aspects of the web tension system enables easy switchover between materials of different thickness. Press performance and store press data for repeat jobs can also be fine-tuned. Provided they work in perfect synchronisation, press operations are smoother and more consistent, which means faster overall press speeds.

Rapid evolution establishes new benchmarks.

Many of these developments have migrated from other printing technologies, but it is no less remarkable that they have coincided with some significant developments in the PS label sector as a whole, just as the modern narrow-web press was derived from simple two- or three-colour flexo or letterpress machines, so have converted PS products evolved through several distinct stages, from early information functions, such as price/weight. The development of higher added value primary and secondary labels – as well as leaflet labels – to promote brands on retail shelves coincided with the arrival of affordable multi-colour printing. Later, the development of filmic laminates, especially the 'no-label' look, for new types of product decoration addressed changes in food and beverage packaging methods, and greater usage of plastics.

Also, increased computerisation led to more functional applications. Bar code and electronic data processing labels accommodate variable information printing for many commercial and industrial applications. New types of substrates and inks led to the growth of security, anti-theft and anti-counterfeiting labelling. Progress with these types of smart/intelligent labels and packaging also includes products that record shifts in time or temperature. Now we see much potential in RFID tags and labels to take labelling further forward into track and trace logistics and many other areas.

Win-win situation for suppliers and customers.

Of course, the development of PS labelling reflects the huge shifts in retailing methods – led by supermarkets and hypermarkets – and their effects on label buying patterns and suppliers' margins. Other external factors include legal requirements for labelling information, changes in consumer lifestyles, more varied leisure activities and global travel.

In addition to the contribution made by improved PS laminates, we should also recognise the relationship that labelling has with all types of narrow-web technology – from pre-press to delivery. It is the common thread in a business that has always depended on a host of interlinked activities.





Fasson™ PP Top White

Avery Dennison's new PP Top White is the next generation top-coated white BOPP label film with an optimum balance of properties to make it extremely versatile and suitable for a wide variety of pressure sensitive label applications.

SUPERIOR PRINTABILITY

Robust next generation top-coating which ensures superior ink-key for a wide range of print processes (such as UV flexo & letterpress) and printing inks.

CRISP & CLEAN DIE-CUTTING

Optimum film construction and balance of properties. This ensures crisp & clean die-cutting every time with low tooling wear.

THERMAL TRANSFER PRINTING

Although not a dedicated TT film, it shows good thermal transfer printing characteristics using wax/resin combination ribbons (prior testing recommended) and could be used as an economical TT printable film.

EXCELLENT AUTOMATIC LABEL APPLICATION

An optimum level of film properties to ensure consistent, high-speed automatic label application.



Please contact your local sales representative for further information or samples.

Customer Satisfaction Survey – We Hear You

In this increasingly competitive world your challenge is always to be one step ahead of the pack. We believe that innovation and development are key to achieving this. Thus Avery Dennison has recently conducted an in depth Customer Satisfaction Survey of its Australia and New Zealand customer base. A great deal was learned from the Survey and we wish to thank all of you who participated and provided feedback.

All participants that completed the survey were placed in a draw for two Apple ipod nano's. Winners were:
Robin Baskin – Dalton Fine Paper
Daniel Lord – Clear Image Labels

Below you will find some of the preliminary resulting actions that we are taking, with the promise of more to come.

- Electronic order Acknowledgements are currently in place
- Email delivery advice is currently being developed, should you wish to take advantage of this facility then please advise rollinfo.au@ap.averydennison.com
- Your product code on materials purchased is a facility that is available.
- Fasson Dialogue (an electronic quarterly mail out of Product and market updates) This article contained in.
- H1 (100 day growth project) is an available option speak with you local Avery representative to look at your joint project viability.
- www.fasson.com.au website is currently being redeveloped with many enhanced features and benefits. (Stay tuned for further information)
- Consolidated (weekly) invoicing is available.
- We are also looking at the next generation of Service offerings and will update you once further evaluation has been completed.

Should you have any questions about anything contained above then please don't hesitate to contact Andrew Norman on email andrew.norman@ap.averydennison.com or your local Avery Dennison representative.





**Avery
Dennison
Foundation**

One of Avery Dennison's core values is that of social responsibility, Recently the corporation made a \$10 million contribution to the Avery Dennison Foundation, established in 1978 to help support a variety of educational, technological, cultural, and welfare needs.

Locally we have chosen a number of charities to support financially across the region, from the Cancer Council Nationally, to the Starlight Foundation in Sydney, Spastic Centres in Adelaide and Open Family in Melbourne. We are eager to play our role in providing some value back into the community in which we live and work.

A recent opportunity involved donating 19, 000 litres of water to the Queensland foodbank. This will form a valuable source of water to areas in need across the country. We look forward to new opportunities to support our local community.



Fasson Specialty™ Offers: A Unique New Self-adhesive Security Labelling Solution

Fasson PEHD TE is uniquely ultra destructible by delamination. The special face film has the look and feel of matt white paper – but is, in fact, a high density PE film which highly cavitated inner layers cause multiple fractures when manipulated, causing delamination, and providing strong visual evidence of tampering

Fasson PEHD TE Key Characteristics:

Printability:

- High definition due to its unique top coating.
- Printable in all common printing processes (flexo, letterpress, offset, rotogravure & screen printing).
- Allows foil stamping & holographic foiling.
- Compatible with a wide range of thermal-transfer ribbons.

Conversion properties

- Permits easy high-speed die-cutting.
- Long life for the die-cutting tool due to non-abrasive nature of PEHD TE.
- Allows additional security cuts in order to enhance security.
- Easy manual and automatic dispensing due to controlled release.



Interested? **Contact your local Avery Dennison sales rep for more information.**

Horizon One – Improving Mutual Growth.

Horizon One is an Avery Dennison dedicated approach to customers' unmet needs, bringing together a cross-functional team to analyse specific customer situations and delivery solutions within 100 days. The main goal of any H1 project is to accelerate mutual growth and improve and learning lessons that benefits Fasson's customer base.

Everyone Benefits from H1.

H1 is a dedicated business tool, and is not suitable or necessary for every situation or indeed every customer. Typical examples of H1 projects are product launches, a new application for a niche market, expansion of market share or the race to market with a better solution. In many current H1 projects, we work with customers to develop a new approach that profits everyone. And the results will benefit all our customers in the future, as we add what we learn to our knowledge base, reacting faster to increasingly difficult challenges.

