

Welcome to the latest edition of Fasson® Dialogue.

This newsletter aims to inform you about the latest Fasson products, services and local events. If you would like to provide us the feedback on this newsletter, or would like to enquire about any products referenced in the newsletter, please contact your local Avery Dennison Sales Representative, or email rollinfo.anz@ap.averydennison.com

Featured Article

New Look Website for Avery Dennison Australia/New Zealand

Avery Dennison is pleased to announce the launch of its newly redeveloped website, www.fasson.com.au. The redevelopment has seen Avery Dennison Australia/New Zealand lead an Asia/Pacific wide initiative for the company to offer its customers a comprehensive range of services and support via the internet.

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Other articles in this month's edition of Fasson® Dialogue

Celebrating R. Stanton Avery

This year marks the 100th anniversary of the birth of R. Stanton Avery - inventor, entrepreneur, philanthropist and founder of the company that has become Avery Dennison. "Stan was a true entrepreneur and an amazing mentor to the people who helped him build the company. His faith in the people around him and his positive engagement with each of them was a large part of what I thought made Stan special," says David Martin, VP/GM for Roll Materials Australia.

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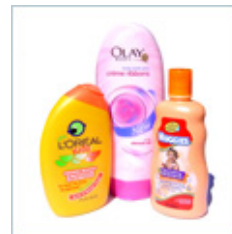
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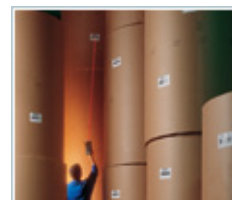
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Avery Dennison is pleased to announce the launch of its newly redeveloped website, www.fasson.com.au. The redevelopment has seen Avery Dennison Australia/New Zealand lead an Asia/Pacific wide initiative for the company to offer its customers a comprehensive range of services and support via the internet. Today's economy has only heightened the need for tighter turnarounds and a constant focus on sustained productivity. You need an unrivalled level of support, one that is available 24/7. With the redevelopment of www.fasson.com.au, you have it.

The redevelopment will be implemented in two stages. Stage One is now complete and introduces public access features such as:

- Data sheets for all standard Roll, Street and Rapid Roll products.
- New and updated product/service brochures.
- 'Contact Us' sections for Finance, Technical and Marketing.
- Sections detailing market solutions, products, services, customer tools, news and events and about us.

And restricted access features such as:

- Technical Marketing Bulletins.
- Downloadable tools - roll diameter and exact calculators.

Stage One of the redevelopment will be followed by the implementation of Stage Two in early 2008. This will endeavour to introduce a truly e-commerce facility with a number of exciting product services.

With Stage One of the website development now complete, Avery Dennison has made its extensive list of customer resources available 24 hours a day, 365 days per year. The website will be regularly updated with news, information and tools which will ensure product information is always current and accurate.

The website also features a restricted access section created specifically for customers and will allow them to access secure information via the website. By entering a simple login, customers will have access to features such as Technical Marketing Bulletins, downloadable tools, and service tools. This section will also house the e-commerce facilities which will be introduced in stage two.

To apply for a customer login, please fill out the website registration section on the website by visiting www.fasson.com.au. Alternatively, please contact your local Avery Dennison sales representative to receive a Fasson mouse pad and to be run through our website introduction tutorial one on one.



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"Stan Avery not only founded our Company," says John Quinn, VP/GM - Roll Materials Asia Pacific, "he created a business environment based on innovation, an unrelenting focus on product quality, entrepreneurship, and strong values and ethical business dealings."



Early Desire to Help People

R. Stanton Avery was born on January 13, 1907 in Oklahoma City, Oklahoma (before that U.S. territory was even a state) the son of a Congregational minister. His upbringing led to a desire to spend his life doing good works.

"There was a time when all I wanted to do was help people with charitable work," Stan recalled in the early 1990s. "But as time went on, I decided a business could do even more. It could help more people than I could ever possibly help on my own."

A Simple Idea Creates an Industry

During the depths of the Great Depression in the U.S., Stan had an idea - that self-adhesive and removable price stickers would be a benefit for gift shops and antique stores. With \$100 borrowed from his fiancée, Dorothy, he began making and selling "Kum-Kleen" products - naming the labels he invented to indicate that they could be removed without leaving a residue. Although the labels were primitive by today's standards, "they were the only self-adhesive labels in the world," Stan said. From this simple idea - and the continuous innovations that helped grow his business - Stan Avery not only created a company that would ultimately lead the worldwide pressure-sensitive materials industry, but created the industry itself.

A Culture of Innovation and Belief in Employees

Stan's emphasis on innovation - driven by his "try and try again" philosophy - helped the business grow steadily throughout the years, attracting talented, creative employees. "You have to believe in your employees," Stan said often, emphasizing his belief in giving people responsibility and authority to run their businesses to meet customer demands.

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New NSW Distribution Centre Opens

Purpose-built facility provides better customer service

Avery Dennison employees in New South Wales experienced great excitement, together with a feeling of pride and achievement, when their new purpose-built distribution centre (DC) opened recently. The staff, working together as a team, had input into the design, so they have a very strong sense of ownership. This is a significant investment for the company, which underlines its commitment to the NSW market.

In keeping with the importance of the event, key customers and representatives from many Avery Dennison divisions throughout Asia/Pacific attended the opening. Guests were introduced to the event by David Martin, VP/GM for Roll Materials Australia, and treated to a facility tour and product displays, including demonstrations of state-of-the-art RFID technology.



The new DC has a number of features that improve workflow, productivity and safety:

- The addition of a cheese re-winder to aid quality and reduce scrap.
- The inclusion of purpose-built hoists and a cheese manipulator.
- Increased warehousing space to accommodate additional products, eliminating any requirement for outside storage.
- A controlled working environment, including the installation of rapid response doors that ensures dust free stock.
- A dedicated off-loading/packing solution.
- The addition of a container unloading ramp.
- Undercover loading of vehicles to further maintain product quality.

A closer working relationship between finishing and dispatch means optimised information and service for our customers. The new DC provides a 24-hour EXACT™ service for NSW, and an expanded range is now available under the various EXACT™ programs—a combined 55 products, increased from just six 18 months ago.

The capabilities of the new DC will allow for improved reliability allowing increased customer productivity, improved flexibility leading to better response times and same day delivery allowing for more warehouse space for customers.

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At the beginning of April, a group of fifteen Victorian employees donated blood at the Blood Bank premises in Melbourne, with a further visit planned for July. In New South Wales, fourteen people from the North Rocks Office—all first-time donors—travelled to the Parramatta Blood Bank on Friday 13 April. After a lengthy wait for their blood to be taken, they were even supplied with lunch.

In late June, staff from Red Cross will visit the Avery Dennison facility at Elizabeth in South Australia, to present a talk about what is involved in donating blood. The Red Cross has a mobile blood donation unit that comes to Elizabeth regularly and it is stationed only five minutes away from the plant. Avery Dennison staff from Elizabeth will be invited to donate blood during this visit in late June.



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Avery Dennison offer an In-Mold product that has been formulated specifically for blow/injection mold applications. PRIMAX™ HD4SFW and FasClear™ HD4SFC are corona treated, semi-rigid polyolefins specifically designed for In-Mold Label applications. Proprietary print skin provides a smooth, non-crazed printing surface that is excellent for offset, flexo, and gravure printing. Co-extruded adhesive skin eliminates the need for in-line adhesive coating. The product is recommended for HDPE, MDPE, LDPE and PP containers used in applications such as shampoo bottles, condiments, laundry detergents and other household products. Avery Dennison offers a white and clear IML film that meet a variety of IML requirements.



Features of PRIMAX™ HD4SFW and FasClear™ HD4SFC include:

- Can be utilized for both blow and injection mold applications.
- FasClear™ HD4SFC eliminates colour variation between bottle and label.
- FasClear™ HD4SFC and PRIMAX™ HD4SFW both offer good flexibility after application.
- A unique post-molding surface provides a superior smooth finish.
- Printable using a wide variety of printing techniques.
- Excellent recyclability.
- Printable with a wide variety of inks, including UV, solvent, water, litho.

For more information on PRIMAX™ HD4SFW and FasClear™ HD4SFC or for samples, please contact your local Avery Dennison Sales Representative or email rollinfo.anz@ap.averydennison.com

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SCANback™ is a retro-reflective polyester film that is designed to reflect light back to its source. The product features high retro-reflectivity and an eye-catching appearance, which makes it ideal for a variety of long-range barcode scanning applications, including:

- Warehousing applications, including warehouse shelf labeling and material tracking. The retro-reflectivity of SCANback™ makes it possible to scan large items in a stack and products on the top shelves.
- The one-year outdoor durability of SCANback™ makes it ideal for labels used for tracking vehicles as they drive through tollbooths, or as vehicle gate access labels. SCANback™ can be scanned at high speeds, making it ideal for these applications.
- The high retro-reflectivity and eye-catching appearance of SCANback™ make it useful for variable information signage and markers with barcodes that must be scanned at night.

SCANback™ products can be flexo, thermal transfer and screen printed. They offer good chemical resistance and meet or exceed the optical properties for L-S-300C Table IV, Reflectivity 3.

Paired with our S730 adhesive, SCANback™ films offer good initial tack and adhesion to a wide variety of substrates. Used with our S475-A adhesive, SCANback™ products adhere well to most packaging films and can be applied at the low temperature of -12°C. Both adhesives meet FDA 21 CFR 175.105 for indirect food contact.

For more information on SCANback™ or for samples, please contact your local Avery Dennison Sales Representative or email rollinfo.anz@ap.averydennison.com



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- Why RFID? - History and current applications.
- ABCs of EPC – Electronic Product Codes and other industry standards.
- How RFID Works – Technology overview and system configurations.
- Application Considerations - Challenges and opportunities with real-world RFID implementations.
- Converting RFID Tags – Manufacturing RFID inlays & finished tags.



Each major topic is a separate module, allowing you to watch the presentation from start to finish (about 55 minutes) or to customize the presentation by watching select modules based on your own experience or schedule.

"RFID 101" is available on CD and can be requested free of charge through your local Avery Dennison sales representative or rollinfo.anz@ap.averydennison.com.

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ORLANDO, Fla. - RFID JOURNAL LIVE! 2007 - 1 May 2007

The new enterprise mobility business from Motorola, Inc. and Avery Dennison Corporation have recently announced a strategic relationship under which Avery Dennison RFID will supply EPC global Gen 2 RFID tags to Motorola, increasing the speed of RFID deployments and the availability of RFID products to large markets.

The agreement aligns Avery Dennison's high-quality, cost effective inlay manufacturing capabilities with Motorola's hardware and tag design expertise. Motorola will now be able to more quickly and efficiently fulfill the growing demand for its portfolio of custom RFID tags, including its high-performance airline baggage tag and durable tags for asset tracking. In addition, by working together on RFID solutions, Motorola and Avery Dennison will be able to optimize RFID systems for successful real world deployments.

Motorola is an industry leader in RFID with an innovative portfolio of products and solutions, including one of the first deployed EPC-compliant RFID handheld readers, fixed RFID readers and packaged RFID reader systems. Avery Dennison RFID leverages its company's expertise in high volume, roll-to-roll manufacturing to produce high-quality RFID inlays - a critical link in any RFID system.

"Together, Motorola and Avery Dennison can build on successful customer engagements with an even stronger reader-and-tag solution" said Joe White, vice president of RFID marketing and business development for the enterprise mobility business, Motorola Networks & Enterprise. "Motorola's broad portfolio of intellectual property in EPC RFID tags and readers, combined with Avery Dennison's expertise in high-volume inlay manufacturing, will provide Motorola customers with a reliable supply of quality, high-performance RFID tag products."

"Avery Dennison is pleased to be aligned with Motorola in bringing real-world RFID technology to the marketplace," said Bob Cornick, vice president and general manager of Avery Dennison RFID. "By working together, Avery Dennison and Motorola will enable customers to better manage their assets and enhance their return on investment in RFID."

Motorola plans to start shipping Avery Dennison-supplied Gen 2 tags in the second half of 2007.

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