

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

BUILDING GROWTH THROUGH INNOVATION - Meeting Customer Needs

Our growth has come as a result of listening to our customers and delivering what you need. It's our people that are making the difference-whether from technical, marketing or supply-chain, they've all been listening to you. Now, we've added new services and products to our portfolio, with a focus on supporting your business growth and making you more competitive.

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

KEEPING YOU CONNECTED - Redesigned Website A Valuable Resource

Since the launch of the redesigned Australia/New Zealand website in the middle of last year, the number of visitors to the site has been increasing steadily, as more customers discover the benefits of using the range of e-commerce productivity tools now available online.

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SIMPLE SOLUTION FOR A COMPLEX MARKET - Global Co-Ex Delivers Benefits

After listening to our customers' needs, Avery Dennison has developed Fasson® Global Co-Ex Clear NTC (GCX), an exciting new film product that is finding wide acceptance among converters and end users because of the many benefits it delivers.

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A.D. CEO WELCOMES 'GREEN CHALLENGE' - Looking For Efficiency And Innovation For Growth

In a recent speech, Avery Dennison President and CEO, Dean A. Scarborough welcomed the increasing demand within the industry for sustainable products. In addition, he emphasized the very important role that efficiency and innovation have to play in achieving growth through sustainable business practices.

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NEW PRODUCTION FACILITIES BOOST CAPABILITIES - Significant Investment In Asia Pacific Growth

On 15 January, Dean A. Scarborough, President and Chief Executive Officer of Avery Dennison, unveiled the largest coating machine in China at our Guangzhou facility. The state-of-the-art coater, which represents an investment of US\$26 million, is over 100 meters long and produces pressure-sensitive (PS) adhesive label materials. It will enable Avery Dennison to meet the expected tremendous growth in the Asia Pacific region during the next decade, further enhancing our leading position in the PS labeling market. During the last 13 years, the company has invested more than US\$265 million in China and this amount should increase to more than US\$300 million by 2010.

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THE RISE OF INFLATION - Avery Dennison Investigates Ways To Sustain Industry Growth

Inflation affects all businesses over time. The general rise in prices from year to year is an occurrence we've all become accustomed to. This year however, the impact of inflation on the Australian and New Zealand markets is becoming a source of concern within our industry.

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Manufacturers competing in the fast-moving consumer goods (FMCG) market are constantly working to improve the attractiveness and functionality of their products and, as more people come to realise the benefits of re-sealable packaging solutions, demand for these innovative products is growing overseas.

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2007 SOUTHERN CROSS PACKAGE DESIGN AWARDS - Developing New Packaging Ideas

The Southern Cross Awards are a national packaging competition aimed at tertiary students studying design at Universities, TAFE's and Private Colleges. Such awards offer students a unique opportunity to showcase their skills in an arena that closely mirrors industry. That's why they are so important and why Avery Dennison decided to sponsor a category.

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Wasteful off-cuts have been an industry problem for many years and our innovative EXACT™ program has been helping the industry cut costs through an average trim reduction of 7%. Try measuring EXACT in your business as a percentage of total purchases to see whether you're taking full advantage of the program.

Complimenting our expanded Semi-Exact program is our recently released "Half Master" program that enables you to buy particular products at half the normal minimum order quantity, helping the industry reduce waste. When you don't need the full roll, you run the risk of a large off-cut penalty making you uncompetitive, so take a look at our product services guide to see the products available in "Half Master". This is another innovative way we're working hard to help you build growth through improved competitiveness.

Thank you for your business. We're striving to serve you better and your feedback is helping us to determine EXACTLY how we can achieve that.

David Martin
Vice President and General Manager
Avery Dennison Materials
Australia & New Zealand



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Converting has always been a deadline-driven business and our online tools were developed because we know that converting challenges can occur at any time, in any time zone. This website provides the support you need from Avery Dennison and it's available 24 hours a day, 7 days a week.

New features include the Services section, where our Product Services Guide helps you to choose the best product with the most cost-effective service option. And there's Technical Support too, providing online answers to your technical questions.



Datasheets for our core range are now available online, so you can find and download complete product specifications on pressure-sensitive or non-pressure-sensitive products, either by using the product code if you know it, or by searching using relevant product characteristics.

You'll find a range of useful Customer Tools too, all aimed at streamlining your planning and ordering processes.

- Technical Marketing Bulletins will help you overcome technical challenges.
- You can find a range of selected products at Fasson® Outlet at discounted rates and smaller volumes.
- You can ascertain the master roll diameter or length of a particular product, using our Roll Calculators.
- You can arrange for delivery alerts or order acknowledgements.
- You can arrange to receive a copy invoice, electronic invoices or one consolidated weekly invoice.
- The EXACT™ Savings Calculator shows how much you can save by buying those materials available as part of the Fasson EXACT program.

In addition, there are product and service brochures, which are updated regularly, to keep you in tune with the latest news and developments from around the world. You'll find that our new online services deliver all the information you need to stay ahead of the competition!

"We're very pleased that the new website is proving to be so valuable to our customers. They've given us some very positive feedback on the changes and there are still more developments to come!" says David Vines, Channel Marketing, "In 2008, we're aiming to introduce new e-commerce services to help our customers even further."

Should you require further information, or a tutorial to demonstrate website navigation, please email us at rollinfo.anz@ap.averydennison.com or call your local customer service team.

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After listening to our customers' needs, Avery Dennison has developed Fasson® Global Co-Ex Clear NTC (GCX), an exciting new film product that is finding wide acceptance among converters and end users because of the many benefits it delivers.

GCX is a cast co-extruded film, with machine direction orientation (MDO) to ensure optimal conformability, convertibility and dispensability. Through innovative design and proprietary research, the Avery Dennison New Product Development team has created this simple solution for a complex market, using blended polymer resins and a three-layer construction, consisting of print surface, core and adhesive. GCX has excellent resistance to product spillage, scuffing, moisture and other end use conditions, making it ideal for many applications.

"GCX is a unique product that delivers the conformability of a PE with the convertibility of a PP film at a competitive price." says Sanjeev Patwardhan, Market Manager, Prime Films and Paper. "With those features, our customers will be able to consolidate their requirements for PE and PP to just one film; GCX".



GCX can be customized with either a matte or gloss finish, and combines print versatility and quality with dispensing speed and accuracy. It is designed for use with all print and varnish technologies, including thermal transfer and, because GCX conforms so well to unusual shapes, there is reduced air entrapment and darting during application.

Compared to conventional PE's, GCX save converters time and money because it registers up to 100 m sooner at start-up and after a splice. GCX also needs 20% less die pressure with standard film rotary tooling, resulting in an estimated 20% longer die life.

End users benefit too, as GCX provides improved shelf appeal, while maintaining a competitive price. GCX has a level of conformability that makes it suitable for most bottles and containers, except tubes. It can be used with both opaque and clear HDPE, PP, PET and glass containers, thus reducing SKUs. Required storage space is reduced too, because a 50% greater roll length results in only a 14% increase in roll diameter compared to PE's.

The thin gauge of GCX improves the "no-label" look, reduces packaging content and, with more labels per roll, there are lower shipping, inventory and handling costs. As an additional benefit, GCX is ideal for large label dispensing because the material is 12% stiffer than conventional PE films-it has been qualified for labels up to 20 cm wide.

A coated and uncoated white GCX is available for indent order with PET liners. A top coated clear version of GCX will also be sold on an indent basis. This form of GCX delivers a conformable, crystal clear product at a cost competitive price - creating new opportunities for applications such as squeezable PET containers in food and cosmetics markets.

GCX NTC Clear will be available from May, 2008. An EXACT™ program for GCX is currently in development, so you can expect to order only what you need and have it delivered when you need it. Indent products can be ordered on request.

Contact your local Avery Dennison technical team to organize free trial rolls and arrange on-press converting trials, to enable you to compare its performance and calculate the cost benefits.

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Reducing waste

"The demand for sustainable products and business practices that we're seeing today is, in fact, not new to this industry," said Mr. Scarborough. "We've been working hard for many years now to reduce waste wherever possible—for example, through our Fasson EXACT™ program (producing roll materials in precise widths), through recycling projects, and through our drive to produce ever thinner laminates and films."



Recycling options

As well as waste reduction, Mr. Scarborough spoke about other areas where Avery Dennison is looking to meet the 'green challenge.' "Recycling is clearly a major issue in our industry. We view filmic liners as a more environmentally benign alternative to paper liners and expect them to play an increasingly important role in the future," he said. "Filmic liners are less bulky and there are more options for recycling them than there are for siliconized paper release liners."

Conserving resources

"Avery Dennison is also focusing on producing environmentally responsible products for our customers so that, together, we can help conserve and protect our natural resources," Mr. Scarborough added. "In Europe, for example, we recently announced the availability of our Fasson Vellum Extra FSC and MC Primecoat PEFC certified facestocks, which are guaranteed to have been produced in a sustainable fashion. In addition, we offer the most up-to-date choices in biodegradable film facestocks, including compostable wood pulp-based NatureFlex™ films and maize-based PLA Earthfirst® films. In North America, we're also developing a portfolio of environmentally sensitive products."

Succeeding together

Mr. Scarborough concluded by emphasizing that creating sustainable business relied upon everyone throughout the entire value chain accepting their responsibility. "We can all benefit from helping our partners and customers to make their businesses more sustainable," he said. "For example, in the USA we have a program that involves lending Avery Dennison experts in lean manufacturing business practices to customers, in order to help them work more efficiently and sustainably. The Fasson brand motto is 'Together, we can.' And we're determined to live up to it!"

Australian activities

In keeping with Mr. Scarborough's comments, here in Australia and New Zealand, Avery Dennison is currently investigating new 'green' opportunities for the local market. The demand for sustainable products and packaging is growing strongly in Australia and the company wants to support this move with a comprehensive product portfolio designed to meet these requirements. Watch out for news of further developments in future issues of *Fasson Dialogue*.

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When you're a customer of Avery Dennison, you can relax! We want to make it as easy as possible for you to deal with us, because we believe that by simplifying the purchasing process and making it more convenient, we reduce your costs and ensure that our product/service package delivers the best value. *And* you get that urgent job completed in good time!

Through our Fasson Advantage™ program, Avery Dennison offers you a range of optional services to make your ordering process faster and more efficient. That means less stress for you-and you'll save time and money.

If your employees have trouble deciphering supplier codes, it can result in costly mistakes when an incorrect material is used. **Linked product codes** can overcome this problem easily. When you put your own identifying codes next to, and linked to, Avery Dennison product codes, your codes appear on cheese labels, pallet labels and delivery documentation, which makes accurate identification easy.



Now, you never have to wonder if your order has ever reached the right person. You can elect to receive **purchase order acknowledgements** delivered right to your desktop. It's a legible and convenient way of assuring you that your order has been received and advising you about when it will be delivered to you.

In addition to this service, we now offer a new **electronic alert** that is sent via email to your business when your material is being dispatched from Avery Dennison. This helps you to better plan your material handling and, if the job is urgent, you could even get set up and be ready to begin, knowing that your delivery is on its way.

Another thing that can be very frustrating and time-consuming is looking for that misplaced invoice. If you want to receive your invoices the day the stock arrives, but don't want them to go astray in the factory, arrange to receive **electronic invoices**. They will be securely emailed to you, so you know that you have all the relevant information easily accessible.

We're also flexible about how we send our invoices - we want to do what works best for you! If you prefer to receive only one invoice a day or one a week, then sign up for a **consolidated invoice**, daily or weekly. Think of all the paperwork that will save!

Finally, when it comes to paying your account with Avery Dennison, it couldn't be easier. You again have choices. We accept **electronic payments** by credit card (Visa, Mastercard and Amex) and EFT (Electronic Funds Transfer).

Even signing up for Fasson Advantage is simple. You can either ask your local Avery Dennison representative to arrange it for you, or go to the Avery Dennison website www.fasson.com.au (customer tools) and sign up online.

There are just so many good things about choosing Avery Dennison as your industry partner. "Fasson Advantage is just a part of our ongoing commitment to providing our customers with ever better products and services," says Andrew Norman, Services Marketing Manager for Avery Dennison Australia and New Zealand. "I urge all our customers to 'take advantage of Fasson Advantage' and experience the benefits."

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NEW PRODUCTION FACILITIES BOOST CAPABILITIES - Significant Investment In Asia Pacific Growth

January 2008 was a significant month for Avery Dennison and for our customers in the Asia Pacific region.

On 15 January, Dean A. Scarborough, President and Chief Executive Officer of Avery Dennison, unveiled the largest coating machine in China at our Guangzhou facility. The state-of-the-art coater, which represents an investment of US\$26 million, is over 100 meters long and produces pressure-sensitive (PS) adhesive label materials. It will enable Avery Dennison to meet the expected tremendous growth in the Asia Pacific region during the next decade, further enhancing our leading position in the PS labeling market. During the last 13 years, the company has invested more than US\$265 million in China and this amount should increase to more than US\$300 million by 2010.



This new coater will ensure Avery Dennison continues to be the leader in the production of more stable and consistent label materials at Guangzhou. "I believe that the continuous increase in consumption in the emerging markets of Asia Pacific represents a great opportunity for Avery Dennison and our customers," said Dean Scarborough. "We'll be able to expand our partnerships with our local customers, provide them with innovative products and technology and give them the edge they need to successfully compete in this dynamic market."

During the last decade, the economic growth of India and the surrounding region has also been phenomenal and Avery Dennison is proud to have been part of that growth. On 17 January, Dean Scarborough opened another new production facility-this time in Pune, which is situated in the Western Indian state of Maharashtra. It will produce technically advanced PS materials for industrial and consumer products manufactured in the Asia Pacific region.



This modern plant, which is situated on a 28-acre site, is Avery Dennison's third major facility in India and represents an investment of over US \$13 million. The up-to-date equipment includes a new hot melt tandem coating line and brings total investment in India to more than \$30 million.

"We'll be able to better serve our growing customer base in the region by providing the best available quality products and services, and we'll continue to be an active partner with them in growing their businesses," said John C. Quinn, Vice President and General Manager, Roll Materials Asia Pacific.

"By leveraging our global assets, we are able to improve the value of our local product portfolio," says Darren Milligan, Marketing Director for Avery Dennison Australia and New Zealand. "The addition of these two new state of the art coating lines will enhance the range of new product options we can take to our customers."

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High inflation on raw materials & energy continued to rise in 2007 and is expected to persist into 2008 driven by:

- Vendor closure of capacity for many raw materials.
- Strong demand placing extreme pressure on global supply chains increasing prices for raw materials.
- Energy costs for all manufacturing processes and transportation of materials at all-time highs.
- Wage inflation within a tight labour market.



We have been proactively managing the costs within our business to reduce the impact these forces have on our industry and we're reviewing the overall net impact of our actions against the inflation we have seen. Paper pulp prices have risen by 40-45% in the last two years. The price of oil and gas has caused significant increases to the price of all oil derivatives such as PP and PE Resins.

In the coming weeks we aim to be communicating more about inflation with you to help sustain the growth of our industry and find ways together to build on the level of competitiveness we have as an industry today.

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Manufacturers competing in the fast-moving consumer goods (FMCG) market are constantly working to improve the attractiveness and functionality of their products and, as more people come to realise the benefits of re-sealable packaging solutions, demand for these innovative products is growing overseas.

Consumers are relying more and more on the convenience of portable, easy-to-open, easy-to-close packaging. From dry goods to snack foods, to household and personal care wipes, a reliable re-sealable label can help retain product freshness and moisture, plus add to brand equity. So, to support customer demand and packaging technology development, Avery Dennison has recently introduced a new range of Fasson® re-sealable labels.

When selecting a product for a re-sealable application, our technical people are always there to advise you, but first, we recommend that you consider the following criteria:

- Contents of the package.
- Uses or servings per package as they relate to the number of peels and re-seals.
- Size of the package and the opening that needs to be sealed.
- The substrate that the label needs to peel from and re-seal to.
- Desired "feel" when peeling label, e.g. soft and quiet, or "zippy".
- Potential regulatory requirements, such as FDA.



With the widest range of film facestocks, we've got you covered. Whether you want a premium product, or the price point is critical, there is a Fasson material to suit your needs. Conformable, white, opaque Fasson® PRIMAX® 350 is ideal when graphics are printed directly on the label, and you need a heavier label for easier lift and lay-down. It has high-seal strength and good product resistance. If you need a clear facestock our 2 Mil BOPP is an ultra clear, strong and rigid film.

We know that adhesive performance is critical for re-sealable applications. With Fasson you have a choice. Viewed as the industry standard, R143 is a premium solvent adhesive offering high seal strength and good product resistance, making it ideal for both wet and dry applications, particularly with solutions containing alcohol. Where you require an economical alternative, R3500 offers high seal strength coupled with smooth removability. It is suitable for many dry goods applications, as well as those where moderate chemical resistance is required.

Because of the convenience and ease of use that resealable labels bring, in the consumers this represents a growth opportunity.

Because of the convenience and ease of use that re-sealable labels provide, demand from consumers will continue to build, representing a growth opportunity for the packaging industry that should not be missed. Ask your Fasson sales representative about adding Fasson re-sealable labels to your product portfolio or visit www.fasson.com.au for more information.

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2007 SOUTHERN CROSS PACKAGE DESIGN AWARDS - Developing New Packaging Ideas

The Southern Cross Awards are a national packaging competition aimed at tertiary students studying design at Universities, TAFE's and Private Colleges. Such awards offer students a unique opportunity to showcase their skills in an arena that closely mirrors industry. That's why they are so important and why Avery Dennison decided to sponsor a category.

In 2007, 30 institutes throughout Australia supported the awards and students submitted over 350 entries. The Packaging Council of Australia worked closely with both sponsors and judges to ensure that all the briefs focused on giving students "real life" problems to solve.



SILVER WINNER

Michelle Jade Raimondo,
Monash University, Vic.

As a sponsoring company, Avery Dennison provided a brief that gave students the chance to use their creativity to design an innovative solution that met certain defined criteria. Entrants had the freedom to go beyond the boundaries, create a concept, and then sell their idea through their rationale.

Avery Dennison challenged students to create a "Label and Reclosure for a Fast Moving Consumer Goods Product". Judges were looking for a food packaging label with strong visual appeal and an innovative reclosure function, as entrants competed for the three prizes in this category.

Kumiko Michishita of Monash University, Victoria was the Gold Winner of the Avery Dennison Materials Award. In her entry entitled "Cocka Tea", Kumiko designed a label and reclosure for tea packets. Her design had immediate visual appeal, with its use of bright coloured labels and the "catchy" brand name. The simple reclosure function was successful because it was so easy for the consumer to use and was very much suited to the product, which is so widely consumed around the world.

"Growing applications through innovation is the primary way the self adhesive label industry has, and will, continue to grow." says Darren Milligan, Marketing Director for Avery Dennison Australia and New Zealand. "The strength of last years submissions reinforced the potential for new packaging concepts incorporating label reclosure solutions."



GOLD WINNER

Kumiko Michishita,
Monash University, Vic



BRONZE WINNER

Elly Bolitho,
Holmesglen Institute of TAFE, Vic.

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- SIMPLE SOLUTION FOR A COMPLEX MARKET - Global Co-Ex Delivers Benefits
- A.D. CEO WELCOMES 'GREEN CHALLENGE' - Looking For Efficiency And Innovation For Growth
- IMPROVE YOUR ORDER PROCESS - Services Provide Advantages
- NEW PRODUCTION FACILITIES BOOST CAPABILITIES - Significant Investment In Asia Pacific Growth
- THE RISE OF INFLATION - Avery Dennison Investigates Ways To Sustain Industry Growth
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