



For Immediate Release

## **AVERY DENNISON OFFERS TURNKEY SAM'S CLUB RFID COMPLIANCE KIT**

*Avery Dennison's Printer Systems Division offers Sam's Club suppliers an inexpensive solution*

**FRAMINGHAM, MA – April 15, 2008** – Avery Dennison (NYSE: AVY) Printer Systems Division, supplier of Monarch® products and services, today announced the availability of its comprehensive RFID Solution for Sam's Club® Compliance.

As Sam's Club and other retail industry leaders continue to compel their suppliers to meet RFID requirements, Avery Dennison's Printer Systems Division is at the ready with a low cost solution kit which will simplify and expedite RFID compliance implementation.

Avery Dennison's RFID Solution for Sam's Club Compliance is designed to meet the needs of various sized consumer goods providers and eliminates the need for these suppliers to source individual RFID components. Avery Dennison is the single source solution for this complete turnkey RFID expandable system, which includes superior service, lab support, installation and complementary expert consultative services. This solution meets all of the start-up requirements and is easily scalable to fit even the most complex environments, including automated applicator systems.

The kit's smartEPC™ software is from Smart Label Solutions, LLC. It features trouble-free conversion to RFID compliant tags, RFID tag validation, complete scalability, and built-in EPC and bar code compliance formats.

Avery Dennison's Monarch® 9855® printer/encoder was chosen for the kit because it has proven to provide exceptional performance and reliability with current RFID users. Rick Bauer, Avery Dennison's director of RFID global program development, Retail Information Services, states, "Manufacturers now have one place to go for a cost-effective, turnkey solution to meet RFID EPC mandates. Suppliers can start with an inexpensive solution to meet today's requirements and be assured their system can expand as their future program may dictate."

Completing the kit are an RFID Multi-Protocol Reader, supplies covered by the Monarch Smart Label Performance Guarantee (110% money back for any unreadable labels), as well as coverage under the company's Technology Investment Protection Program which also ensures free technological upgrades on the Monarch 9855 printer/encoder.

Avery Dennison's RFID Solution for Sam's Club Compliance contains everything needed to comply with RFID EPC mandates and is backed by Avery Dennison's dependable support to ensure successful implementation.

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### **About Avery Dennison Corporation**

Avery Dennison is a global leader in pressure-sensitive labeling 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 over 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 and Monarch 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.ris.averydennison.com/](http://www.ris.averydennison.com/)

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