

Your guide to the world of **labels**

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The perfect media for your variable data



**AVERY
DENNISON**

Monarch®
Products and Services

Your label specialist

Do you know who invented the self-adhesive label? The first one ever in the world? We did! To be more exact it was R. Stanton Avery who invented it in 1935, launching a new company and a new industry. These innovative products were manufactured in a 100-square-foot rented loft space in Los Angeles.

A history of firsts

Since 1935, a lot has happened at our company: We introduced the first removable pressure-sensitive adhesive – the successors of which were used in the production of the first U.S. peel-and-stick postage stamp for the U.S. Postal Service. Fasson®, an Avery Dennison brand, introduced Ultraliner® material in the 1980s, a rugged plastic liner that allows pressure-sensitive products to run at higher speeds. This was followed by the development of functional labels with resealability and valve functionality. More recently we became one of the first to enter the Radio Frequency Identification (RFID) technology industry.

Our experience is your advantage

Today we offer you far more than a simple label, we support our customers with individual tailored labelling solutions across a wide variety of industries and environments. Whether you're responsible for a distribution centre, a retail outlet or warehouse. Whether your industry is food, logistics, clothes, gardening or pharmaceutical. Whether you're a supplier, manufacturer or service provider. Use our experience to your advantage.

All you need is labels

Whatever business you're in, you'll need quality labels:

- to draw customers' attention
- to identify
- to track and trace
- to price
- to brand
- to inform

To achieve all of this effectively labels have to meet certain requirements; they have to be correct and legible, easily applied and able to integrate with your labelling hardware. Avery Dennison always has a label suitable - just speak to us about your requirements.



Wide application area

Avery Dennison has specialised in label technology for more than 70 years. We'll provide you with the perfect label adapted to any **type of printer or labelling system**, whatever your industry or needs:

- Product identification
- Price labelling
- Storage
- Shipping
- Branding
- Anti-counterfeiting
- Radio Frequency Identification (RFID)
- Traceability
- Supply chain management
- Sorting and picking



Discover **the world** of labels

Avery Dennison offers you a vast array of labels, no matter the shape, colour, size, material or application – whether it's pallet labelling, box labelling or single-item marking. We deliver the labelling

solutions that optimise your products and processes. Unsure what you need? Ask the experts – contact us on **+44 (0) 1279 786 000**.



Specifications:

<p>Special features:</p>	<ul style="list-style-type: none"> • Wide variety of adhesive • Security cuts • Variety of face materials • Thermal direct and transfer printable, fluorescent • Dry-peel • Piggyback 	<ul style="list-style-type: none"> • Durable label • High performance adhesive • Chemical/oil/water/temperature/tear resistance • UV protection • 12 colour process 	<ul style="list-style-type: none"> • Wide variety of adhesive • Worldwide functionality • For all common RFID printers and Print & Apply systems on the market • UHF EPC Class 1 Gen 2 96 bit • Inlay manufacturer • Own antenna design
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Applications, sorted by:

<p>Information on/with label</p>	<p>Composition labelling, compliance labelling, user guide labelling</p>	<p>Asset labelling, product identification, inventory, outdoor and durable labelling</p>	<p>Asset labelling, logistics (tracking and tracing of items, cartons & pallets), supply chain management</p>
<p>Process</p>	<p>Logistics, storage and shipping (cartons, pallets labelling, plus many other applications), tracking (food, medical, automotive), sterilisation</p>	<p>Sterilisation labelling, outdoor labelling, durable labelling, tracking, (food, medical, automotive) patient identification wristbands</p>	<p>Logistics, storage and shipping (tracking and tracing of items, cartons & pallets), supply chain management</p>
<p>Retail market</p>	<p>Price marking, price mark-down applications, shelf-edge labelling, anti-theft labelling</p>	<p>Security labelling, garden centre applications, home improvement/ do-it-yourself</p>	<p>Anti-counterfeiting labelling, supply chain management</p>

Your **advantage** with Avery Dennison

The best quality for more than 70 years

Avery Dennison is a global leader in pressure-sensitive technology and innovative self-adhesive solutions for consumer products and labels.

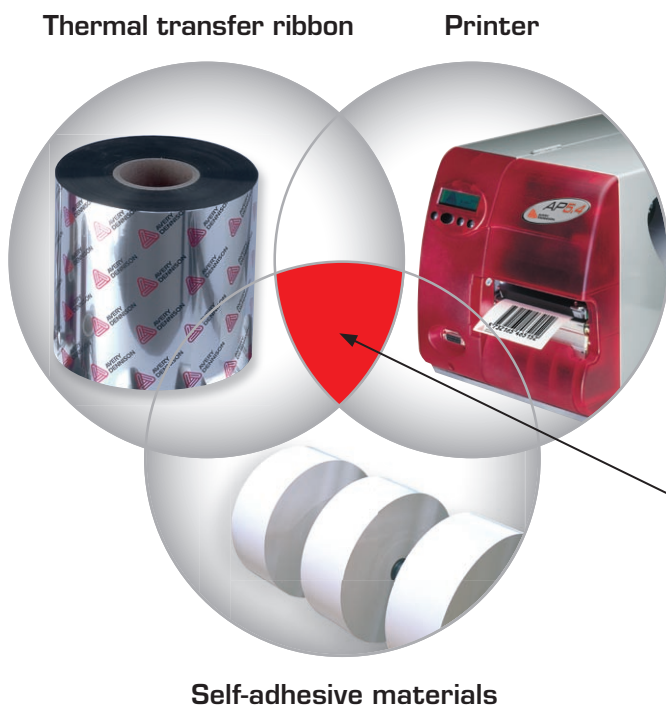
To achieve the best label quality for our customers, we combine our expertise: the Fasson® division for self-adhesive materials, the Printer Systems Division in print and apply solutions, as well as our know-how in thermal transfer ribbon. All of this knowledge is brought together to ensure we achieve the best quality labels for our customers.

One-stop shopping for all your labelling needs

The name Avery Dennison is associated worldwide with perfect labelling. As your Auto-ID solution provider, we offer everything you'll need for your product identification:

- Thermal transfer printers for mobile and static label printing
- Print and apply systems
- Labelling solutions
- Labels
- High-quality thermal transfer ribbon
- Label design software
- Radio Frequency Identification (RFID) equipment for printing, programming and scanning of RFID labels
- Top quality service from our technicians

Would you like more information, comprehensive advice, on-site service or support? Just give us a call and we'll be right there for you.



**Over 70 years of experience:
3 complementary components
brought together to achieve
optimal print results.
Sharp. Clear. Avery Dennison.**

You're never far from an
Avery Dennison representative:

Benelux
Denmark / Scandinavia
France

Germany
Iberia
India

Italy
Poland
PR China / Hong Kong

Turkey
UAE
USA

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