

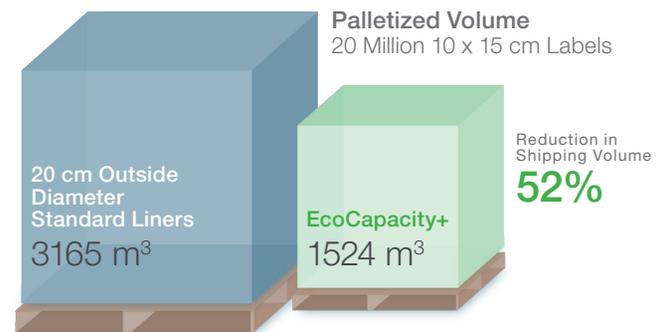
Avery Dennison® Monarch® EcoCapacity+™ Thin Liner Labels

Avery Dennison's EcoCapacity+™ thin liner material can help reduce your carbon footprint and extend production between roll changes.

SUPPLIES BENEFIT BOTTOM LINE

Compared to the "industry standard" 40# liner on thermal supply material, EcoCapacity+ offers significant bottom-line benefits through increased productivity, improved efficiency and reduced environmental impact. With almost 50% more labels on a single supply roll and a 25%+ reduction in material weight, EcoCapacity+ offers*

- 50% less downtime due to reduced roll changes
- Up to a 50% reduction in packaging and storage requirements**
- A 52% reduction in shipping volume (see chart) and transportation costs**
- Less waste and associated removal costs**



AVERY DENNISON® GREENPRINT ANALYSIS

To further illustrate the environmental impact of material choices, an Avery Dennison Greenprint analysis*** was conducted for a company using 10,000 EcoCapacity+ label rolls versus label rolls with a traditional liner. The analysis showed using EcoCapacity+ generated significant reductions in water and energy use, solid waste production and CO2 emissions. Specifically:

-  **Fossil material use was reduced by 14%** - equal to approximately six barrels of oil
-  **The number of trees used was reduced by about 39%** - equal to roughly 396 trees
-  **Water usage was reduced by almost 36%** - which is equal to nearly 383,895 gallons of water.
-  **Energy consumption was reduced around 7%** - equal to the annual electricity used by nearly 50 households
-  **Greenhouse gases (CO2) were reduced by roughly 8%** - equal to the equivalent to about five cars being removed from the road for one year
-  **Solid waste was reduced by approximately 20 tons** - equal to the amount of waste generated annually by five households

Innovative, intelligent and sustainable labeling and printing solutions that accelerate supply chain performance, increase productivity and elevate the consumer experience.

ELEVATING BRANDS. ACCELERATING PERFORMANCE.

For more information, call: 800.543.6650, prompt 5 or email: printersolutions@averydennison.com

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