



Avery Dennison Reflective Films **Global Overview**

30th March 2011 Auckland, New Zealand



A diversified manufacturing and consumer products company whose pioneering technologies are an integral part of products found in virtually every major industry around the globe

- Founded in 1935
- USD 6.5 billion sales in 2010
- More than 36,000 employees produce and sell Avery Dennison products in 89 countries
- More than 275 manufacturing facilities and sales offices worldwide
- Fortune 500 company



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Roll Materials Worldwide



TDRAIII



Data Processing

Worldwide Specialty Tapes





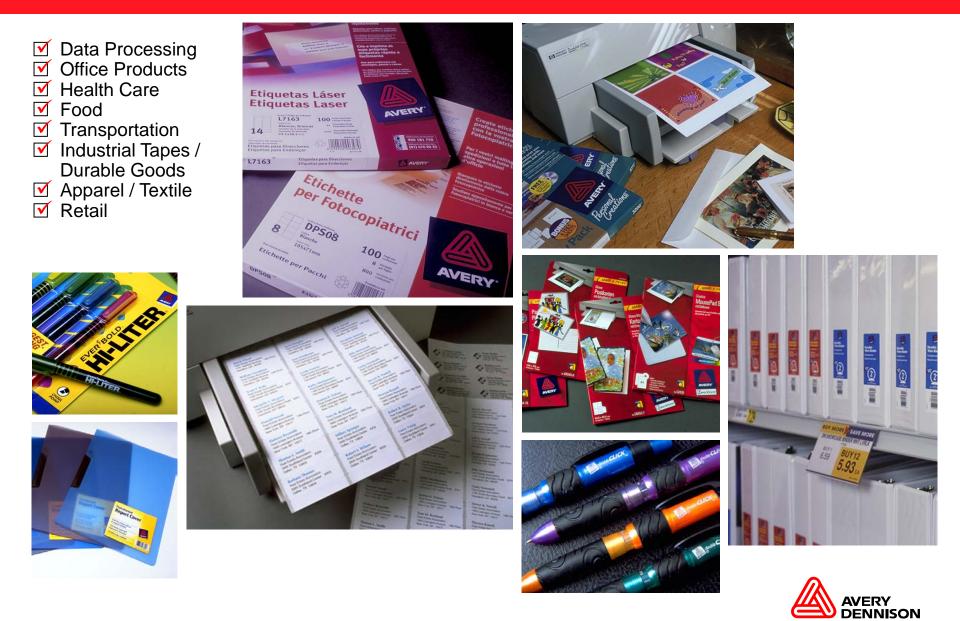








Office Products Worldwide



Retail Information Services













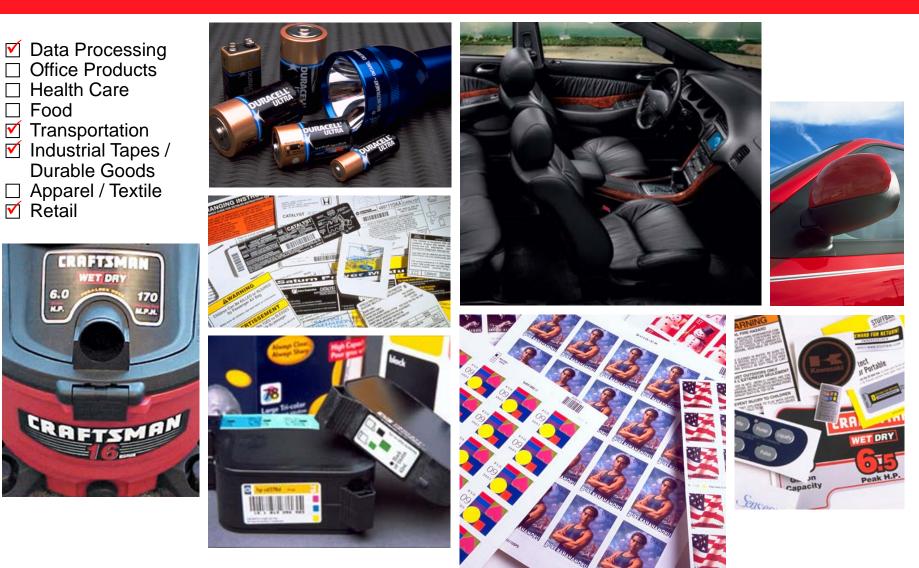




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Industrial and Automotive Products





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Worldwide Graphics and Reflectives



41 Years Manufacturing Reflective Films

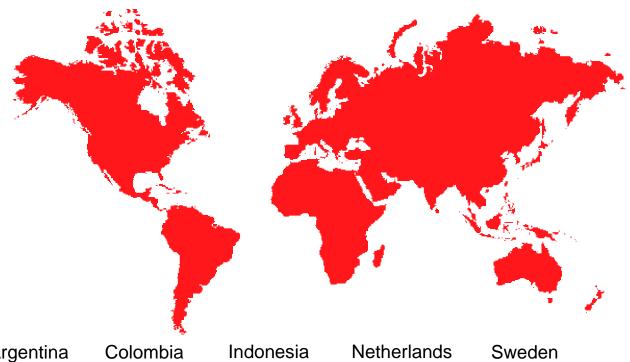


Avery Dennison Reflective

- 1970 Commercialized Beaded Engineer Grade and Utility Grade products
- 1975 R & D developed machinery and processes for prismatic products
- 1983 Sold equipment and Intellectual Property to a small company named Reflexite
- 1983 Super Engineering Grade commercialized
- 1992 Developed and commercialized R Series and NV series products
- 1999 High Intensity Beaded submitted to NT PEP testing facilities
- 2000 High Intensity Beaded commercialized
- 2000 Avery Dennison Acquires Stimsonite and T-6500 and T-7500 commercialized
- 2006 T-9500 Omni-View (ASTM Type IX) commercialized
- 2009 T-11500 Omni-Cube (ASTM Type XI) commercialized



Avery Dennison Reflective Global Operations



Argentina Australia Austria Belgium Brazil Canada Chile China Colombia Denmark Finland France Germany Hong Kong Hungary India

Indonesia Ireland Italy Japan Korea Luxembourg Malaysia Mexico

Netherlands New Zealand Norway Philippines Poland Portugal Singapore South Africa Spain

Switzerland Taiwan Thailand Turkey United Arab Emirates United Kingdom United States



Reflective Global Segments

Traffic & Highway



Work-zone & Safety

License Plate







Transportation

Component Products



Sign Applications









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Work-zone applications















License plate Applications



Vehicle Conspicuity & Graphics applications



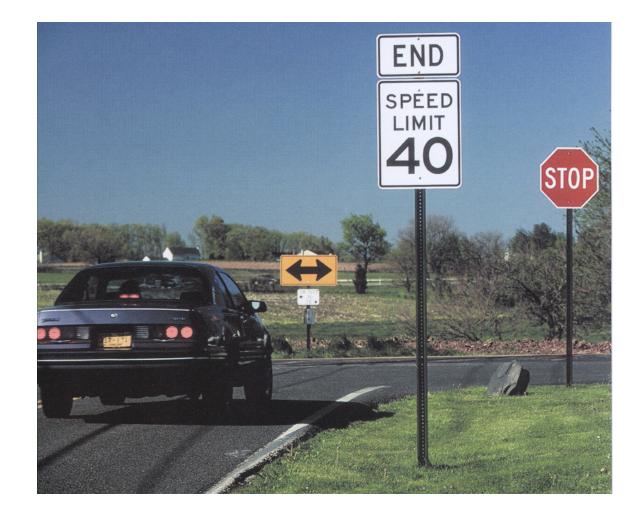








T-6500 Signs – US Intersection





T-6500 Street Name Signs



Digitally Printed T-6500

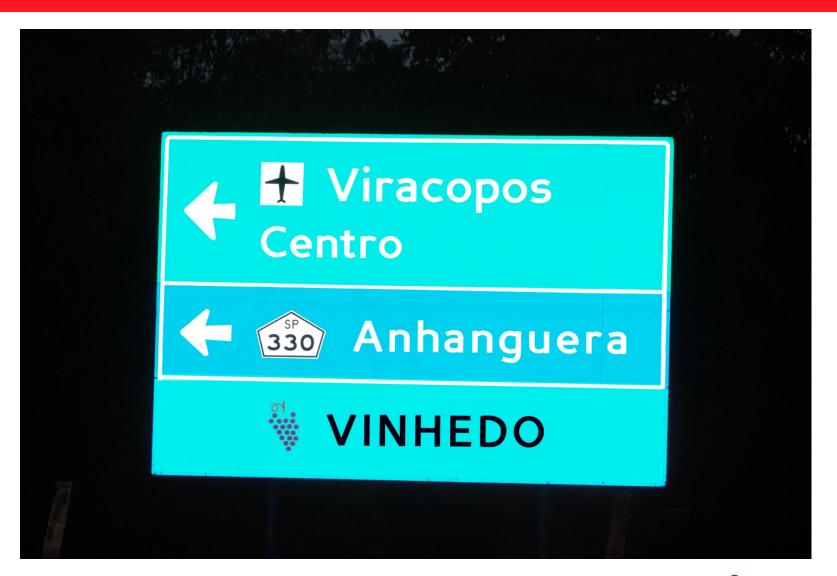


T-7500 Shanghai





T-7500 Brazil





T-7500 Boston, New Jersey







T-9500 Brazil









T-6600 Translucent Signage





Workzone and Safety Films





Soft Signage and Barricade Film



Railway Intersection - US





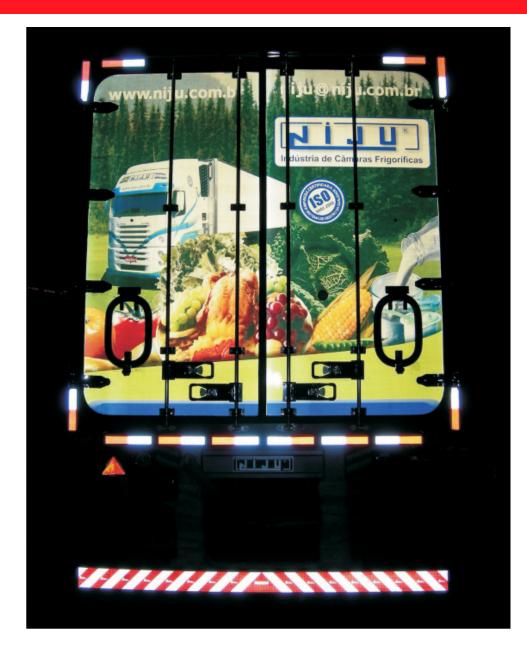
School Bus Conspicuity Tape - US







Vehicle Conspicuity & HV Graphics – S. America





MPI Digital Reflective Film





Emergency Vehicle Graphics - US



Emergency Vehicle Graphics



Police Cars - Poland









Motorcycle Safety - Brazil





NZ Sign makers





