

**For Immediate Release:**

Wednesday, December 7, 2022



## **Avery Dennison Becomes Official Embellishment Partner of the Sacramento Kings**

- *Avery Dennison provides player names, numbers and jersey patches for the Sacramento Kings and offers fans options for customization and personalization*
- *The merchandise partnership aims to maximize fan engagement through digitally connected shirt embellishments that bridge the physical and digital worlds*
- *Local youth basketball programming will be supported by Avery Dennison supplying embellishment of participants' jerseys*

**Mentor, OH** — Today, the Sacramento Kings announced Avery Dennison (NYSE:AVY), a global leader in materials science and solutions that connect the physical and digital worlds, as the official embellishment partner of the Sacramento and Stockton Kings.

This announcement follows the rapid growth of Embelex™, Avery Dennison's suite of solutions for on-garment branding used by sports teams around the globe. Currently, Embelex produces names, numbers and digitally connected embellishments for the world's most iconic clubs and leagues including the English Premier League, FC Barcelona, and Real Madrid.



“We are pleased to partner with Avery Dennison, a premier manufacturer that will enhance the quality of our merchandise while deepening our connection to our fans,” said Sacramento Kings president of business operations, John Rinehart. “This partnership will also utilize our shared passion for serving the local community, supporting jerseys and t-shirts for youth basketball participants.”

“This partnership with the Sacramento Kings provides a unique opportunity to demonstrate the extent of our innovative branding solutions,” said Avery Dennison’s senior vice president and general manager of apparel solutions, Michael Barton. “Embelex is leading the industry in the personalization and customization of products and the demand for this is growing exponentially in the world of sport and beyond. By providing customized merchandise for the Kings loyal fans, we’re helping keep the team connected with fans, beyond the game.”



As part of the deal, Avery Dennison has provided a broad range of embellishment services for the Kings uniforms, including player names, numbers and Dialpad jersey patches. The partnership includes the Stockton Kings uniforms, in-arena giveaways and merchandise lines, as well as support for local youth basketball programming through the embellishment of participants' jerseys and t-shirts.

Avery Dennison will also be the presenting partner of the Kings jersey customization station, located on the concourse of Golden 1 Center during all home games.

To enhance the loyal Kings fans' experience beyond the arena, Avery Dennison and the Kings will be working together to create unique and memorable moments for fans through customized merchandise. This merchandise will use Avery Dennison's cutting-edge technology to connect with fans digitally through their garments to unlock exclusive offers such as discounts and other exclusive content.

View a video and photos of the collaboration [HERE](#).

To explore more about Embelex™, click [HERE](#).

To learn more, visit [Kings.com](https://www.kings.com).

**ENDS**

**Media Contacts:**

Samantha Williams; [samanthaw@thinktank.org.uk](mailto:samanthaw@thinktank.org.uk)

Tai Burke; [taib@thinktank.org.uk](mailto:taib@thinktank.org.uk)

**About Avery Dennison Retail Branding and Information Solutions**

Avery Dennison Retail Branding and Information Solutions (RBIS) is a global leader and innovator in physical and digital labeling solutions that enable brands and retailers to address challenges and opportunities from source through to store, and in consumer engagement. RBIS provides end-to-end solutions, predominantly in the apparel and footwear industry, and is a \$2.2 billion division of Avery Dennison Corporation (NYSE: AVY). Its products include tickets, tags, woven and fabric labels, heat transfers, software, printers and consumables. The Avery Dennison Smartrac division that sits within RBIS is the world's largest UHF RFID partner, with over 1500 patents and applications worldwide serving multiple industries across retail and industrial segments. RBIS serves the global marketplace with operations in 50 countries, across six continents. For more information, visit [www.rbis.averydennison.com](http://www.rbis.averydennison.com).

Find out more about Embelex™ at [embelex.averydennison.com](http://embelex.averydennison.com)