



PRESS RELEASE

Avery Dennison showcases ground-breaking digital ID innovations to textile industry delegates at ITMA 2023 in Milan

MENTOR, Ohio — May 30, 2023 — Avery Dennison (NYSE:AVY), a global leader in materials science and digital identification solutions, is inviting ITMA 2023 attendees to discover the potential of bridging the physical and digital realms, with advanced digital identification solutions for apparel.

ITMA 2023 (June 8-14) takes place at the Fiera Milano Rho exhibition centre, and is the world's largest international textile and garment technology exhibition.

With the ability to interact directly with connected garments at the Avery Dennison booth (Hall 9-B103), ITMA attendees will see the benefits of connected apparel solutions in real-life situations. Starting with raw materials, they will see how the company's innovative digital ID portfolio, featuring Avery Dennison's connected product cloud atma.io, and its broad portfolio of digital triggers, including QR codes and RFID, can track the products' full chain of custody along the supply chain.

The interactive exhibit will illustrate how garment manufacturers and retailers can benefit from real-time insights, helping them improve supply chain accuracy and efficiency, reduce waste, enable circularity, and meet net-zero targets.

Through demonstrations of Avery Dennison's apparel portfolio, which include Embelex, a range of in-plant solutions (including on-demand printing, individual and batch scanning, and RFID label verification), and Digital Solutions, the company is showcasing how its technology contributes to a more sustainable future for textiles on a global scale. Items displayed will include a Connected Garment, a digitally-connected BYBORRE Scarf, and Transnomadica vintage jeans embedded with digitally-connected printed fabric labels. Embelex Agility® HD heat transfers for sports jerseys, which can be digitally enabled, will also be on show.

Michael Colarossi, vice president, innovation, product line management and sustainability, Apparel Solutions, Avery Dennison, is speaking about Sustainability & Circularity at the event, on Tuesday, June 13.

Michael says: "We view ITMA as a pivotal opportunity to showcase Avery Dennison's prominent role as a global leader in the apparel supply chain, and our innovation at the

intersection of the physical and digital worlds. Our leadership in digital ID innovation will be prominently displayed at the event, where we will showcase the substantial value that our solutions offer for the fashion and textile industries.”

For more information on Avery Dennison's dynamic digital transformation solutions, please visit www.averydennison.com.

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About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides branding and information labeling solutions, including pressure-sensitive materials, radio-frequency identification (RFID) inlays and tags, and a variety of converted products and solutions. The company designs and manufactures a wide range of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital, and improve customers' product performance. The company serves an array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals and automotive. The company employs approximately 36,000 employees in more than 50 countries. Reported sales in 2022 were \$9.0 billion. Learn more at www.averydennison.com.