

Supply Solutions

Avery Dennison®
EcoCapacity+™ Thin Liner Labels

Accelerate Performance, Reduce Environmental Impact

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

COST NEUTRAL SUPPLIES BENEFIT BOTTOM LINE

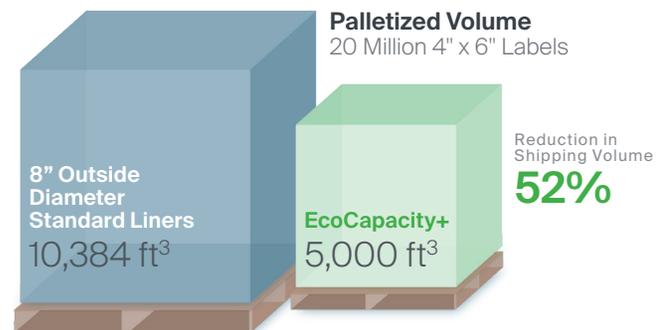
Compared to the "industry standard" 40# liner on thermal supply material, EcoCapacity+ offers significant bottom-line benefits through increased productivity, improved efficiency and reduced environmental impact. These are achieved on a cost neutral basis. With almost 50% more labels on a single supply 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



Let Avery Dennison calculate the productivity and sustainability impact of using EcoCapacity+ for you. For a free analysis, call 800.543.6650, prompt 5, or e-mail rbis.solutions@averydennison.com

* Avery Dennison internal comparison data of two rolls of 4" x 6" label supply materials -- an EcoCapacity+ roll and a standard 40# liner roll.

** Waste savings are the result of fewer liners as well as reduced liner weight and packaging. Avery Dennison is unique in packaging ribbons with supplies, further enhancing productivity.

*** Avery Dennison Greenprint is a proprietary, life cycle-based environmental performance assessment tool.

The information contained herein is believed to be reliable but Avery Dennison makes no representations concerning the accuracy or correctness of the data. This product, like any other should be tested by the customer/user thoroughly under end user conditions to ensure the product meets the particular requirements. Independent results may vary.

Intelligent, creative and sustainable solutions that elevate brands and accelerate performance throughout the global retail supply chain.

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