



For Immediate Release

News Release

## **Avery Dennison Medical Solutions VP of R&D Speaking on New Skin Adhesion Testing System at MD&M West**

**Chicago – February 2, 2011** – Peter C. Johnson, MD, Vice President of Research and Development with Avery Dennison Medical Solutions, a division of Avery Dennison Corporation (NYSE: AVY) and a global leader in pressure-sensitive adhesive (PSA) technologies for medical applications, will be a key speaker at the Innovation Briefs Theater during the Medical Design & Manufacturing (MD&M) West Conference taking place February 7-10 in Anaheim, Calif. Dr. Johnson will present on Tuesday, February 8, at 12 pm PST in Theater 2, Booth 3541. Avery Dennison Medical Solutions will also be exhibiting at the Exposition in Hall E, Booth 735.

Dr. Johnson's presentation, entitled "Skin & Adhesives: Optimizing the Interface Between the Temporary Medical Device (TMD) and the Patient," will focus on a new process for selecting adhesives used in TMDs and how it enhances accurate pairing of PSAs with TMDs. Other topics he will address include design-oriented testing, precise adhesive synthesis and efficient poly laminate manufacturing.

"Pressure-sensitive medical adhesives act as an intimate interface with the human body. That proximity, coupled with adhesive and materials technologies, can produce new knowledge and new products," said Dr. Johnson. "The MD&M West Innovation Briefs Theater is the ideal platform to discuss how TMD manufacturers, clinicians and patients can benefit from these developments."

MD&M West is the West Coast's premier conference program for research and development, design, engineering, manufacturing and regulatory affairs professionals within the medical manufacturing industry. MD&M West 2011 will provide a unique combination of presentations from high-level medical device industry professionals, the FDA and some of the industry's leading experts.

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### **About Avery Dennison**

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. For more than 75 years the company has been a global leader in pressure-sensitive technology and materials, retail branding and information solutions, and organization and identification products for offices and consumers. A FORTUNE 500 company with sales of \$6.5 billion in 2010, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit [www.averydennison.com](http://www.averydennison.com).