



Medical
Solutions

News Release

For Immediate Release

NEW BENEHOLD™ SECUREMENT PORTFOLIO ADDRESSES COMPLEX NEEDS OF MEDICAL DEVICE DISPOSABLES MARKET

**Product Line Delivers Innovative Functionality for Clinicians,
Enhances the Patient Experience and Helps Hospitals Cut Costs**

CHICAGO — July 27, 2011 — [Avery Dennison Medical Solutions](#), a division of [Avery Dennison Corporation](#) (NYSE: AVY) and a global leader in adhesive technologies for medical applications, today launched a new range of securement products that meet the complex requirements of disposable medical devices. The BeneHold™ securement portfolio consists of the BeneHold™ Medical Tape Strips, Tube Fixation Device and Transparent Film Dressing. The products can help reduce costs, address infection control concerns, enhance efficiency and simplify inventory management.

According to Emily Berlin, Avery Dennison Medical Solutions global market segment manager, the new securement portfolio delivers both clinical and economic benefits. “The BeneHold securement portfolio leverages our expertise in skin-friendly adhesives, material technologies and advanced manufacturing platforms,” she says. “We offer both competitive performance and innovative functionality to address the demands on hospitals as well as the needs of clinicians and patients.”

BeneHold™ Medical Tape Strips

BeneHold Medical Tape Strips enable clinicians to reduce tape waste, help guard against the spread of infection and satisfy certain compliance regulations associated

with dialysis care. The strips come in perforated sheets that allow right-sizing of tape. Each tape strip is equipped with handling tabs, which help facilitate application. The properties of the Medical Tape Strips allow high moisture and oxygen transmission, which contribute to long-term wear and minimize skin maceration.

Compared with conventional roll tapes, the tape strips can offer protection against the spread of infection. Rolls of medical tape are often left on counters, used on multiple patients, shared among clinicians and applied without gloved hands. A paper published by Drs. Redelmeier and Livesley¹ demonstrated that 74% of tape specimens collected from one hospital were colonized by pathogenic bacteria. In 41% of the samples, the bacterial colonies were too numerous to count. The BeneHold Medical Tape Strips sheet format can help address these concerns by giving clinicians the ability to customize the amount of tape used for each patient or procedure, helping reduce tape sharing between patients and clinicians. The sheet format also eliminates roll tapes' sticky edges, which can trap fuzz and contaminants.

BeneHold Medical Tape Strips help medical administrators meet dialysis treatment guidelines issued by the U.S. Centers for Medicare and Medicaid Services (42 CFR Parts 405, 410, 413, et al). Regulations state that items that cannot be cleaned and disinfected (such as adhesive tape) should be dedicated for use only on a single patient. Because BeneHold Medical Tape Strips come in sheet form, dialysis practitioners are able to take into the patient care area a dedicated amount of tape per procedure, ensuring efficient compliance with regulatory guidelines.

BeneHold™ Tube Fixation Device

The BeneHold Tube Fixation Device* provides universal securement of a variety of tubes, lines, drains, catheters and cords in one device, minimizing the need for hospitals to purchase multiple tube fixation products for specific applications. The bandage-shaped device is designed for patient comfort, using a gentle, absorbent, breathable hydrocolloid adhesive that helps prevent skin maceration and irritation.

The device's hook and loop closure system permits the repositioning of single or multiple tubes and cords without having to remove and reapply the device or tape to the patient. The system can be opened and closed repeatedly without damage to the device or the patient's skin, allowing wear up to seven days. Clinicians can choose permanent or temporary fixation either by enclosing tubes in the built-in adhesive zone or leaving the zone closed.

The BeneHold Tube Fixation Device are individually packaged and sterilized to reduce concerns over contamination and infection, and is suitable for use in sterile environments.

Applications include IV catheter lines, epidural lines, Foley catheter lines, endotracheal and gastric nasal tubes, chest tubes, urinary drainage tubes, ostomy and surgical drain lines, negative pressure wound therapy tubes, and multiple lines on a patient or in a surgical field.

BeneHold™ Transparent Film Dressing

The BeneHold Transparent Film Dressing* consists of a thin transparent polyurethane film and transparent latex-free acrylic adhesive that allow clinicians to continuously observe a catheter site or wound and ensure conformability.

The highly breathable film acts as a waterproof barrier to external contaminants yet allows oxygen and moisture vapor exchange to prevent moisture build-up beneath the dressing, facilitating a moist environment for wound healing and autolytic debridement. The dressing's adhesive ensures securement but also allows low-trauma removal.

The dressing has a simple window frame construction. The bottom liner is easily removed prior to application. The top paper frame provides handling tabs that aid in dressing application. The paper frame also provides added stability to the dressing to prevent it from folding onto itself during application. The paper frame is easily removed once the dressing is applied.

Dressings are individually packaged and gamma sterilized. Applications include covering and protecting catheter sites and minor wounds.

To learn more, visit www.medical.averydennison.com/BeneHold.

¹ Redelmeier, M.D., Donald A., Livesly, M.D., Nigel J. "Adhesive Tape and Intravascular-Catheter-Associated Infections" *JGIM* June 1999: Vol. 14. Print.

*Approval pending. Commercially available fall 2011.

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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

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