



Medical
Solutions

News Release

For Immediate Release

AVERY DENNISON MEDICAL SOLUTIONS DEBUTS AT INDEX11

New Brand Platform Will Deliver Inspired Advances, Intelligent Results Throughout The Global Medical Device Marketplace

CHICAGO — April 12, 2011 — [Avery Dennison Medical Solutions](#), a division of [Avery Dennison Corporation](#) (NYSE: AVY) and a global leader in pressure-sensitive adhesive technologies for medical applications, today launched its new brand platform at INDEX11, Geneva, Switzerland, April 12 – 15, Geneva PALEXPO. The new brand platform, which is part of the corporation's broader branding initiative, builds upon its vision for achieving customer satisfaction and sales and earnings growth through innovative, high-performance materials, technology and solutions. At the Show, Avery Dennison will occupy **Booth 1641**.

Formerly known as Avery Dennison Medical Products, the recently launched business will be driven by its new brand platform—*Inspired Advances. Intelligent Results*. The platform will help guide Medical Solutions' go-to-market strategy and communications, and is defined by four key attributes: research driven, customer focused, technologically advanced and globally integrated.

Avery Dennison Medical Solutions main touch point is its new user-friendly Web site, www.medical.averydennison.com, which presents visitors with dedicated channels for specific audiences and product categories, and offers a highly intuitive product finder.

A differentiated brand

According to Vice President and General Manager Howard Kelly, the new Avery Dennison Medical Solutions brand demonstrates the organization's differentiation in the worldwide medical device arena.

"The launch of the business in 2010 and introduction of the new brand platform this year underscore our ability to address application challenges across the medical device spectrum," Kelly says. "These are what define Avery Dennison Medical Solutions as an innovator in the industry and go-to partner for medical device OEMs and converters alike.

"Our core business encompasses 30 years of expertise in solutions for surgical, wound care, ostomy, electromedical, diagnostics and personal care applications. For new medical device designs, our adhesives and materials science resources empower our customers with inspired product advancements. As we progress, we are growing the business with new innovations while strengthening existing relationships and forging new partnerships," Kelly adds.

Avery Dennison Medical Solutions Global Marketing Director Colleen Ward likewise looks to the future. "This is only the beginning of the story," Ward notes. "With an innovative spirit, we will continue to uncover opportunities to address unmet medical needs and help improve the lives of both caregivers and patients."

The new Web site

The new Avery Dennison Medical Solutions Web site is a primary interface between the business and its customers and prospects worldwide. Its design and functionality is based on input from the marketplace, which stressed ease of use and speed of product selection.

In operation, the Web site fluidly guides OEMs and converters through the product selection process via three product information channels: Application, Product Type and

Advanced Search. Product information, product comparison charts, sample ordering and quote requests are all just a few clicks away.

For example: An OEM seeking a solution for surgical applications characterized by prolonged exposure to fluids would simply click Product Finder and then Common Applications to find the Surgical category that offers information on products using Wetstick™. Wetstick is a patented synthetic rubber adhesive that maintains adherence to wet skin and drape material during surgery and also reduces the risk of post-operative infection.

The Web site helps visitors save time and effort by allowing access to information at levels ranging from introductory to detailed.

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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