



Miller Corporate Center

For Immediate Release

Avery Dennison's national television advertising campaign highlights how its small innovations make a big difference for consumers

PASADENA, Calif. (Aug. 2, 2010) – In time for the back-to-school shopping season, Avery Dennison has launched a series of [clever television commercials](#) airing nationally that highlight how “small” innovations in its home- and office-product lineup make a big difference in people’s daily lives.

“Innovation is driving new product creation across Avery Dennison,” said Tim Bond, group vice president, office products, Avery Dennison. “Our newest Avery® products, Avery NoteTabs™ and Label Pads, are an example of our enterprise-wide focus on accelerating long-term profitable growth through product innovation worldwide.”

Incorporated as part of a multi-million dollar integrated marketing campaign utilizing print, broadcast and social media outreach, the 30-second spots, created by Michigan-based Doner, feature three core Avery products – Avery NoteTabs, Avery Removable Label Pads, and Avery Address and Shipping Labels.

“Avery Dennison is focused on meeting customer needs through innovation, and often it’s the little things we develop that make the most difference in people’s lives,” said Todd Thompson, vice president, marketing and research & development, Avery Dennison Office and Consumer Products. “We live moment to moment; time is always short. These commercials communicate how our products help bring order to chaos – simple, reliable solutions that allow people to move forward easily and quickly and better organize their lives.”

In this instance, the television commercials target busy moms and working women tasked with managing both families and careers. The commercials’ messages are reinforced in national print and radio advertising, and as part of “The Organization of Moms,” an online community on Facebook that focuses on time-saving tips.

-more-

2-2-2 Avery Dennison National Advertising Campaign

Thompson said ongoing marketing activities are planned as the company extends the Avery brand's longstanding leadership in professional organization into new segments, including personal organization and identification, mobile "on the go" applications, and in the education segment, where the company already has a strong back-to-school business, as well as solid relationships with school administrators, the brand will be extended to teachers, students and their parents.

The campaign will include television spots to air on TLC, ABC Family, Hallmark, Food Network and HGTV channels and print ads to appear in Real Simple, Everyday Food, Working Mother, Whole Living, Parenting magazines and several Martha Stewart titles. The ads also appear on the [Avery-brand YouTube channel](#).

About Avery Dennison:

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. For 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 billion in 2009, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. A division of Avery Dennison, Avery Dennison Office Products manufactures and markets products under the well-known Avery® brand name and is one of the world's leading manufacturers of self-adhesive labels for laser and ink jet printers, labeling software, binders, sheet protectors, index and tab dividers and other office-, home- and school-related supplies. For more information, visit www.averydennison.com or www.avery.com.

###

Contact:

Steve Getzug
Hill & Knowlton
Steve.Getzug@hillandknowlton.com
310-633-9444 (o)

Stephanie Martin
Avery Dennison
stephanie.martin@averydennison.com
626-318-0528, [twitter@averydennison](#)

Avery Dennison Office Products YouTube Channel: www.youtube.com/user/averyproducts

Avery Dennison on Twitter:

@averydennison
@averyproducts
@orgofmoms

Avery Dennison Office Products on Facebook:

www.facebook.com/theorganizationofmoms
www.facebook.com/avery

Avery Dennison Office Products on Flickr: Avery products