

PREMIUM

FAST FASHION



**APPAREL SOLUTIONS  
FROM AVERY DENNISON**

ELEVATING BRANDS AND  
ACCELERATING PERFORMANCE  
THROUGHOUT THE GLOBAL  
RETAIL SUPPLY CHAIN

CONTEMPORARY

PERFORMANCE



Retail Branding and  
Information Solutions

# ELEVATE BRANDS

CREATIVE SERVICES  
BRAND EMBELLISHMENTS  
GRAPHIC TICKETS, TAGS AND LABELS  
SUSTAINABLE PACKAGING

## 1. DESIGN & DEVELOPMENT

## 2. MANUFACTURING

OUR GLOBAL REACH:

- 115 LOCATIONS
- 20,000 EMPLOYEES
- 50 COUNTRIES
- 6 CONTINENTS

INTELLIGENT, CREATIVE AND SUSTAINABLE SOLUTIONS THAT ELEVATE BRANDS AND ACCELERATE PERFORMANCE THROUGHOUT THE GLOBAL RETAIL SUPPLY CHAIN.

- Manufacturing, Distribution and Sales
- Sales Offices
- Customer Design and Innovation Centers



# ACCELERATE PERFORMANCE

INVENTORY ACCURACY,  
VISIBILITY AND LOSS PREVENTION  
PRICE MANAGEMENT  
GLOBAL COMPLIANCE  
BRAND PROTECTION AND SECURITY

3. LOGISTICS

4. OMNICHANNEL RETAIL



# ELEVATE YOUR BRAND

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## 1. DESIGN AND DEVELOPMENT

### MARKET INSIGHTS

Through the global reach of our organization we explore, research and analyze the world's apparel markets providing real consumer insight informing our innovation and design process.



### GLOBAL TRENDS

Our integrated branding solutions are based on our market insights and analysis of fashion and consumer trends.



### CREATIVE SERVICES

Our creative services teams are experts in creating unique and differentiated ideas that help elevate a brand's consumer appeal and value, visually bringing your brand story to life.



## INTEGRATED BRANDING SOLUTIONS



### PACKAGING SOLUTIONS:

Sustainable packaging  
and Avery Dennison™  
Greenprint



### BRAND EMBELLISHMENTS:

- Heat transfers
- Embroidery and wovens
- Patches



### GRAPHIC TICKETS, TAGS AND LABELS:

- Price tickets, labels and hangtags
- Anti-counterfeit and security labels
- Care and content labels
- Fasteners and accessories

## AVERY DENNISON™ GREENPRINT

We combine life-cycle assessment with creative design to enhance product presentation while reducing your impact on the environment.

Greenprint brings intelligence, creativity and sustainability to fashion – helping you use less while elevating your brand.



# ACCELERATE YOUR PERFORMANCE

## 2. MANUFACTURING

## 3. LOGISTICS

### INVENTORY ACCURACY, VISIBILITY AND LOSS PREVENTION

Improve inventory management and loss prevention through integrated RFID solutions from manufacturing source to consumer that increase speed, accuracy, visibility, productivity and margins.

### PRICE MANAGEMENT

Accelerate performance in price management through DC and store-level solutions that reduce complexity while improving speed and accuracy.

### GLOBAL COMPLIANCE, BRAND PROTECTION AND SECURITY

Providing globally consistent solutions to meet the most demanding compliance requirements through service bureau or in-plant printing. Our security solutions reduce the risk of counterfeiting, diversion and other forms of intellectual property infringement.

Accurate communication of up-to-date retailer purchase order and packing information facilitates last-minute changes at source

RFID pack/scan/verify reduces packing errors

RFID scan/verify/ship ensures accurate ASN generated

Online ordering of preprinted tags and labels (including RFID) from Avery Dennison Service Bureaus.

Online ordering of price tickets (including RFID) from Avery Dennison Service Bureaus

Care and content labels, price tickets and labels (including RFID) printed and encoded on demand at source

Tag production is controlled to eliminate over-production

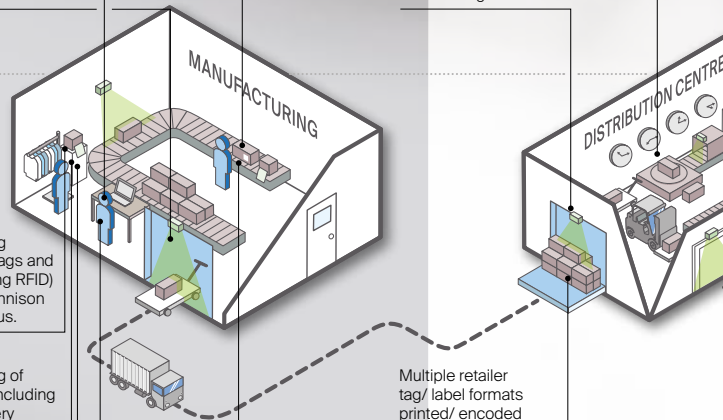
RFID pick, verify, ship - reduces packing errors and improves productivity

Cycle counts performed quickly and accurately

RFID receive, scan, verify - highlights errors or losses against ASN

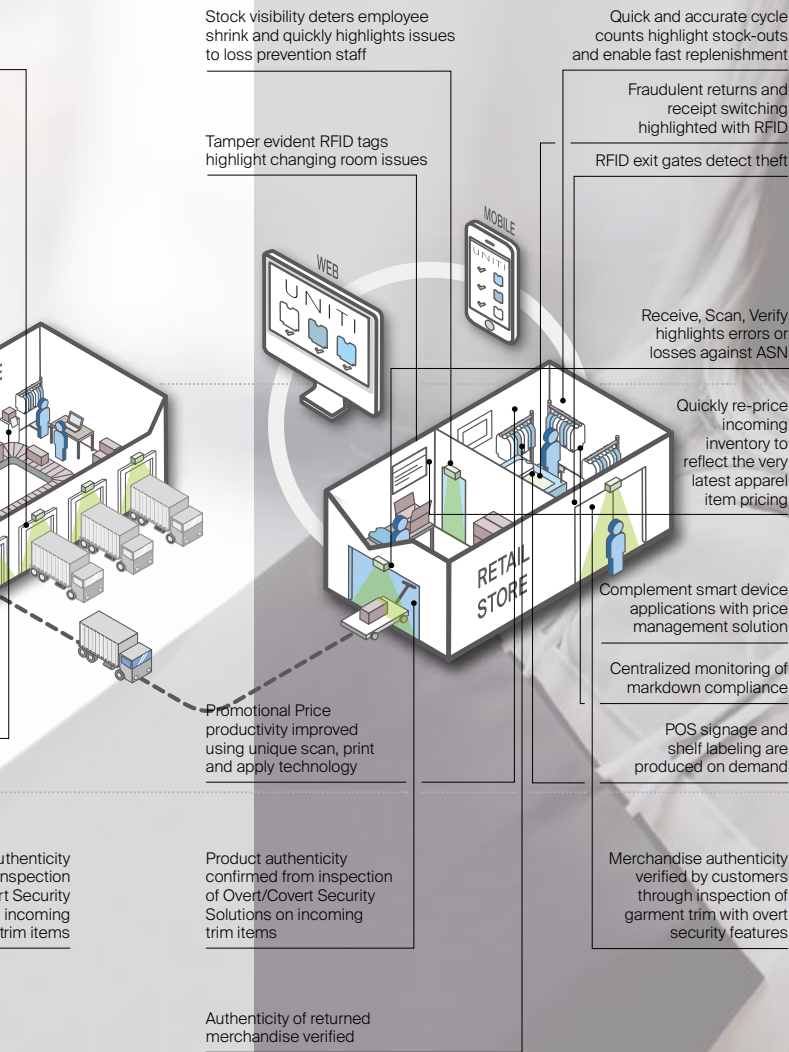
Multiple retailer tag/ label formats printed/ encoded

Product authenticity confirmed from manufacturer of Overt/Covert Solutions on



#### 4. OMNICHANNEL RETAIL

#### 5. THE MOMENT OF TRUTH



#### THE MOMENT OF TRUTH

- INCREASED SPEED, ACCURACY AND GLOBAL CONSISTENCY
- IMPROVED DATA INTEGRITY, VISIBILITY AND BRAND PROTECTION
- INCREASED INVENTORY ACCURACY FOR IMPROVED OMNICHANNEL CUSTOMER SATISFACTION
- INCREASED SALES, PROFITABILITY AND CONSUMER EXPERIENCE

# INTELLIGENT CREATIVE SUSTAINABLE

ELEVATING BRANDS  
ACCELERATING PERFORMANCE

## INTELLIGENT

Innovative technology, products, processes and systems that accelerate performance intelligently throughout the global retail supply chain.

## CREATIVE

Unique and differentiated ideas, products and thinking that elevate brands in the global marketplace.

## SUSTAINABLE

Responsible and ingenious solutions that deliver a positive sustainable economic, social and environmental impact.

**heart+**  
**science**

AVERY DENNISON RBIS ARE PASSIONATE ABOUT THE APPAREL INDUSTRY AND OUR MISSION TO HELP YOU ELEVATE YOUR BRAND AND ACCELERATE YOUR PERFORMANCE THROUGHOUT THE GLOBAL RETAIL SUPPLY CHAIN.

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