
For Immediate Release

AVERY DENNISON JOINS THE PLASTICITY PARTNER PROGRAM, LED BY OCEAN RECOVERY ALLIANCE

OEGSTGEEST, the Netherlands — September 5, 2018 — Global materials science and manufacturing company, Avery Dennison Corporation (NYSE: AVY), and Ocean Recovery Alliance, founders of Plasticity Forum, have entered into a three-year agreement as part of the Plasticity Partner Program.

Over the three year period Avery Dennison and Plasticity aim to collaborate across the industry to discover, connect and facilitate solutions to create innovative prevention programs for plastic pollution.

“Avery Dennison has eight ambitious sustainability goals that we have committed to meet by 2025, and we know that to achieve them we need to work collaboratively within our industry and beyond. Partnering with Plasticity enables us to work across our value chain to find systemic solutions to convert plastic waste into valuable second-life resources, which is a key priority for us.” Roland Simon, vice president of global procurement and corporate sustainability at Avery Dennison.

Doug Woodring, founder and managing director of Ocean Recovery Alliance added: “At Plasticity, we look for practical and progressive thinkers to join our forum, to bring together new ways of thinking, technologies and creativity in order to introduce innovative projects and initiatives that will help improve our ocean environment. We are delighted to have Avery Dennison join us as a partner, and we are confident that together we can create significant change.”

To find out more about Avery Dennison's sustainable solutions for label and packaging visit label.averydennison.com/sustainablesolutions.

To find out more about Plasticity and to reserve your space for the forum in Kuala Lumpur, Malaysia on October 25, 2018, visit plasticity.global.

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About Avery Dennison

Avery Dennison (NYSE: AVY) is a global materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company's products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical and retail applications; tags, labels and embellishments for apparel; and radio frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, the company employs approximately 30,000 employees in more than 50 countries. Reported sales in 2017 were \$6.6 billion. Learn more at www.averydennison.com.

About Plasticity

Plasticity is a forum for businesses to share problems and collaborate on solutions, and is unique as the only travelling global conference, focused solely on creating circular plastic economies. Since its inaugural forum in 2012 at the Rio+20 Earth Summit, Plasticity has been hosted in Hong Kong, New York, Lisbon, Shanghai, London, Dallas, Los Angeles, and Sydney - and this year comes to Kuala Lumpur in Malaysia on the 25th October.

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(Photo: Avery Dennison, PR403)

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