

Welcome to Avery News

Dear Customer,

Are you familiar with the saying "never change a winning team"? That's what comes to our mind on launching our first issue of the Avery News for 2006. We know our customers appreciate using the Avery Graphics products, and many "winning teams" have already reached the marketplace. And in 2006 too, we will continue to provide you with the latest news on Avery Graphics products.

The most exciting news comes from the official launch of our new Avery® DOL 1030 3D-Laminate. This unique new overlamine can be applied - in combination with the recommended MPI cast films - on rivets and corrugations. This is the first and only product in the market that gives you superb protection on even more demanding 3D surfaces, such as cars and mini-vans. For an optimal result we recommend that you follow one of the Avery application workshops.

Many customers have already experienced the professional service of our colour matching department. Our unique colour matching service enables you to customize your signage colours using Pantone(R) colours or specific corporate identity colours. So, why don't you come and try it?

Additionally, we will pay special attention to the Avery Banner range. We'll update you on the latest fire certificates, new sizes and our new improved packaging.

Enjoy reading the Avery News, and realize once again: Avery Graphics makes your life easier.

Best regards,
Avery Dennison Graphics Division Europe

Marketing Team



Our Marketing-Communication team, Sabine d'Hooghe (left) and Linda Wijnand, are there to help you with the latest Avery Graphics campaigns.

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New! Avery® DOL 1030 3D-Laminate
Unique in the market!
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Signage news...

Show your true Colours

Colour is a valuable asset in the way you present your brand and company. Colour is a defining element in any corporate identity program. By extending and improving its colour programs Avery Graphics division enables you to look exactly the way you want to.

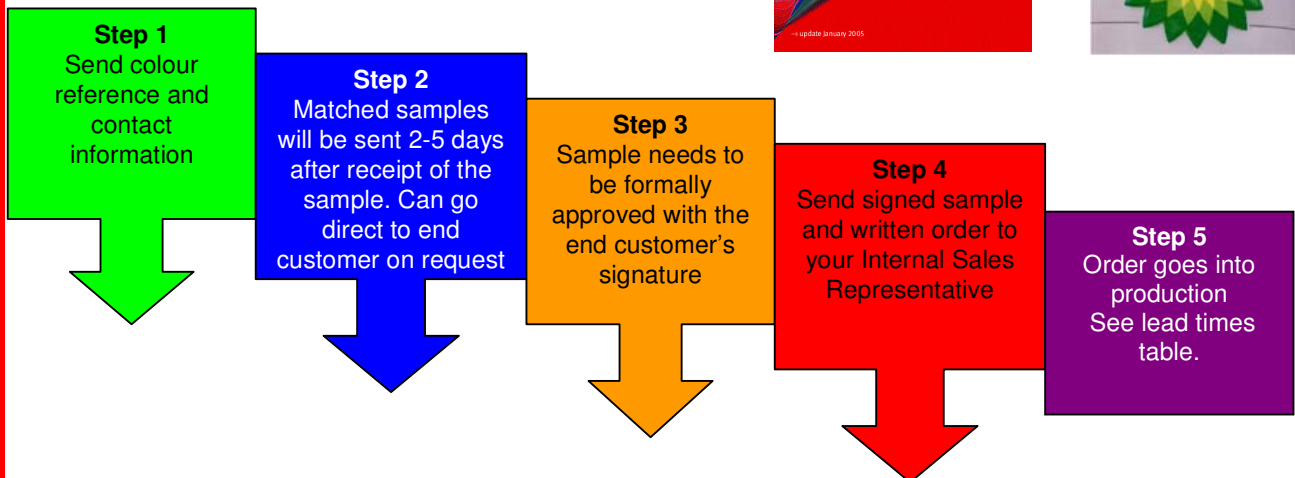
For the shortest possible delivery time at minimum cost, Avery's standard colours are your best option. The Avery swatches and colour cards contain the most popular colours of the current signage market. These colours are available for our top-end Avery® 900 Super Cast range, as well as Avery® 800 Premium Cast, Avery® 700 Premium Film, Avery® 500 Event Film, Avery® 5500 QM and Avery® 4500 TF Translucent films.

In addition to our wide range of standard colours, Avery Graphics Division offers the unique service of Colour Matching. In this service we can offer more than 1000 PMS-colours (PANTONE® Matching System) within our Avery® 900 Super Cast range or offer a special colour match for the Avery® 900 Super Cast, Avery® 800 Premium Cast and Avery 5500 QM Translucent ranges. As this process calls for a colour sample and includes an approval process, Colour Matching takes a little more time than the standard or PANTONE® program.

Whatever your corporate identity colour, Avery can match it.

In order to give you the best possible guidance on the Colour Match program we have developed a special Handy Guide. In this guide you will find all relevant information. The Colour Match Handy Guide is available on request from our internal sales representatives.

So don't hesitate, show your true colours.



Conditions and lead times for standard colour matches

Product ranges	Minimum quantity	Production time
Avery 900 SC/Pantone	1 roll 1.23 x 50 mtr	Max. 2 weeks
Avery 800 Premium Cast	5 rolls 1.23 x 50 mtr	Max. 4 weeks
Avery 5500 QM	1 roll 1.23 x 50 mtr	Max. 4 weeks
Avery 5300 Blockout Films	5 rolls 1.23 x 50 mtr	Max. 4 weeks
Avery Frosted Glass	5 rolls 1.23 x 50 mtr	Max. 4 weeks
Avery Edged Glass	16 rolls 1.23 x 50 mtr	Max. 4 weeks
Avery 700 Premium	10.000 lm	6-8 weeks

News from our Internal Sales Department

Avery Graphics introduce a new dimension in protecting vehicle wraps.

This is how professionals like to see it. A new outlook on laminating digitally printed films. New Avery® DOL 1030 3D-Laminate is an extra smooth, flexible, ultra-conformable cast film. Use it as a surface-protection overlamine with Avery® MPI 1005 or Avery® MPI 1900 and you'll always have a construction that's easy to work with. And, of course, with Avery® DOL 1030 3D-Laminate, delamination is a thing of the past.



New Avery® DOL 1030 3D-Laminate: The ultimate solution for corrugations

All the advantages professionals have been waiting for.

- Ultra-conformable cast overlaminating film – perfect for 3-dimensional corrugations and compound curves.
- Enhances any graphic – delivers vibrant images and vivid colours.
- Maximum protection from colour fading, abrasion and other surface damage.
- Extended graphics lifetime – up to 4 years
- Easy to work with when laminated to Avery® MPI 1005 or MPI 1900
- Saves time and money: no more liquid lamination or hand-lamination needed.
- Hassle-free application: a seamless result guaranteed.
- No application tape needed anymore.

Promotion

FREE -- your own professional Raytek® MiniTemp!

Because applying the graphics at the right temperature is so important, we are offering you a professional Raytek MiniTemp (retail value € 125) -- absolutely free!*

Order just one roll of Avery DOL 1030 3D-Laminate together with one roll of Avery MPI 1005 or Avery MPI 1900 (all rolls 1.37 x 50 m) now to take advantage of this unique offer!

Application hints for perfect results first time

To make sure you get the best, long-lasting result, follow the application instructions carefully. It's most important that the temperature of the overlaminated graphics is right: it must be between 45 and 55°C. Use gloves and a squeegee to smooth the film over the application surface. To complete the job, reheat the applied film using a heat gun – particularly over corrugations – to a temperature of 80-90°C.



Banner news

Another Avery Banner M1 and B1 Fire Certified!

The Avery Banners with their high impact graphics and visuals are here to stay. As Avery Banners are increasingly used indoors as well, it has become critical to comply with the highest fire classifications. These regulations have been developed by local governments and tested by authorized institutes. In France the LNE is responsible for issuing the M1 fire certificate, currently the highest classification for banner materials used in public buildings and offices, such as exhibition buildings and shopping centres.

Avery Jupiter 3140 Blockout fire rated

Recently the LNE has thoroughly tested and certified the Avery Jupiter 3140 Blockout, and has given it the M1 certificate. In addition to the M1 fire classification, Avery® Jupiter 3140 Blockout was already granted the German B1 fire classification.

New Size

Besides exciting news about the new fire certifications, the Avery Banner range has been expanded with new sizes in order to optimize the output of your Digital printer. Avery® IPM Scrim Banner FP is now available in the size of 1.524 x 13 meter.

Avery IPM Scrim Banner FP is especially suitable for indoor and short-term outdoor application when printed with waterbased inks, due to its unique ink-receptive coating. With the new addition, IPM Scrim Banner products now come in the following standard stock sizes:

1.067 x 13m
1.27 x 13m
1.524 x 13m

Who says "size matters"?

We have also added a new size to our Avery® Jupiter 3320 Mesh Liner product. This product now also comes in the size of 1.60 x 50m. Product code YB5620.

New improved packaging

We are also pleased to announce another significant improvement in the packaging of the Avery Banners. Based on your constructive feedback we have decided to abandon the paperboard tubes. In the next few weeks we will change the packaging of the Avery Banner range, and supply each roll wrapped in a protective banner cover. We are convinced you will appreciate this major improvement.



News from our Internal Sales Department

Technical knowledge as key strength

Last year we have further improved the service to our customers by upgrading the technical level of our Internal Sales Department. The key objective of the Internal Sales Representatives is to improve the day-to-day contact with our customers. You can contact our Internal Sales Department on a daily basis with questions on your orders, our price list and quotations for special projects. Furthermore, they receive more and more technical questions related to our products.

We have analyzed the nature and background of the technical questions about our products. We have recognized the added value of the technical knowledge of our Internal Sales Reps - and position it as a core strength in the service to our customers.

In order to further improve the technical knowledge of our team, we have put a lot of effort into training our internal sales staff on a broad scale of technical subjects. This will enable us to respond even quicker and more professionally to any technical questions our customers might have.

Of course this is an ongoing process, and also in 2006 we want to continue to further improve the technical level of our Internal Sales staff.



Our Internal Sales Training Department, Hans van den Berg (left) and Cecile Ruijs.



New member to the German "Mannschaft"

With the World Championships fast approaching, our German Mannschaft in the Internal Sales Department has been strengthened with another talented person. We know that this type of tournament generates a lot of Graphics business, so therefore our Internal Sales Team needs to be as strong as possible.

Tina Sonnenburg joined Avery Dennison recently and will become responsible for order handling to our German customers.

Tina is 28 years old and was born in Germany, and found her first job as a doctor's assistant for a specialized orthopaedist. However, Tina fell in love with a Dutchman and decided to move to the Netherlands only 5 months ago. In the meantime she moved house and Tina has found herself a new and exciting job at the Avery Graphics Division. Tina's natural talent for languages - she is fluent in German, English and Dutch - gave her a headstart in our department.

Tina's first impression of working at the Avery Graphics Division is the open communication and the professional customers she is working with. Welcome Tina!

Change of standard stock items

It is our objective to have a product range that meets our customer's requirements. In most cases this means that our range has to be as wide as possible. On the other hand we must undertake "maintenance & repair work" of our product range. With pruning we take out slow moving items, in order to make warehouse space available for new and more prosperous products.

Please find underneath a overview of the products that will not be standard on stock as from now. Products market with a * will be available until stock ends. Please contact your ISR for the actual stock level.

PRODUCT	CODE	WIDTH	LENGTH	REMARKS
Durable Range				
AVERY® 6902 Gloss White, grey removable	FA3240	1,23	50,00	
AVERY® 6902 Gloss White, grey removable	FA3232	1,23	250,00	
AVERY® 6942 Transparent, removable	FA3281	1,23	50,00	
AVERY® 6942 Transparent, removable	FA3273	1,23	250,00	
AVERY® 6904 Easy Apply, grey permanent	FA6219	1,23	250,00	
AVERY® 6903 Gloss White, grey repositionable	FA3257	1,23	250,00	NSP - MOQ 1.000sqm/ 3 weeks leadtime
AVERY® 6943 Transparent, repositionable	FA3299	1,23	250,00	NSP - MOQ 1.000sqm/ 3 weeks leadtime
AVERY® 6742 Transparent, removable	UD1014	1,23	50,00	NSP - MOQ 1.000sqm/ 3 weeks leadtime
AVERY® 4900 QM White	SX3672	1,00	0,70	NSP - MOQ 1.000sqm/ 3 weeks leadtime
AVERY® 6722 Matt White, grey removable	UC8648	1,23	250,00	NSP - MOQ 1.000sqm/ 3 weeks leadtime
AVERY® 6723 Matt White, grey repositionable	UC8655	1,23	250,00	NSP - MOQ 1.000sqm/ 3 weeks leadtime
Digital Range				
Avery® IPM 1900	YB 124	1.067	20,00	
Avery® IPM 3170 Gloss *	YB4615	0,914	20,00	
Avery® IPM 3175 Gloss *	YB4623	1,27	20,00	
	YB4631	1,37	20,00	
	UD2137	0,914	30,00	
Avery® IPM 3005 Matt *	YB4599	1,27	30,00	
	YB4607	1,37	30,00	
	YB4425	0,914	45,00	
	YB4433	1.067	45,00	
Avery® IPM 3045 Matt	YB4441	1,27	45,00	
	YB4458	1,37	45,00	
	YB4466	0,914	30,00	
	YB4474	1.067	30,00	
	YB4482	1,27	30,00	
	YB4490	1,37	30,00	
Avery® MPI-A 3041 Transparent *	YB0571	1,37	45,00	
Avery® MPI-A 2041 Transparent *	UD0495	1,37	45,00	
Avery® MPI 1005 6" Easy Apply *	UD0255	1,23	91,40	
Avery® MPI 8112 Overpost Film *	YB2957	1,37	100,00	
Avery® IPMI 2112 *	YA3378	1,23	100,00	
Avery® MPI 3021 Matt white 6"	YB5489	1,6	250,00	
Banner Range				
Avery® IPM Scrim Banner *	YB0720	0,914	13,00	
	YB0704	1,37	13,00	
	YB0712	1.067	13,00	will be replaced by code YB5661
	YB0696	1,27	13,00	will be replaced by code YB5679
Avery® Jupiter 3110 Frontlit	YB5083	1,10	50,00	
	YB5091	1,37	50,00	
	YB3997	1,37	22,86	
	YB5281	1,60	50,00	
	YB4011	3,20	50,00	
	YB4029	5,00	50,00	

Change of standard stock products

PRODUCT	CODE	WIDTH	LENGTH	REMARKS
Banner Range				
Avery® Jupiter 3160 Frontlit	YB4052	5,00	50,00	
Avery® Jupiter 3210 Backlit	YB4078	1,60	22,86	
	YB4094	5,00	50,00	
Avery® Saturn 4100 Frontlit	YB3112	1,37	50,00	
	YB3237	3,20	50,00	
	YB3245	5,00	50,00	
Avery® Saturn 4160 Frontlit	YB3955	1,37	22,86	
Avery® Saturn 4300 Mesh	YB3146	1,37	50,00	
	YB3864	1,60	22,86	
	YB3294	3,20	50,00	
	YB3302	5,00	50,00	
Avery® Saturn 4400 Blockout	YB3310	3,20	50,00	
	YB3328	5,00	50,00	
Avery® Saturn 4150 Frontlit	YB3252	3,20	50,00	alternative YB4235 without tube
	YB3260	5,00	50,00	alternative YB4243 without tube

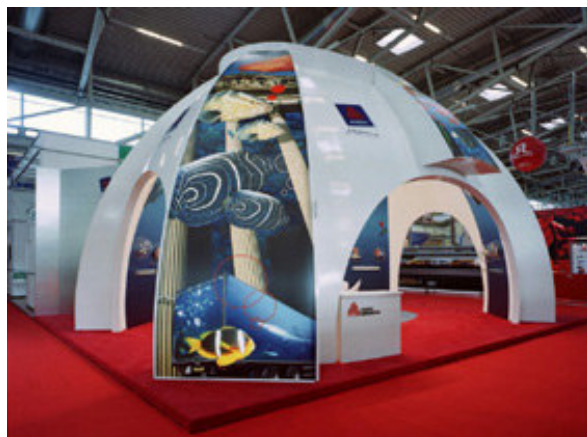
Visit us at the FESPA show in Amsterdam!

FESPA Digital Printing Europe May 2006 in The Netherlands

And Avery Graphics will be there with a big show!

Place : RAI Amsterdam
 Date : May 16th - 18th
 Stand : Hall 9 / C300

There will be demonstrations, new products, and much more.
 See you there!



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 of
Avery News

Watch your mailbox
 in April