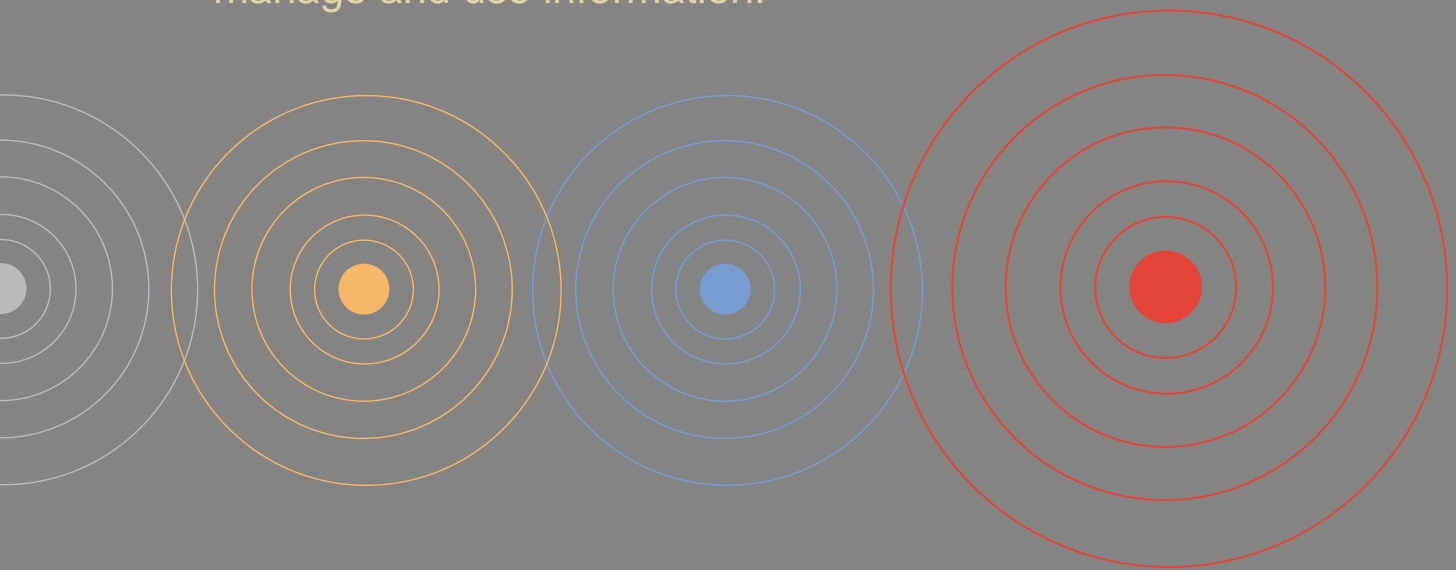


RFID

Radio Frequency Identification has the potential to radically alter the way businesses collect, manage and use information.



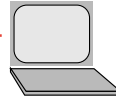
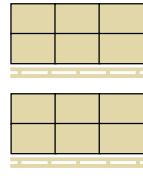
Avery Dennison has the vision, experience, know-how and commitment to make affordable RFID a reality.

The value of RFID...

Find it. Track it. Secure it. Count it. Imagine if your customer could know the size, brand, serial number and history of each item that leaves the warehouse — without seeing or handling it. Imagine enabling verification of original manufacturer, production facility, distribution route and destination. Imagine providing the capabilities for an inventory check every 30 seconds.



1. An RFID tag is added to every product. It contains a microchip with an antenna — and stores electronic product information in the tag's memory.

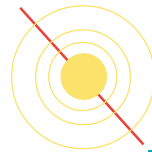


2. Products are packed in cases, featuring their own RFID tags, and loaded onto tagged pallets — for more information, better tracking.

Manufacturer

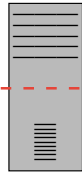


3. As pallets leave the warehouse, an RFID reader in the loading dock area hits these smart tags with radio waves ... powering them.



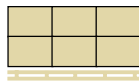
4. The tags "wake up" and start broadcasting information — sequentially and rapidly. Changes and updates to data can be transmitted to the RFID tags as well.

5. Information is passed to a computer running software that identifies product "addresses," matching information about the shipment through a separate server to stored data about the product — ensuring correct shipping.

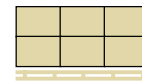
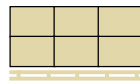


Distributor

6. When the shipment arrives at the retail distribution center, another RFID reader gathers information so that product can be quickly verified, counted and routed to the appropriate truck for delivery.



7. At the retail location, loading-dock readers transmit information to the retailer's computer system to accurately and automatically update inventory data in real time.



8. Retail shelves and racks also feature integrated RFID readers to track stocking needs at point-of-sale to ensure that the retailer always has product available and to automatically generate replenishment orders to the manufacturer.



Avery Dennison is committed to making RFID a practical, cost-effective alternative in information management.

Retailer

Radio frequency identification — RFID — technology is about to change how end-users collect, manage and use information in business. Through RFID technology, information can be imbedded in a label to create a powerful “smart” label for use in logistics, security, health care, access management, product safety, ownership verification and a multitude of other applications.

If your customers have ever asked these or similar questions, you can help them through RFID technology.

When did our shipment leave the manufacturer? By what route?
 Are import duties paid? Is the shipment approved for entry?
 Was the item purchased at this store? Is it under warranty?
 Where are the No. 3 pallets?

What time-sensitive items in stock have expired?
 Can total purchases be charged without stopping at checkout?
 Is this item a genuine SKU67890?

Can we identify all product shipments from the Lexington factory between January and May 2003 for recall notification?

RFID Advantages

RFID technology provides compelling advantages, such as...

Non-line-of-sight data exchange

Transmission range to several meters.
 No need to handle individual units.

Reliable data transmission

Reduce reliance on human intervention.
 Fewer data-entry errors.

Multiple / simultaneous readings

Collect data on up to 100 tags per second.
 Track products, containers and cartons simultaneously.

Data capacity / flexibility

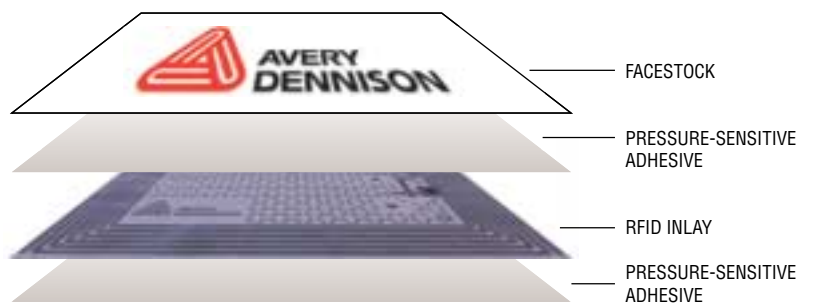
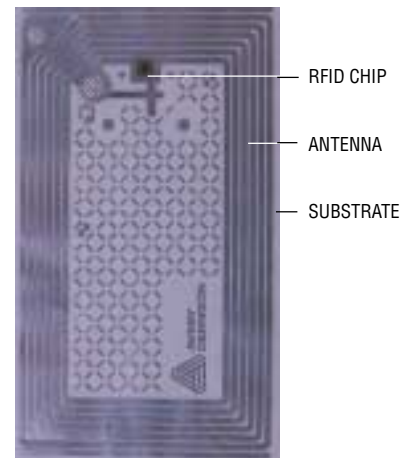
Collect a range of data on products and logistics.
 Update data in real time.

Near perfect supply-chain visibility

Know exactly where every carton is in the supply chain.
 Verify product authenticity. Divert theft.

Automated ... secure ... verifiable ... amazing. Manage logistics, control access, and improve security and product safety.

Using Avery Dennison technology, the finished RFID label will include a unique layer — the inlay — inserted into a traditional label construction, as shown at the right.



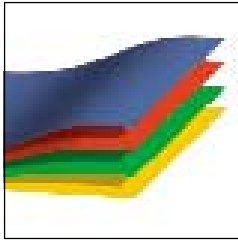
Avery Dennison and RFID — a Perfect Fit

Avery Dennison is a Fortune 500 company and global leader in roll-to-roll manufacturing. The Company's performance polymer development and precision coating, laminating and production processes demonstrate an enormous concentration of technical knowledge, resources and expertise — making Avery Dennison the foremost manufacturer in the high-speed continuous processing of high-performance materials. Through these core strengths, we add enormous value to the implementation of emerging technologies.

Avery Dennison has the knowledge, resources and core strengths to make affordable RFID solutions a reality.

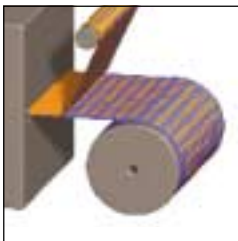
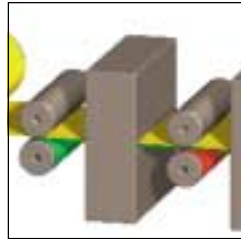
Lamination

The layering of one material onto another in a highly controlled, consistent way at high speeds with precision registration.



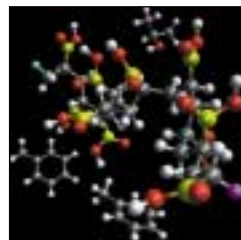
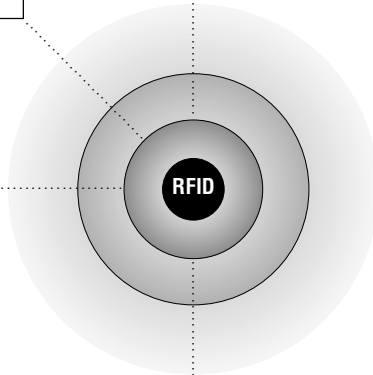
Coating

The precise application of adhesive and other chemicals to webs at high speeds.



Roll-to-Roll Manufacturing

Precision manufacturing to control the thickness and coverage of each layer, as well as exact moisture, temperature and curing rates, to deliver the desired end-use properties.



Performance Polymers

Research in the materials sciences to develop proprietary backing liners, release coatings, adhesives, primers and barriers with unique properties to deliver a wide range of self-adhesive options to customers.



RFID Leadership. Innovation. Commitment.

Avery Dennison is committed to making RFID a practical, cost-effective alternative in information management.

Why is Avery Dennison the partner of choice for RFID applications?

- Leading worldwide producer of pressure-sensitive materials for a variety of label applications.
- Technology leader in roll-to-roll manufacturing — the foundation process that will enable low-cost, high-volume RFID solutions.
- Robust, real-world RFID applications knowledge base.
- Commitment to product quality and applications expertise.
- World-class manufacturing, supported by Six Sigma processes.

From manufacturer to distributor ... from shipper to retail store ... Avery Dennison's RFID solutions are empowering the supply-chain process.





Avery Dennison...a Tradition of Excellence

Our vision — to be the world leader in products, services and solutions that enable and transform the way consumers and businesses gather, manage, distribute and communicate information.

From the first self-adhesive label produced by R. Stanton Avery in 1935 ... to the global production and distribution of pressure-sensitive base materials, adhesives and specialty chemicals ... to our commitment to affordable radio frequency identification systems ... Avery Dennison brings a wealth of technical, manufacturing, logistics and global sourcing expertise to the implementation of RFID solutions for your customers.

Over the years, we have pursued our vision and have developed a wide range of pressure-sensitive roll materials for printable solutions. We recognize RFID as a highly powerful way to manage, distribute and communicate information — one that is quickly becoming a viable tool for many businesses and consumers.

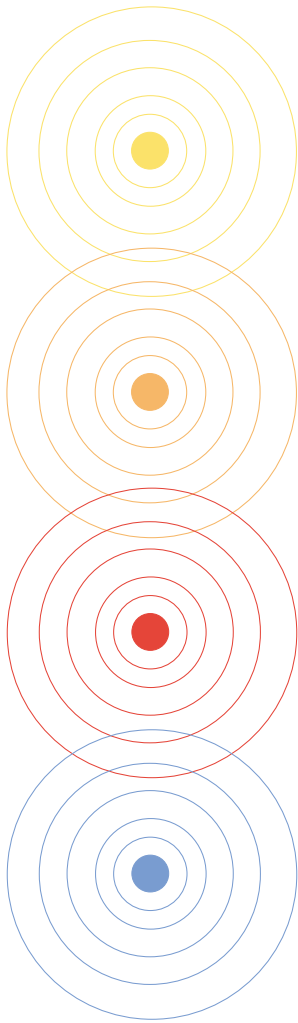
Avery Dennison has longevity ... enormous technical skills ... practical business know-how ... and global resources. The Company is a market leader with vision.



“Avery Dennison is committed to growing RFID into a core technology and providing global leadership for this powerful information management solution.”

Philip M. Neal
Chairman and Chief Executive Officer
Avery Dennison

Avery Dennison delivers high-performance materials — together with its technical know-how and creative, problem-solving approach — to leading businesses in every major industry around the globe.



RFID Contacts

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