



PRESS RELEASE

Avery Dennison showcases digital ID innovations to textile industry delegates at Intertextile Shanghai Apparel Fabrics Expo 2023

MENTOR, Ohio — August 24, 2023 — Avery Dennison (NYSE:AVY), a global leader in materials science and digital identification solutions, is inviting Intertextile 2023 attendees to discover the potential of bridging the physical and digital realms with advanced digital identification solutions for apparel.

Intertextile Shanghai Apparel Fabrics 2023 (August 28-30) takes place at The National Exhibition and Convention Center, Shanghai, and is one of the biggest and most comprehensive apparel fabric and accessories exhibitions in the world.

With the ability to interact directly with connected garments at the Avery Dennison booth (1.1 - E77, Hall 1.1 Accessories Vision), Intertextile attendees will be invited to *See Beyond the Physical, the Digital and into the Future*, and witness the benefits of connected apparel solutions in real-life situations. They will see how the company's innovative digital ID portfolio, featuring Avery Dennison's connected product cloud, atma.io, and its broad portfolio of digital triggers, including QR codes and RFID, can track a products' full chain of custody along the supply chain.

The interactive exhibit will illustrate how garment manufacturers and retailers can benefit from real-time insights, helping them improve supply chain accuracy and efficiency, reduce waste, enable circularity, and strive to meet net-zero targets.

Through demonstrations of Avery Dennison's apparel portfolio, which include Embelex, Factory Solutions (including on-demand manufacturing), and Digital Solutions, the company is showcasing how its technology contributes to a more sustainable future for textiles on a global scale. Items displayed will include a Connected Garment, Swijin performance wear embedded with digitally connected heat transfer labels, a digitally-connected BYBORRE Scarf, and Transnomadica vintage jeans embedded with digitally-connected printed fabric labels. Embelex Agility® HD heat transfers for sports jerseys, which can be digitally enabled, will also be on show.

Amelia Chen, Asia commercial director, Apparel Solutions, Avery Dennison, and Leo Shi, senior manager, apparel & beauty market development, Avery Dennison Smartrac Greater China, Avery Dennison, will be speaking at the event on 29th August. Their session is entitled: "See Beyond the Physical and Digital – Unlock Digital Transformation in Apparel."

In-booth presentations, led by Avery Dennison experts, will be running simultaneously. These will explain how end-to-end Digital Solutions can unlock the transformation of the apparel industry and connect data from raw materials to consumers.

Jenny Hu, China sales director, Apparel Solutions says: "We consider the Intertextile Shanghai Apparel Fabrics event to be a crucial platform for highlighting Avery Dennison's significant position as a worldwide frontrunner in the apparel supply chain. Our ability to merge the realms of physical and digital, coupled with our leadership in digital ID innovation, will take centre stage. This event will serve as a showcase for the substantial value our solutions provide to the fashion and textile sectors."

For more information on Avery Dennison's dynamic digital transformation solutions, please visit <https://apparelsolutions.averydennison.com/en/home.html>

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About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides branding and information labeling solutions, including pressure-sensitive materials, radio-frequency identification (RFID) inlays and tags, and a variety of converted products and solutions. The company designs and manufactures a wide range of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital, and improve customers' product performance. The company serves an array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals and automotive. The company employs approximately 36,000 employees in more than 50 countries. Reported sales in 2022 were \$9.0 billion. Learn more at www.averydennison.com.