



BContacts: irene.gu@ap.averydennison.com
water.shui@ap.averydennison.com

Avery Dennison Celebrates the Launch of ADX Lab Ningbo to Accelerate Innovation and Lead the Trends for the Apparel Industry

NINGBO, China — July 20, 2021 – Avery Dennison, a global leader in innovation, materials science, branding and manufacturing, and Shenzhou International Holdings Ltd., one of the world’s largest vertically-integrated knitwear manufacturers, hosted a grand opening event for the launch of ADX Lab Ningbo, an experience hub co-created by the two innovators, located in Ningbo, China.

Themed “Newness is the Name of Your Game,” the opening event brought together leading global apparel and footwear brands. Offering a bespoke lab experience, an insightful seminar, and a plant tour, Avery Dennison shared the cutting-edge fashion trends for seasons ahead and launched new design concepts and solutions. Industry stakeholders saw how ADX Lab Ningbo empowers global apparel and footwear brands with Avery Dennison’s end-to-end solutions, bringing their innovative ideas to life, telling their brands’ story, and helping them create cutting-edge, diverse products.

ADX, which stands for “Avery Dennison Experience,” offers a future-focused platform for apparel industry stakeholders to see innovative technology, materials and solutions, and explore how these breakthrough technologies can be put into development. At ADX Labs, Avery Dennison engages apparel and footwear brands around the globe, co-creating the next breakthrough solutions. ADX Labs will launch new collections and solutions biannually across digital production techniques, external embellishments, packaging, automation and more. The newly-launched ADX Lab Ningbo is Avery Dennison’s fourth ADX Lab across the globe, joining the innovation and experience hubs in Norway, Italy, and Panyu, China. Avery Dennison will expand its hub in the USA in January next year.

During the ADX Lab Ningbo launch event, Avery Dennison’s revealed its newest portfolio for external embellishments. The collection was inspired by seasonal trends and featured sustainable production techniques, materials and designs. From larger graphics to small details, different materials and technology were juxtaposed and brought to life in novel ways. The results are over 90 bespoke graphic technique combinations – covering heat transfer labels, woven, embroideries and more, spanning performance, lifestyle and team sports.

“Avery Dennison joined forces with Shenzhou International to introduce a broader vision for innovation to our global customers to help apparel and footwear brands stay ahead of industry trends and, ultimately, achieve their business goals,” said Michael Barton, vice president and general manager, global commercial, apparel solutions, Avery Dennison. “We believe that inspiration and innovation should never be limited by geographic location. Therefore, virtual experiences will be available at the ADX Lab Ningbo starting July 30. Our customers can be inspired by this immersive experience from the comfort of their own homes.”



“The partnership between Avery Dennison and Shenzhou International can be traced back to 2005. Over the past 16 years, the innovation driven by this important partnership has allowed both corporations to expand the scope of services in our businesses. By incorporating innovation throughout the process to product offerings, our customers are empowered to scale their businesses in more creative, diverse and personalized ways,” said Ally Feng, vice president and general manager, Greater China, Avery Dennison RBIS. “The launch of the ADX Lab Ningbo is another momentous step forward in our joint pursuit to drive innovation for the industry. Moving forward, we will continue to work together closely to serve the needs of apparel and footwear brands around the world, accelerating innovation and shaping the future of the industry at large.”

###

About Avery Dennison Retail Branding and Information Solutions

Avery Dennison Retail Branding and Information Solutions (RBIS) is a global leader in providing physical and digital labeling solutions that enable brands and retailers to address challenges and opportunities from source through to store, and in consumer engagement. RBIS provides end-to-end solutions, predominantly in the apparel and footwear industry, and is a \$1.6 billion division of Avery Dennison Corporation (NYSE: AVY). Its products include tickets, tags, woven and fabric labels, heat transfers, software, printers and consumables. The Avery Dennison Smartrac division that sits within RBIS is the world’s largest UHF RFID partner, with over 1500 patents and applications worldwide serving multiple industries across retail and industrial segments. RBIS serves the global marketplace with operations in 50 countries, across six continents. For more information, visit www.averydennison.com/RBIS .