



Office Products North America

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AVERY DENNISON ANNOUNCES INNOVATIVE NEW AVERY® LABEL PADS

Easy-to-use label pads are perfect for permanent and removable labeling, marking or identifying projects

Brea, Calif. – May 27, 2009 – Today, Avery Dennison Office Products announced an innovative new product line, Avery® Label Pads. The new, small-pad format is designed for handwriting and can be used whenever the need for quick labeling arises. Avery Label Pads offer permanent as well as fully removable adhesive labels in a variety of sizes and colors, perfect for almost any labeling application.

“Ultimately, Avery labels are designed to help people organize, identify and personalize in a way that totally integrates with their busy lives,” said Melissa Chapman, senior director of marketing for Avery Dennison Office Products. “Whether you need labels for mailings, file folders, name badges or even object and document identification, Avery Label Pads are accessible whenever you need them. The pads are conveniently sized so you can keep them on your desk at work or at home. These new labels truly provide labeling at your fingertips.”

Avery Label Pads are available for filing, mailing/shipping, object identification and name badge applications. The compact 3”x4” pad is easily stored, accessible when needed and perfect for one-at-a-time or quick labeling needs. Avery Removable Label Pads provide fully adhesive labels stacked into a convenient pad and can be easily and cleanly removed for projects that require temporary labeling.

Avery Label Pads will be available this summer. For more information on the Avery Label Pads, please visit www.avery.com/labelpads

About Avery Dennison Office Products

Avery Dennison Office Products (www.avery.com) markets products under the well-known Avery brand name and is one of the world's leading manufacturers of self-adhesive labels for laser and ink jet printers, labeling software, binders, sheet protectors, index and tab dividers and other office-, home- and school-related supplies. Avery Dennison Office Products, a business unit of Avery Dennison Corporation, is based in Brea, California. For more information about Avery-brand products, consumers can visit the Avery Dennison Worldwide Office Products Web site at www.avery.com or call the Avery Dennison Consumer Service Center at 1-800-GO-AVERY (1-800-462-8379).

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