



Radio Frequency Identification

For Immediate Release

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Avery Dennison RFID Announces Seventeen RFID Converters Have Met Rigorous Standards To Become Avery Dennison “Qualified Converters”

The “Qualification” Program Complements Avery Dennison RFID’s Ongoing Efforts To Accelerate Adoption Of RFID Technology

Clinton, SC (December 6, 2005) — Avery Dennison RFID, a global leader in the design and manufacture of high volume, high quality RFID tags, today announced 17 RFID converters have met rigorous standards to become Avery Dennison “Qualified Converters.” The converters named today include: CCL Label; Kennedy Group; Lowry Computer Products; Mid South Graphics; Moore Wallace, an RR Donnelley Company; MPI Label Systems; Nashua; National Label; NCR Systemedia Division; Paxar Americas; R&V Group; RSI ID Technologies; Sato America Topflight Corporation; Weber Marking Systems; WS Packaging and Zebra Technologies Corporation.

To become a “Qualified Converter,” the companies worked with technical staff from Avery Dennison for several months to conduct comprehensive evaluations of both Avery Dennison’s RFID inlays and the converters’ manufacturing and testing capabilities. The company said that alignment of these capabilities is critical to ensure a high-quality, high-yield RFID label for end users.

“We are pleased and proud to announce these converters as Avery Dennison “Qualified Converters,” said Mathew Mellis, vice president of RFID at Avery Dennison. “Each converter worked diligently with us to enhance the label product durability and performance,” added Mr. Mellis. “We consider these converters to be our business partners. Given the label converting proficiencies demonstrated by the 17 ‘Qualified Converters’ announced today, we will confidently recommend these names to end users that specify Avery Dennison RFID products.”

Looking to the future, Mr. Mellis added, “As a leader in the RFID marketplace, we are dedicated to working closely with converters to help proliferate high-quality, high-volume, low-cost RFID tags to meet the anticipated increase in demand by end users facing current and future mandates.”

Avery Dennison RFID Announces “Qualified Converters”
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In other efforts to help converters successfully adopt RFID programs, Avery Dennison RFID recently announced that it is the first company to offer a high volume Gen 2 inlay. Also in September, Avery Dennison announced that it would offer Gen 1 and Gen 2 inlays for 7.9 cents each, the lowest price in the industry, on orders of one million or more.

“All of these developments are examples of our firm commitment to advance the adoption of RFID across the supply chain and combine to complement our new “Partnership Program” to assist systems integrators, suppliers, consultants, and end-users successfully implement RFID,” said Mr. Mellis.

About Avery Dennison RFID

Avery Dennison RFID, a business unit of Avery Dennison Corporation, manufactures and markets RFID tags through a network of label converters to serve the consumer packaged goods and pharmaceutical industries, as well as the U.S. Department of Defense. With design, testing and manufacturing facilities in the U.S. and Europe, Avery Dennison RFID is a leading provider to the global RFID marketplace. For additional information about Avery Dennison RFID and the company’s complete portfolio of RFID tags, visit www.rfid.averydennison.com.

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