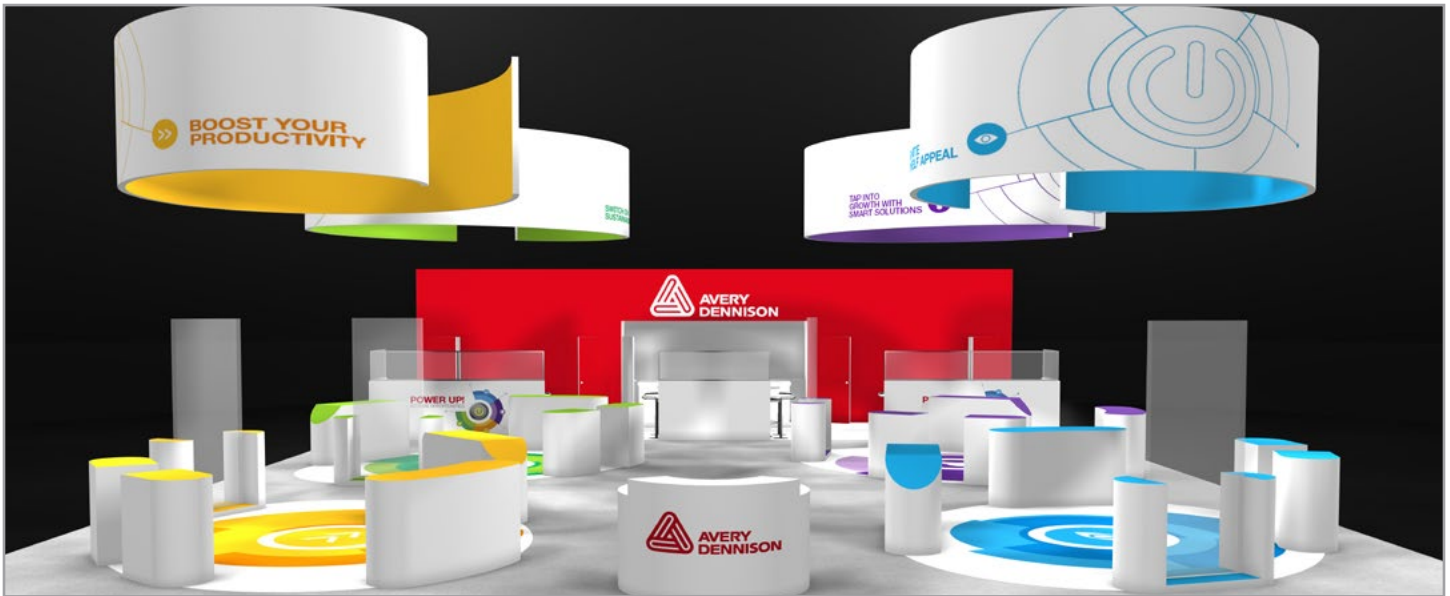


# Power Up

## Labelexpo Americas 2016 to feature products and services to help you amp up your business



In 1935, our founder, Ray Stanton “Stan” Avery, saw an opportunity to improve the way stores put price labels on their products. With simple materials, he built and patented the first self-adhesive, die-cut labeling machine.

One man’s solution-driven vision launched a global industry. Eighty years later, Avery Dennison manufactures and distributes labeling and packaging materials to thousands of valued customers across the globe.

We remain committed to the problem-solving spirit that drove Stan Avery. Like him, we offer solutions to help you grow your business.

### Learn about all we offer at Labelexpo

Labelexpo Americas 2016 is in Chicago this September. It’ll be a great time to learn more about all we offer.

The theme of our booth is Power Up.

Power Up is an “outside in” approach that starts with you—understanding your business landscape, needs, and challenges.

Power Up helps you benefit from our knowledge of macro trends in the industry—and, it helps you benefit from products and services that are engineered to capitalize on those trends.

It combines our energy and passion with yours—helping you add energy and grow your business to and through the next level. It’s about activating opportunities for true growth.

### Four areas of opportunity

The booth features four zones, focusing on specific areas of opportunity.

The four Power Up zones are:



**Productivity**—Save money and resources related to your workflows, while taking full advantage of new business opportunities with technologies like digital Inkjet printing.



**Shelf Appeal**—Meet brand managers’ needs for a powerful first impression in the critical moment a product is experienced by the consumer at the point of sale.



**Smart Solutions**—Take advantage of innovation to improve production processes and efficiencies, while meeting brand owners’ needs for fresh and disruptive ways to engage consumers.



**Sustainability and Compliance**—Stay a step ahead of regulations governing quality, safety, design and environmental footprint; while providing brand owners and consumers with the information they need to be confident in your business practices.

The following pages of the magazine will delve into each of these areas, as well.

**POWER UP!**

Labelexpo  
Americas  
2016



## Come visit us

Labelexpo Americas takes place September 13-15, at the Donald E. Stephens Convention Center in Rosemont, Illinois, near Chicago. If you're at the event, please plan to spend some time at our booth #119 and see what we offer.

If you can't make it, please visit our virtual landing page at [label.averydennison.com/labelexpo](http://label.averydennison.com/labelexpo). Or, just contact your Avery Dennison sales representative.

One more request...

In the problem-solving spirit of Stan Avery—and in the spirit of Power Up—we'd love to show how we can help you grow your business.