



Avery Dennison's Office & Consumer Products Division is looking to identify innovative companies in key areas of interest to form mutually beneficial strategic partnerships with rapid revenue and growth potential.

Avery Dennison is a global leader in pressure-sensitive technology, self-adhesive base materials and self-adhesive consumer and office products. The Company is best known for its Avery-brand office automation and consumer products, Fasson-brand self-adhesive materials, reflective and graphic materials, peel-and-stick postage stamps, industrial labeling solutions, specialty tapes and performance polymers. For 2007, sales were \$6.3 billion and the Company employs more than 30,000 men and women in over 150 manufacturing and distribution facilities in more than 60 countries around the world.

Areas of Interest – Unique Products, Technologies, Services, Capabilities, Business Models & Businesses that meet the following criteria:

(1) Must fit current Avery product categories

Value-Added Printable Media

- Labels: e.g. inkjet and laser printable mailing labels, identification labels, smart labels, security labels, etc.
- Cards: e.g. business cards, greeting cards, etc.

Products for Organizing and Filing

- Dividers
- Binders

Specialty & Decorating Products

- Specialty/Functional Papers & Films
- Decorating Technologies: e.g. T-Shirt transfers, skins, etc.

or (2) Fit adjacent/complementary categories

Primary Interests

- Shipping-related products, software and on/off-line services: e.g. shipping labels, forms, packaging, small business shipping solutions, etc.
- Meetings and events-related products, software and on/off-line services: e.g. unique name badges, meeting attendee & material solutions, etc.
- General "Enablement" Tools & Solutions: e.g. software & services that enable printing onto Avery media products or other value-added interaction with Avery products
- Content and Related Tools: e.g. content and design tools targeting end-users in Avery's customer base
- Eco/"Green" Products and Services in current Avery categories: e.g. environmentally friendly labels, binders, cards, etc.

Secondary/General Interests

- Printing and Printing Technologies (e.g. desktop, tabletop, portable, digital printing & inks, etc.)

(3) Must address unmet needs in Avery's existing consumer base

Primary Interests:

- Large office/business end-users
- SOHO (small-office, home-office) end-users
- Home end-users

Secondary/General Interests:

- Verticals including schools, hospitals/medical, government, real-estate, financial

(4) Can be sold through Avery's current channels

- Commercial channels targeting large offices/businesses (large account contracts, catalogs, on-line)
- Retail office products superstores - e.g. Staples, Office Depot, OfficeMax, etc.
- Mass market channels – drug stores, discount stores, club stores, electronics stores, etc.

Next Steps:

1. Review areas of interest and determine your company's fit with Avery Dennison's Office & Consumer Products Division's needs
2. Submit short statement of interest/fit and business description to Stephanie Yanchinski, scy@entrettech.org. Entrettech will then forward a more detailed application form.
3. Fill out application form in its entirety and submit to Entrettech for review by Avery Dennison's evaluation team
4. Avery Dennison will coordinate with Entrettech and follow-up with selected candidates one-on-one to arrange meetings with appropriate contacts.
5. To the extent possible, candidates not selected will also be contacted for feedback.

Note: Interested Candidates with proposals outside these specific areas of interest but still interested in submitting proposals are encouraged to visit at any time www.averydennison.com and click on the "Innovation" tab at the top of the page for general submission guidelines and procedures.