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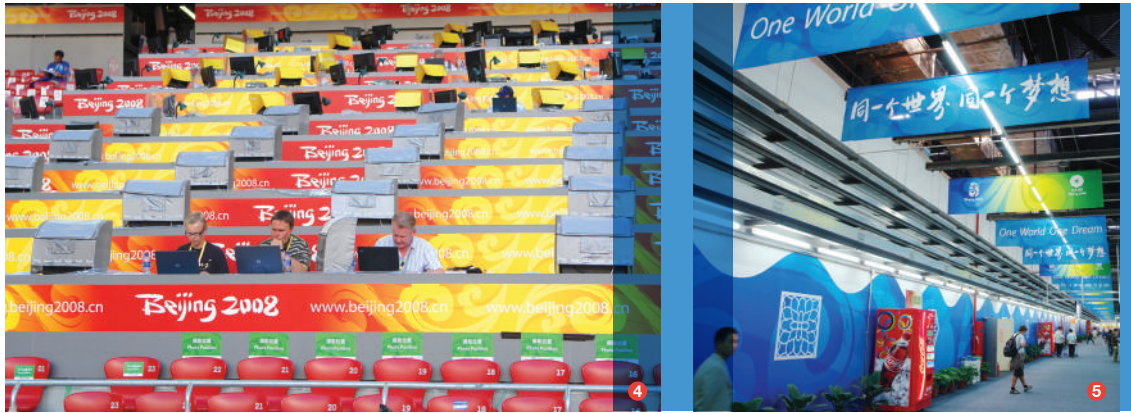


On Stage at the Olympics

Branding opportunities for major events don't get any bigger than the Olympics. When China hosted the 2008 Summer Olympics, Avery Dennison brought an expansive product range, an extensive converter network, and a strategic team of experts with big ideas to the table – exceeding the requirements of a true Olympic-size project.

Winning the job

Through a competitive process led by the Beijing Organizing Committee, Avery Dennison Graphics Solutions was chosen as the key partner to create the graphics stage for the 2008 Summer Olympics.



Beyond just supplying the materials that the graphics were printed on, the Avery Dennison team introduced new possibilities for graphic placements such as fleet buses, doors, windows and interior spaces. Any challenges were solved cooperatively through timely seminars with the Beijing Organizing Committee and the converter network tapped for the tight-deadline job.

Comprehensive network

Avery Dennison's open, yet comprehensive product system, allowed converters to choose the right printers and inks to create and finish their graphics. Avery Graphics high quality materials helped minimize the amount of scrap created and likewise saved application time while ensuring the quality of every graphic produced and installed. Ongoing training and support was provided to converters throughout the process.

No detail was left unturned. Inventory at Avery Dennison's distributor network was maintained at high levels to ensure a smooth process for the converters brought on board. A variety of Avery Graphics products were used to create the vivid, high profile graphics for the Games and its corporate sponsors. To create the stage for the Games, more than 200,000 square meters of vinyl was printed and installed throughout the Olympic venues.

When the lights were flipped on and the crowds converged in Beijing, Avery Dennison's Olympic performance was complete.

- 1 A wide range of products were used to create vivid, high profile graphics.
- 2 Branding on display.
- 3 Avery Dennison's product system allowed converters to choose the right product for the setting.
- 4 The team brought new ideas for placing graphics.
- 5 More than 200,000m² of vinyl was printed to set the stage for the Olympics.

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