

# Brand Identity Amplified



Branded graphics are a key driver in consumer awareness, establishing a presence and connecting with target audiences.

From vehicles, walls, floors, and outdoor signage, the Avery Dennison Corporate Branding portfolio helps brands amplify their identity to attract and convert potential customers.

## The Avery Dennison Story



Ray Stanton (“Stan”) Avery invented the world’s first self-adhesive label as a way to merchandise objects. In 1935, he founded Avery Adhesives in downtown Los Angeles and, in 1990, the company merged with Dennison Manufacturing to form Avery Dennison. We have grown from one bright idea into a global Fortune 500® corporation that continues to advance quality and innovation in materials science.

The company’s products, which are used in nearly every major industry,

include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical and retail applications; tags, labels and embellishments for apparel; and radio-frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, we employ more than 30,000 employees in over 50 countries and have the global breadth of resources to support operations worldwide.

Avery Dennison is a trusted provider of the right graphics solutions to help brands visually showcase their purpose and products to customers. From films for branded fleet vehicles to wall and floor graphics, our materials deliver superior performance and ease of use. Avery Dennison Corporate Branding Solutions helps brands promote a cohesive look and message across multiple visual platforms to attract and convert potential customers and build brand loyalty.

#### **Benefits of a Cohesive Message with Branded Graphic Solutions**

- **Identification:** Consistent and clear branding makes a lasting and memorable impression with desired audiences.
- **Credibility:** Building trust among customers and making a brand more authoritative in the marketplace develops the credibility brands require for sales and share growth.
- **Greater ROI:** A recognizable brand that provides essential value helps to attract future business and generate loyal advocates. These advocates like to visually “share” their brand relationships across social media. Colorful and striking graphics give advocates a dynamic representation to share.

# Commercial and Fleet Vehicles

Commercial and fleet vehicles are a powerful branding medium that captures attention and impressions, whether standing still or on the move. Research from the American Trucking Association determined that vehicle advertising cannot be ignored, blocked or intentionally overlooked. In fact, 96% of their research respondents reported noticing truck-side ads.

Now it's your turn to get noticed on the road. Our short- and long-term premium solutions deliver vibrant and consistent color pop, with the ease of installation and removal to afford brands the opportunity to continually make a creative statement.

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### Featured Products

- MPI 1105
- MPI 2105
- DOL Max
- DOL 6460
- & DOL 6470
- SC 950 Series
- V4000



## Wall Graphics

Create immersive interior spaces with our high-performance wall films. Make sure messages stand out with vibrant films that are available in permanent and removable adhesives. Our products help support the creation of unique short- and long-term promotion in corporate, hospitality, retail areas, and more. Produce limitless custom printed images, designs, messaging or branding to bring a company's vision to life.

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### Featured Products

- MPI 1105
- MPI 1405
- MPI 2105
- MPI 2600 Series
- HP 750 Series
- DOL Max

# Floor Graphics

Floor graphics provide a powerful and impressive way of using vacant space to add extra dimension for interior spaces. Display marketing messaging or incorporate branded wayfinding in stores to create unique experiences for customers, as they navigate through spaces intuitively, with vibrant and easy-to-follow graphics. We offer overlaminates that are specially tested to comply with UL® slip resistance requirements. Pair floor films with DOL Z, DOL 2000 or DOL 3000 series overlaminates and increase the durability of graphics to handle foot traffic.

**Featured Products**

- MPI 1105
- MPI 2900 Series





## Outdoor Signage

Designed for the demands of outdoor application, we have solutions to liven up the exterior of any business and extend brand messaging outdoors. From translucent and light control vinyl films to long-term removable adhesive films that maximize brand and personal expression. Our materials are proven to deliver great image quality, outstanding durability and superior outdoor performance.

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### Featured Products

- MPI 1105
- MPI 1405
- MPI 2050
- MPI 2105
- HP 750 Series
- SC 950 Series
- UC 900 Series
- DOL Max

# Avery Dennison Corporate Branding Solutions Guide

Film Name	Type	Description	Adhesive	Conversion or Printing Format	Durability
MPI 1105	Cast Film	Premium high gloss cast film with 99.8% print consistency, superior 3D conformability, stunning printability and maximum durability for complex surfaces with curves and recesses. Ideal for fleets, vehicle wraps and outdoor signage.	Long-Term Removable Available with Easy Apply™ and Easy Apply RS for air egress, wrinkle-free installation and repositionability	Latex Solvent Eco-Solvent UV Screen Print	Up to 7 years
MPI 1405	Cast Film	Premium gloss PVC-free cast film. Superior color pop and conformability to irregular surfaces such as compound curves and corrugations. Ideal for tough textured surfaces, including brick, cement and cinder block.	Long-Term Removable Available with Easy Apply™ RS for air egress, wrinkle-free installation and repositionability	Latex Solvent Eco-Solvent UV	Up to 12 years
MPI 2105	Calendered Film	This film offers significantly better dimensional stability and exceptional value for applications requiring premium calendered film durability. Ideal for walls, fleets and vehicle graphics with flat or simple curves.	Long-Term Removable Available with Easy Apply™ and Easy Apply RS for air egress, wrinkle-free installation and repositionability	Latex Solvent Eco-Solvent UV	Up to 6 years
MPI 2600 Series Wall Film	Calendered Film	Premium digital wall films, available in pure canvas, crushed stone and natural stucco textures. A choice of adhesives supports the creation of unique short- and longer-term decoration. Ideal for lobbies, hospitality areas, retail areas, and more.	Permanent and Removable	Latex Solvent Eco-Solvent UV	Up to 4 years
MPI 2900 Opaque Series	Calendered Film	Flexible, dimensionally stable budget-friendly gloss and matte film for flat and simple curved surfaces. Ideal for floors, spot graphics and decals.	Permanent and Removable Select options available with Easy Apply™ for air egress	Latex Solvent Eco-Solvent UV	Up to 5 years
SC 950 Super Cast Series	Cast Cut Vinyl	A collection of 133 vibrant and bold, high gloss and metallic films that deliver industry-leading weedability and exceptional conformability. Ideal for indoor and outdoor signage and fleets.	Permanent and Long-Term Removable Select options available with Easy Apply™ and Easy Apply RS for air egress, wrinkle-free installation and repositionability	Drum Roller Sign-Cut Thermal Transfer Thermal Die-Cut Steel Rule Die-Cut	Up to 10 years

<b>Film Name</b>	<b>Type</b>	<b>Description</b>	<b>Adhesive</b>	<b>Conversion or Printing Format</b>	<b>Durability</b>
HP 750 High Performance Series	Calendered Cut Vinyl	100 vibrant and bold, high gloss films that bring the character of today's brands to life. HP 750 features state-of-the-art Patented Advanced Acrylic Adhesive Technology (PAAAT), which extends shelf life and the stability of the adhesive, reducing the potential for ooze, giving sign shop staff the ability to delay weeding immediately after plotter cutting. Ideal for permanent mid to short-term indoor and outdoor signage, commercial vehicles with flat and simple curves.	Permanent	Drum Roller Sign-Cut Thermal Transfer Steel Rule Die-Cut Thermal Die-Cut	2 to up to 6 years, depending on color selection
UC 900 Ultimate Cast Translucent and Light Control Films	Cast Vinyl	Indoor and outdoor illuminated signs with the broadest color palette in the industry that showcases a premium look day and night. Enjoy consistent color under both transmitted and reflected lighting conditions. Ideal for backlit applications, windows and outdoor signage.	Permanent	Drum Roller Sign-Cut Flatbed Sign-Cut Thermoforming Thermal Transfer Steel Rule Die-Cut Thermal Die-Cut	Up to 9 years
MPI 2050 Translucent White Films	Calendered Film	Matte translucent film for illuminated signage that features superior stability and excellent shrink resistance, even with heavy ink loads. Ideal for backlit applications and outdoor signage.	Permanent	Latex Solvent Eco-solvent UV Screen Print Steel Rule Die-Cut	Up to 6 years
V4000 Reflective Films	Beaded Reflective	Designed for exceptional conformability to medium curves and rivets for both day and night visibility. Ideal for fleets, vehicles, indoor and outdoor signage.	Permanent and Long-Term Removable	Flatbed Sign-Cut Steel Rule Die-Cut Drum Roller Sign-Cut Latex Solvent UV Screen Print (Digitally printable on white film only)	Up to 7 years
Digital Overlaminates	Cast Laminate	Pressure-sensitive clear films that give color an extra gloss or sparkle finish while adding an extra layer of protection to extend the life and durability of digital films. DOL Max overlaminates are available in gloss, matte and luster finishes and are highly recommended when paired with MPI 1105 for vehicle, fleet, marine and outdoor applications.	Permanent	Cold Overlaminating	Up to 7 years Vertical 1 to 3 years Horizontal depending on film

# Choose Avery Dennison Graphics Solutions for Your Branding Project

Avery Dennison is a world leader in graphic materials for fleet, full vehicle wraps, indoor and outdoor signage for corporate identity and point-of-purchase, as well as reflective and safety markings. When selecting Avery Dennison as a solutions provider, you can be assured of:

## - Superior Service

We have a dedicated team of experts who are highly trained, extremely knowledgeable and ready to support you throughout the planning and execution of a branding project. We will work with you to understand your business needs and provide the best solution to help your brand stand out to your audience.

## - Dependable Products

Self-adhesive films you can rely on—with custom warranty and durability statements. We have done extensive durability and performance testing, and stand behind the quality of our portfolio solutions.

## - Industry Knowledge and Reach

We are a world leader in graphic films that identify, promote and inform. Our Easy Apply™ adhesive technology provides a patented performance feature for easier, quicker and more effective installations.

## - Color Matching

Why wait? We produce exact color match samples in just a few days, which is quicker than our competition. Minimum order quantities apply.

# Branded Graphics at Work



Art City Wraps uses Avery Dennison® MPI 1105 wrapping film and DOL 1360Z gloss overlaminate to support JJ Trucking's trucking for a cure mission in support of Pancreatic Cancer awareness.



Cassel uses Avery Dennison® MPI 1105 wrapping film to help BloomBox Grow.



2CT Media taps into the Avery Dennison® graphics film portfolio to align Yellowstone Landscape fleet branding.



Brand Graphic Solutions amplifies client visibility using Avery Dennison® fleet graphics films.



Printed Pixel relies on the Avery Dennison® graphics film portfolio to help Tropical Cheese deliver consistent branding coast to coast.



Visual Marking systems works with the full breadth of Avery Dennison® Corporate Branding graphic materials to enhance Pettiti Garden Center's brand on their fleet and in their retail experience.

For more information on Avery Dennison products and services, contact your sales representative or call Customer Service at 800.282.8379.

Visit us online at [graphics.averydennison.com/branding](https://graphics.averydennison.com/branding)



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