Sustainability Portfolio North America

Avery Dennison® Graphics Solutions Sustainability Portfolio



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Our Sustainability Commitment

As a leader in the Graphics industry, at Avery Dennison, we take value in providing our customers with an informed set of sustainable product options. We are making a material difference by sourcing responsibly, reducing our operational footprint, and incorporating an EcoDesign methodology for our product developments. Our goal is to advance our sustainability by collaborating across the value chain. Each product in our portfolio qualifies by meeting one or more of our sustainability criteria.





North America Sustainability Portfolio

Sustainability Pillars



Reduce VOCs & Solvents

Innovation in the design of key product components, such as PVC-Free films, solvent-free films, and low volatile compound (VOC) films. We're creating energy efficiency & reduced carbon footprint within manufacturing.



Reduction in the

Use of Materials

Environmentally responsible films that utilize a minimalist construction. These products streamline the manufacturing process and are resource-conscious.

Reduce Environmental

Impact During Use Phase

Products that enable customers to reduce their environmental footprint during use. These products have multiple benefits, such as lowering heat gain to creating increased energy efficiency.

Sustainable Technologies



Patented Advanced Acrylic Adhesive Technology (PAAAT)

Our advanced PAAAT extends film shelf life and reduces waste by minimizing ooze, making plotter cutting and delayed weeding smoother and more efficient.



ADReva[™] Technology

A sustainable technology utilizing a solvent-free and PVC-Free manufacturing process, powering products with exceptional durability and superior conformability.

Our Sustainability Product Portfolio

Reduce VOCs & Solvents

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Product Name	Application
HP750 High Performance Films	Cut Vinyl Films + Patented Advanced Acrylic Adhesive Technology
DOL 6460/6470 Polyurethane Overlaminates (PVC-Free)	Digital Overlaminate Films
DOL 7460 Polyurethane Overlaminates (PVC-Free)	Digital Overlaminate Films + ADReva [™] Technology
	Digitally Printable Films

Reduction in the Use of Materials

Product Name	Application
SF100 Ultra Clear Polyester Films (PVC-Free)	Digitally Printable, Screen Printable, Die-Cut Films

Patented Advanced Acrylic Adhesive Technology (PAAAT) 📀

For over 90 years, we have led the way in self-adhesive solutions, delivering innovative and reliable products for the graphics industry. Our legacy is built on a commitment to constant improvement and a deep understanding of the environments in which our adhesives thrive. We're dedicated to creating sustainable, future-ready products that help our partners achieve their goals responsibly. Whatever your vision, we're here to collaborate and craft adhesive solutions that make a lasting impact.

Our Sustainability Product Portfolio

Reduce Environmental Impact During Use Phase

Product Name	Application
DS Matte i	Design Interior Architectural Window Films
DSi	Design Interior Architectural Window Films
DS UV Filter i	Design Interior Architectural Window Films
DS Bronze X	Design Interior Architectural Window Films
DS Blue X	Design Interior Architectural Window Films
DR Grey X	Exterior Dual Reflective Architectural Window Films
R Silver X	Exterior Reflective Architectural Window Films
R Silver X Poly	Exterior Reflective Architectural Window Films
SP e-Lite X	Exterior Spectrally Selective Architectural Window Films
SP Blue X	Exterior Spectrally Selective Architectural Window Films
DR OptiTune i	Interior Dual Reflective Architectural Window Films
DR OptiShade i	Interior Dual Reflective Architectural Window Films
R Silver i	Interior Reflective Architectural Window Films
SP e-Lite i	Interior Spectrally Selective Architectural Window Films
NT PerLite Ceramic i	Neutral Interior Window Films
NT Natura i	Neutral Interior Window Films
R Silver Safety	Safety & Security Architectural Window Films
Clear Poly X	Safety & Security Architectural Window Films
SF Matte i	Safety & Security Architectural Window Films
SF Clear i	Safety & Security Architectural Window Films
AG Clear ix	Safety & Security Architectural Window Films
NT PerLite Ceramic Safety	Safety & Security Architectural Window Films
900 Light Control Diffuser Films	Signage Films
SC900 Light Blockout Films	Signage Films
SkyLite XTRM Pro	Specialty Architectural Window Films
SkyLite XTRM Pro Poly	Specialty Architectural Window Films

ADReva[™] Technology

A sustainable technology, powering products with exceptional durability and superior conformability

ADReva[™] Technology is revolutionizing the way we balance performance and sustainability. This innovative, polyurethanebased process significantly reduces carbon emissions and VOCs, delivering products that are both PVC-Free and Solvent-Free. With ADReva Technology, you no longer have to choose between top-tier performance and environmental responsibility—you get both. Engineered for excellence, products powered by ADReva are highly durable and ultra-conformable, ensuring superior usability and long-term reliability for your projects. Beyond delivering exceptional performance, ADReva represents a significant step toward a more sustainable future. By reducing environmental impact, this technology supports businesses dedicated to making sustainable choices.

We are committed to expanding ADReva Technology across our key segments, including Automotive, Architecture, and Branding, reinforcing our position as leaders in eco-friendly graphics. Together, let's create a more sustainable tomorrow.



PVC-Free

Creating energy efficiency & reduced carbon footprint within manufacturing



Combats harsh climates

and UV exposure

ADReva[™] A solvent-free & PVC-Free technology, providing superior graphics performance



Reducing chemical exposure in manufacturing

Ultra Conformability

More conformable than PVC, making complex curve installation easy Low VOCs

Creating less smog and ozone formation, making air cleaner

The Skin Cancer Foundation Recommended Window Films

Our products with the Skin Cancer Foundation Seal of Recommendation block 99% or more of UVA and UVB radiation.

Product Name	Application
SP e-Lite 45, 70	Architecture
NT Natura 05, 15, 30	Architecture
DS UV Filter 87	Architecture
DR OptiTune 05, 15, 20, 30, 40	Architecture
DR OptiShade 15, 25, 35	Architecture
Encore [™] 05, 20, 35, 50	Automotive
 Encore [™] Supreme 05, 15, 20, 30, 35, 40, 50	Automotive
 Encore [™] Supreme IR 05, 15, 25, 35, 45, 55	Automotive
Encore [™] Shield IR 80	Automotive



Together, let's create a more sustainable tomorrow

Partner with us

What we stand for

You're the expert in your business; we're the expert in graphics materials solutions. Contact us today to discuss partnering on sustainable graphics products.

Our team can be reached at 800.282.8379

Together, we connect intellect and imagination, science and technology, and the physical and digital. Discover how we're creating products and solutions for our customers that unlock new value and help address some of the world's most complex challenges.



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MAKING POSSIBLE