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PRESS RELEASE

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Avery Dennison to Crown the “King of the Wrap World” at the 2019 SEMA Show

- *Artists in Automotive winning designs to be revealed*
- *Showcasing the NEW color collection for the Supreme Wrapping™ Film portfolio*
- *NEW paint protection film cutting software unveiled*

MENTOR, Ohio – Oct. 24, 2019 – Avery Dennison Graphics Solutions (NYSE:AVY) has announced the company’s extensive lineup of experiences attendees can expect at the 2019 Specialty Equipment Market Association (SEMA) Show Nov. 5–8 in Las Vegas, Nevada.

Exhibiting in booth **#12659**, Avery Dennison Graphics Solutions will offer daily demonstrations using top-performing products such as Supreme Wrapping™ Film, SPF-XI Supreme Protection™ Film, automotive window films and MPI 1105. Attendees can partake in educational demos from industry experts, including Justin Pate of The Wrap Institute, John Duever of Vinyl Images and Chad Parrish of Graphiti Wraps.

Attendees are welcome to join the Avery Dennison team for the following events:

- Tuesday, Nov. 5:
 - 9:30 a.m.: Paint protection film and window tint demo
 - 1:30 p.m.: King of the Wrap World announced
 - 2 p.m.: Supreme Wrapping Film demo on Tesla Model 3
- Wednesday, Nov. 6:
 - 9:30 a.m.: Paint protection film demo
 - 11:30 a.m.: Artists in Automotive designer showcase
 - 2 p.m.: Supreme Wrapping Film demo on Tesla Model 3
- Thursday, Nov. 7:
 - 9:30 a.m.: Window tint demo
 - 11:30 a.m.: Artists in Automotive designer showcase
 - 2 p.m.: Supreme Wrapping Film demo on Tesla Model 3
- Friday, Nov. 8:
 - 9:30 a.m.: Artists in Automotive designer showcase
 - 12:30 p.m.: Supreme Wrapping Film demo on Tesla Model 3



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In addition to daily activities, Avery Dennison will be showcasing new color additions to the Supreme Wrapping Film portfolio and will display the three winning designs using Avery Dennison's MPI 1105, a digitally printable SuperCast wrapping film, from the Artists in Automotive contest.

The highlight of the show will be the crowning of the "King of the Wrap World." Wrap installers from 53 countries participated in the [Wrap Like a King](#) challenge, submitting full print or color change wrap projects to be judged. On the first day of the show, the Avery Dennison team will reveal the winning design.

"We're excited to exhibit at yet another SEMA show to connect with both enthusiasts and our customers in new and exciting ways," said Bill Podojil, vice president, Graphics Solutions North America. **"Building on a legacy of creativity and innovation with our top-performing products, we will be showcasing an intense new color collection that further allows our customers to offer endless customization options, helping to bring their clients' ideas to life."**

Avery Dennison's car visualizer tool will be on display for attendees to interact with. Individuals can use the 3D tool to virtually wrap models of vehicles in different colors and textures to gain a more realistic vision of what a finished project could look like.

Attendees can also learn more about the newly launched PPF cutting software, intended for use with the SPF-XI Supreme Protection Film. Software benefits include: Manually, hand-nested files that will save more material than automated nesting; the ability to view square footage of each kit for ease of use; wrapped and unwrapped edge kits; and the ability to set the cut order of the pieces so it doesn't leave track marks across your material.

For more information on Avery Dennison [vinyl for car graphics](#) and where to buy Supreme Wrapping Film, visit graphics.averydennison.com. Join the conversation on Avery Dennison Graphics Solutions' social channels, including [Facebook](#) and [Instagram](#), and by following the hashtag #SEMA2019.

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About Avery Dennison

Avery Dennison Corporation (NYSE:AVY) is a global materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional



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materials. 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, the company employs approximately 30,000 employees in more than 50 countries. Reported sales in 2018 were \$7.2 billion. Learn more at www.averydennison.com.