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PRESS RELEASE

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Avery Dennison Launches Five New Intense Supreme Wrapping™ Film Colors

The Coastal Collection created to inspire adventure and exploration

MENTOR, Ohio – Oct. 22, 2019 – Avery Dennison Graphics Solutions (NYSE:AVY) today announced the launch of its Fall 2019 Coastal Color Collection, which includes five new color options for the company's Supreme Wrapping™ Film portfolio.

The Coastal Collection was inspired by the cool hues of the natural coastline during the autumn season. From vivid autumnal tones of the sunset, to the earthy undertones of a coastal cliffside, the new colors are both intense and rugged.

The new colors include: Matte Metallic Met Moss Green, Satin Cool Teal, Satin Stunning Orange, Gloss Aqua Blue and Satin Metallic Black Rock Grey.

"The new color collection was created with nature in mind, evoking a sense of adventure and exploration. There's a tone and shade to match any journey – from the mountains to the beach to the cliffside and beyond," said Abby Monnot, senior global segment manager, Avery Dennison Graphics Solutions North America. "We're thrilled to unveil this thoughtfully created collection, providing installers around the world more options for creating a look that mirrors their customers' wants, needs and personalities."

The Coastal Collection will be showcased at the Specialty Equipment Market Association (SEMA) Show Nov. 5-8 at the Avery Dennison booth (#12659) and can be viewed online using the new [Car Visualizer Tool](#).

Find more information about the new colors at graphics.averydennison.com, and join the conversation on Avery Dennison Graphics Solutions' social channels, including [Facebook](#) and [Instagram](#), and by following the hashtag #ADCoastalCollection.

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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 materials. The company's products, which are used in nearly every major industry, including 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.