



PRESS RELEASE

AVERY DENNISON INVITES YOU TO JOIN PLASTICITY AMSTERDAM ON 20TH JUNE **A one-day conference fuelled by new circular economic thinking and** **ground-breaking technological advances**

Oegstgeest, The Netherlands, May 23, 2019 – Global materials science and manufacturing company, Avery Dennison Corporation (NYSE: AVY), a sponsor of [Plasticity](#), is supporting the organisation to hold their 12th Plasticity Forum in Amsterdam on 20th June, 2019.

The forum, which has previously been held in many major cities around the world, is coming to **Amsterdam**, with local and international speakers, presentations, panels, networking opportunities, and lots of ideas. Founded as a global forum for practical, progressive thinkers who are excited about the future of plastic and the planet, Plasticity aims to educate attendees on the latest developments in plastic circularity, and to create a workshop environment for delegates to collaborate and create practical take-away solutions for their business needs.

Joining a wide range of speakers, including Global Head of Sustainability Strategy and Innovation at HP, Ellen Jackowski, and Group Sustainability Director at Coca-Cola Hellenic, Michal Dickstein, will be Avery Dennison's Vice President and General Manager of Label and Graphic Materials Europe and Group Sustainability Lead Jeroen Diderich, who said:

"I am very much looking forward to the Plasticity event in June -- to learn from others across our ecosystem and to discuss the future of labels and packaging -- debunking some old myths and collaborating for the future. We will also hold a smaller, focused workshop on 21 June to create discussion and action towards circularity in our industry. For me, such focus and collaboration is critical to make progress in this area, so I welcome business leaders across our value chain to join us at this event."

Doug Woodring, founder and managing director of Ocean Recovery Alliance said:

“At Plasticity, we look for practical and progressive thinkers to join our forum, to bring together new ways of thinking, technologies, and creativity in order to introduce innovative projects and initiatives that will help improve our ocean environment. We are delighted to have Avery Dennison join us as a partner at this event. We are confident that together we can create significant change.”

As a follow up to the one-day Plasticity forum, Avery Dennison will host a workshop on June 21 focused on creating circularity within the label and packaging industry. Space is limited. Please reach out to Jenny.Wassenaar@eu.averydennison.com for details.

To find out more about Plasticity Amsterdam forum, and to reserve your space, visit plasticity.global.

For information about Avery Dennison’s sustainable solutions for label and packaging, visit label.averydennison.com/sustainablesolutions.

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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, 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.

About Plasticity

Plasticity is a forum for businesses to share problems and collaborate on solutions, and is unique as the only travelling global conference, focused solely on creating circular plastic economies. Since its inaugural forum in 2012 at the Rio+20 Earth Summit, Plasticity has been hosted in Hong Kong, New York, Lisbon, Shanghai, London, Dallas, Los Angeles, Sydney, Kuala Lumpur, Suva, Fiji and this year comes to Amsterdam.

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AMSTERDAM PLASTICITY

The title 'AMSTERDAM PLASTICITY' is presented in two lines. The word 'AMSTERDAM' is in a solid orange, sans-serif font. Below it, the word 'PLASTICITY' is where each letter is a 3D plastic object: 'P' is a solid orange block letter; 'L' is a purple, textured, wavy plastic strip; 'A' is a clear plastic bottle cap; 'S' is a black, textured plastic shell; 'T' is a blue, textured plastic strip; 'I' is a red, textured plastic strip; 'C' is a black vinyl record; 'I' is a silver metal razor; 'T' is a green and yellow measuring tape; and 'Y' is a white flip-flop with blue straps.

A BIG CONVERSATION ON THE FUTURE OF PLASTIC