

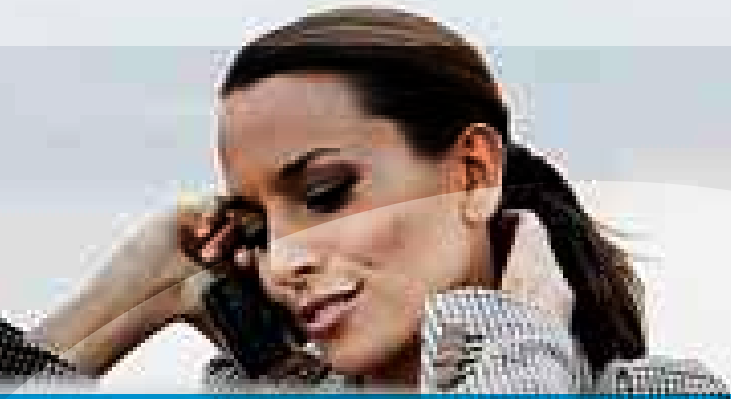
Engineered solutions for telecommunications



Designed for the future

Engineered solutions for telecommunications





Transform the world of communications



Innovation and differentiation are key to staying ahead in today's global mobile industry. Tuned in to the pace of competition, Avery Dennison offers comprehensive labeling solutions and strong technical expertise to help you

realize your design aspirations, bring your products to market and rock the world of mobile users

Savvy consumers increasingly demand more functionality out of their mobile phones. In supporting your pursuit of aesthetics and reliability, we are committed to innovating labeling solutions for the

telecommunications industry. Avery Dennison is equipped with progressive research and development facilities. Our local and global service points are ready to take you through from product evaluation to laboratory testing to implementation, right where you are.

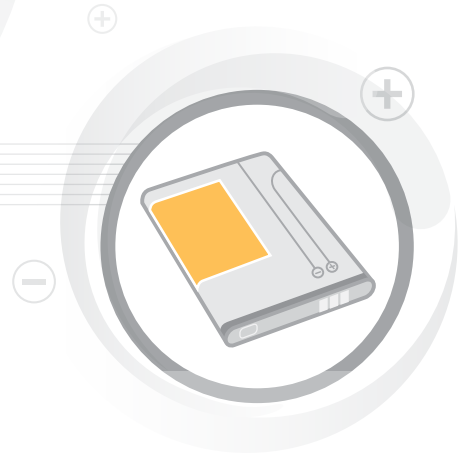
Accelerate your brand with intelligent solutions

With the rapid rate of new mobile devices being introduced to consumers, it is essential to have the right solutions to keep ahead of the competition.



Keeping a close eye on industry trends and challenges, we support you by shaping cutting-edge labeling solutions for your mobile handsets. Tough and performance-centered, our large selection of facestocks, adhesives and tapes comes with features that can address any requirement. Highly conformable, they can be customized for a multitude of applications and surfaces. Discover labels that can be easily and cleanly removed, allowing for easy reapplication if necessary, reducing wastage and increasing your work efficiency.

Explore our air egress solution, which offers you bubble-free, smooth applications, ensuring that your labels are secured with minimal distortion and avoiding unnecessary rework and material wastage.



Empowering batteries

Our reliable functional battery labels meet all your battery pack requirements as they are highly chemical, environment and abrasion resistant. To give you added assurance, our solutions are also halogen-free and flame retardant. Labels are optimized for diverse print platforms, giving you greater flexibility. With our heat and solvent resistant tapes and labels, your batteries will remain clearly labeled, even with prolonged use.



Get slim

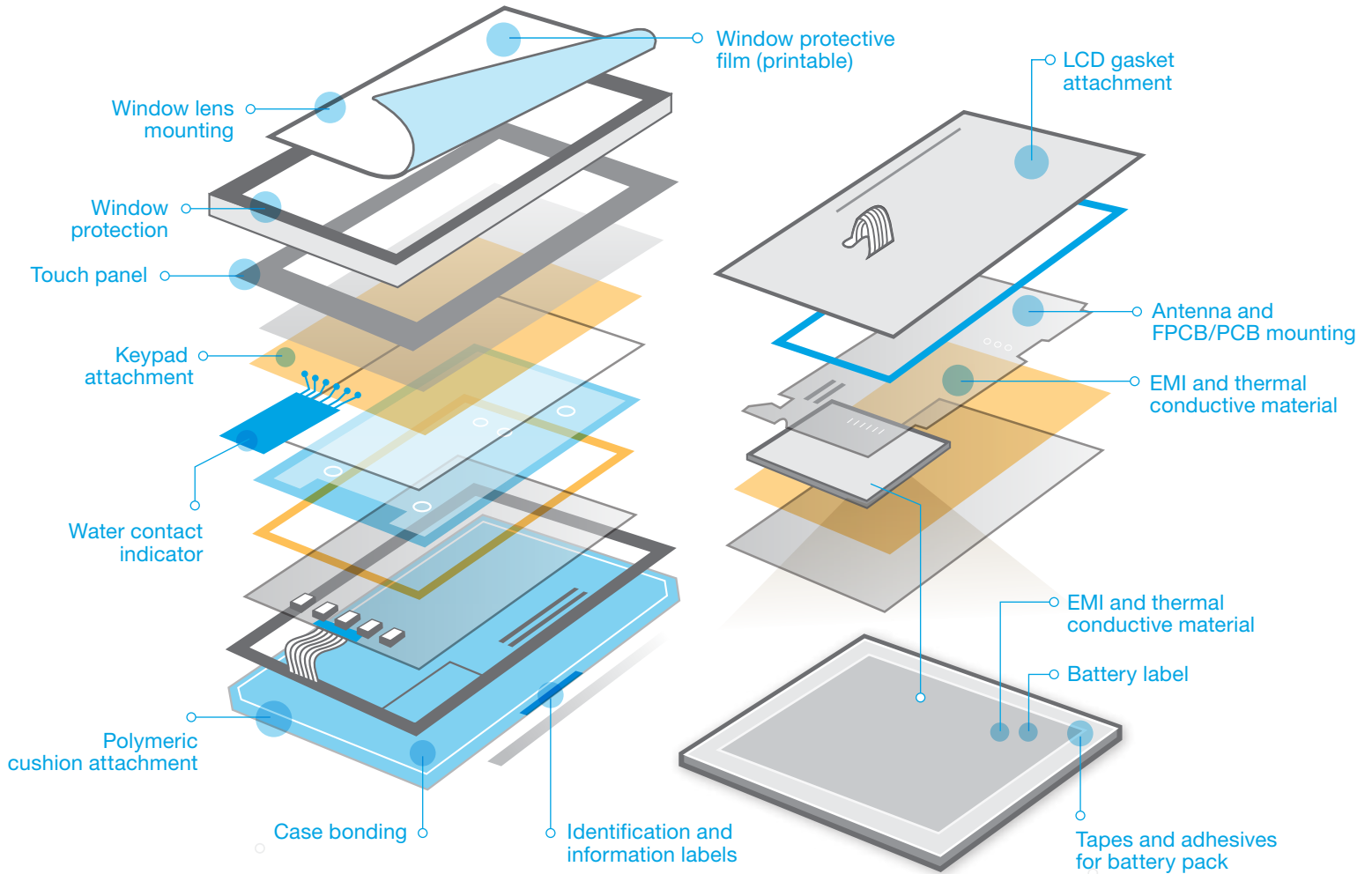
To complement today's trend towards ever thinner and lighter mobile devices, our labels are engineered with a 25um to 38um base film. The ultra thin functional PET materials meet narrow molding size requirements without compromising product strength.

High performing interfaces

No matter what shape, size or level of complexity your devices come in, Avery Dennison offers a range of highly customizable electrical and thermal conductive materials to match your product specifications. Our thermal interface materials enable excellent surface contact for efficient thermal conductivity, prolonging the lifespan of your device. The performance and reliability of your device remain uncompromised with our portfolio of electromagnetic interference (EMI) shielding attachments that offer the required electrical conductivity.



Total solutions for mobile devices





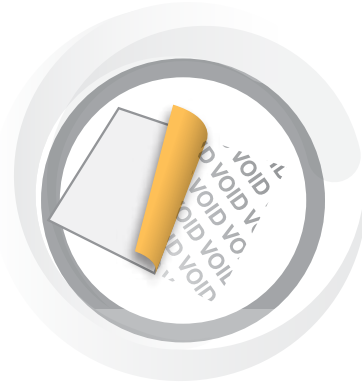
Protection is key

Mobile handsets undergo considerable handling during assembly, shipping and daily use. With the right materials, you can protect the quality of your product. Use our protective films for the windows, lens and casings of your mobile devices, guarding them from damage during handling.

Avery Dennison water contact indicator labels change color on contact with moisture. This serves as a measure to validate the authenticity of warranty claims made by consumers. We have also engineered attachments with superb adhesive qualities that provide vibration and noise dampening.

Secure peace of mind

Beat the threat of counterfeiting and tampering by riding on Avery Dennison's wide variety of security solutions that are structured to protect your product's integrity and authenticity. From the interior of mobile devices to handset packaging, you may choose from our dependable range of security labels to safeguard your brand round the clock.



For enhanced protection, talk to our in-house experts about our overt and covert security solutions that can be tailored to provide additional safeguards for your products.

Product identification and information are easily tracked with our label materials that offer excellent adhesion and readability throughout the supply chain, helping you address your security and logistics concerns.

Our technical expertise in product selection ensures you get the ideal material for your required application surface, leading to higher performance and greater durability.



Put your future in good hands

- Comprehensive portfolio of high-performance materials tested for performance, consistency and durability
- Responsive local technical assistance and dedicated pre-sale, post-sale and on-site support
- Rapid prototyping capabilities at our regional research and development facilities
- Mix-and-match from ready-made options or explore customized solutions to meet unique requirements
- Expertise in compliance standards and industry requirements
- Converter-friendly programs allow small quantity orders and roll widths tailored to your needs, reducing trim, waste and inventory-keeping
- On-site trainings



Avery Dennison provides superb solutions and exceptional service in an integrated solutions package. Our global manufacturing network and extensive service points enable us to provide you fast response and personalized service. Dare to innovate with the help of our material and technical expertise to create exciting new possibilities.

Get ready to revolutionize your mobile solutions today.

About Avery Dennison

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. For more than 75 years the company has been a global leader in pressure-sensitive technology and materials, retail branding and information solutions, and organization and identification products for offices and consumers. A FORTUNE 500® company with sales of \$6.5 billion in 2010, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, **visit www.averydennison.com**.

To learn more about comprehensive solutions for mobile devices, please contact us at **durablesteam@averydennison.com**.

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