
Media Relations:**For Immediate Release****Raf van Grieken, +32 14 404 976****raf.van.grieken@eu.averydennison.com****HIGH-BOND, CONFORMABLE ADHESIVE ACRYLIC FOAM TAPES****A new addition to the Avery Dennison Specialty Tape
Advantage Solutions portfolio**

Turnhout, Belgium — The first four products in a new range of high-performance acrylic foam tapes are bringing a new dimension to the Avery Dennison Specialty Tape Advantage Solutions portfolio. Avery Dennison XHA 6600 series tapes offer a number of benefits for tasks where high ultimate adhesion and high temperature performance, coupled with conformability, are the key requirements. They are designed to meet the needs of critical fastening and bonding applications in industries that include transportation, building and construction, electronics, glazing, signage, domestic appliances, and furniture. The physical nature of the XHA 6600 tapes — an acrylic foam core into which the adhesive is mixed — delivers a versatile professional solution.

The benefits of adhesive acrylic foam

The still-tacky core of UV-cured closed-cell acrylic foam has a high density, making diecutting and conversion easy. Its compound nature gives it high density, which in turn provides enhanced holding power and tensile strength. The conformable foam provides cushioning and impact resistance, even over irregular surfaces. Perhaps most importantly, XHA 6600 tapes offer the high-temperature resistance required of many fastening applications today — up to

200 deg C; and they are also moisture, solvent, and UV resistant, and UL-approved.

The Advantage Solutions portfolio

Avery Dennison XHA 6600 acrylic foam tapes are the first new products to be added to the Specialty Tape Advantage Solutions portfolio, and, says Avery Dennison, change will be a constant in this range of products which is tailored to the evolving needs of today's industrial marketplace. Specialty Tape Advantage Solutions bring Avery Dennison products right to the doorstep of industrial converters, around the globe, providing direct ordering access for a solution for many fastening, holding, and insulation applications. Converters taking the Advantage Solutions route also benefit from an extensive platform of expert support services, including 24-hour sampling and price quotations, full technical assistance, and in-house specification testing.

Full details and samples of Avery Dennison XHA 6600 acrylic foam tapes, and of the Specialty Tape Advantage Solutions catalogue — available online, in CD form, or as a 'hard copy', visit the Avery Dennison Specialty Tape website at www.steu.averydennison.com.

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About Avery Dennison

Avery Dennison is a recognised industry leader that develops innovative identification and decorative solutions for businesses and consumers worldwide. The Company's products include pressure-sensitive labelling materials; graphics imaging media; retail apparel ticketing and branding systems; RFID inlays and tags; office products; specialty tape; and a variety of specialised labels for automotive, industrial and durable goods applications. A FORTUNE 500 Company with sales of \$6.7 billion in 2008, Avery Dennison is based in Pasadena, California and employs more than 36,000 employees in over 60 countries. For more information, visit www.averydennison.com. © 2009 Avery Dennison Corporation. All rights reserved. Avery and all other Avery brands, product names and codes are trademarks of the Avery Dennison Corporation.

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