

PRESS RELEASE

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In an effort to simplify things and make life easier, better and faster, Avery Graphics has gone through a global nomenclature process.

As Avery is a global company with offices and manufacturing plants across the world, it became cumbersome to have different product codes for what is essentially the same product. With the new nomenclature you can now go anywhere in the world and ask for the product that you are used to at home and buy it with the confidence that it is the same quality that you have become accustomed to.

This also means that some of the product names that we are used to will change, for example, MPI 2601 will now become MPI 2611.

The complete 'New Naming Cross-Reference Guide' can be downloaded from www.averygraphics.com or email Liezle.barrie@eu.averydennison.com for a copy.

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Media Enquiries please contact:

Greg Sellars
Marketing Manager
Intamarket (Pty) Ltd
Tel: +27 (0)11 444 0404
e-mail: marketing@intamarket.co.za

or

Liezle Barrie
Avery Graphics
Liezle.barrie@eu.averydennison.com
011 674 6300
082 889 2231

2 Gunners Circle	24 Westmead Road
Epping Industrial 1	Westmead
Cape Town	Durban
South Africa	South Africa
Tel (021) 534 0985	Tel (031) 792 6400
Fax (021) 534 0986	Fax (031) 792 6416

Directors : A. van Leeuwen (Netherlands), R. Randall (Pasadena, USA) R.G. van Schoonenberg (USA)
Avery Dennison South Africa (Pty) Ltd Reg.No. 1968/14215/07

