
Automotive Labelling Solutions

Labels + Packaging
Brochure
Europe
2020



A solution for every application: that's our promise.

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With the latest automotive trends in mind, we offer a full suite of labelling solutions for every application – from compliant under-the-hood label materials to heat-seal seatbelt labels. As a global leader in automotive and transportation labelling, we're looking toward the future to ensure you have the solutions you need today and tomorrow.

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– Michael Sanders, Senior Director Marketing



Rapidly advancing technology and growing consumer demands are changing the landscape of the automotive industry at top speed.

Automotive Industry Trends



Electrification

Now mainstream, electric vehicle sales will continue to accelerate in the coming years as societies and governments globally look to lower their carbon footprint. Electric-powered pickups, semi-trucks, and buses will gain traction in the near future.

IoT (Internet of Things)

Autonomous, self-driving vehicles have caught the interest of fleet and private consumers, as well as eco-conscious governments alike. AI-enabled autonomous private vehicles and public transportation options will become more popular as energy storage and safety improves.

Connectivity

Passenger vehicles are increasingly connected to each other and their surrounding environments, making them safer and more intelligent. Finding a parking spot or nearby rideshare, avoiding a collision and squeezing into a tight parking spot, navigating a traffic jam, and even ordering food delivery will all become easier as public adoption increases.

Sustainability Regulation

Globally, governments are raising their fuel efficiency and emissions standards, pushing manufacturers to explore new lightweight materials for production. The use of aluminum in drivetrain body components, as well as carbon-fiber body panels and carbon-nanocomposite underbody components, is expected to increase.

Automated Manufacturing

Asset tracking and supply chain solutions using RFID technology are creating a new level of efficiency for automotive manufacturers hoping to maintain profit margins in the most competitive global markets. Intelligent label adoption will increase as they assist with automation throughout the supply chain and the life of the product.

Counterfeit Protection

As adoption of automated manufacturing and demand for cheap aftermarket parts has increased, so has the incentive for counterfeiters looking to turn a quick profit. Anti-counterfeiting measures including intelligent labels and secure labelling technology will increase in popularity for OEM and luxury parts manufacturers.



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Global automotive manufacturers and brand owners must stay ahead of the curve to maintain their competitive edge.

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With new technologies, there's a need for new materials that can meet strict automotive qualification requirements and legislation.

Durable and compliant

Ensure important information is visible on the label despite extreme temperatures, corrosive chemicals, and the aging process, with labels designed for global government compliance.

- Instructive and tracking labels that can be placed on areas with low surface energy like under-the-hood components, body trim, and interior panels
- Car battery labels that are flame retardant and stick well on battery cases, plus a specially designed EV battery label material range

Connected and secure

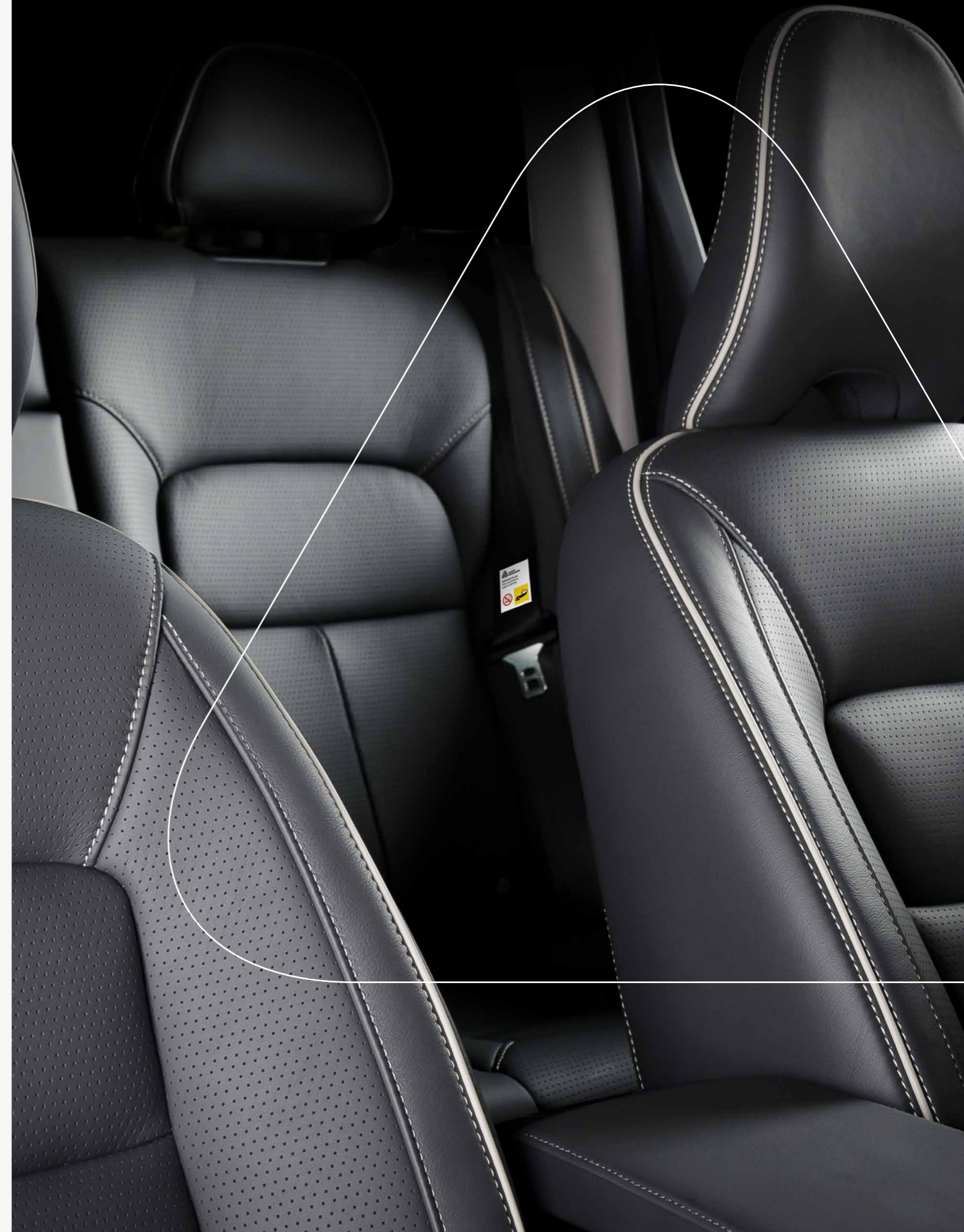
Track assets through the supply chain using our RFID labelling technology – designed for the rigors of manufacturing and longevity.

- Tyre brand and energy labels suitable for auto-labelling, tracking, and use during regular maintenance enable tracking and tracing during the lifetime of the tyre
- Laser-etched anti-counterfeiting labels, security labels, and RFID-enabled labels that can be used on metal and plastic ensure labels meet OEM quality standards

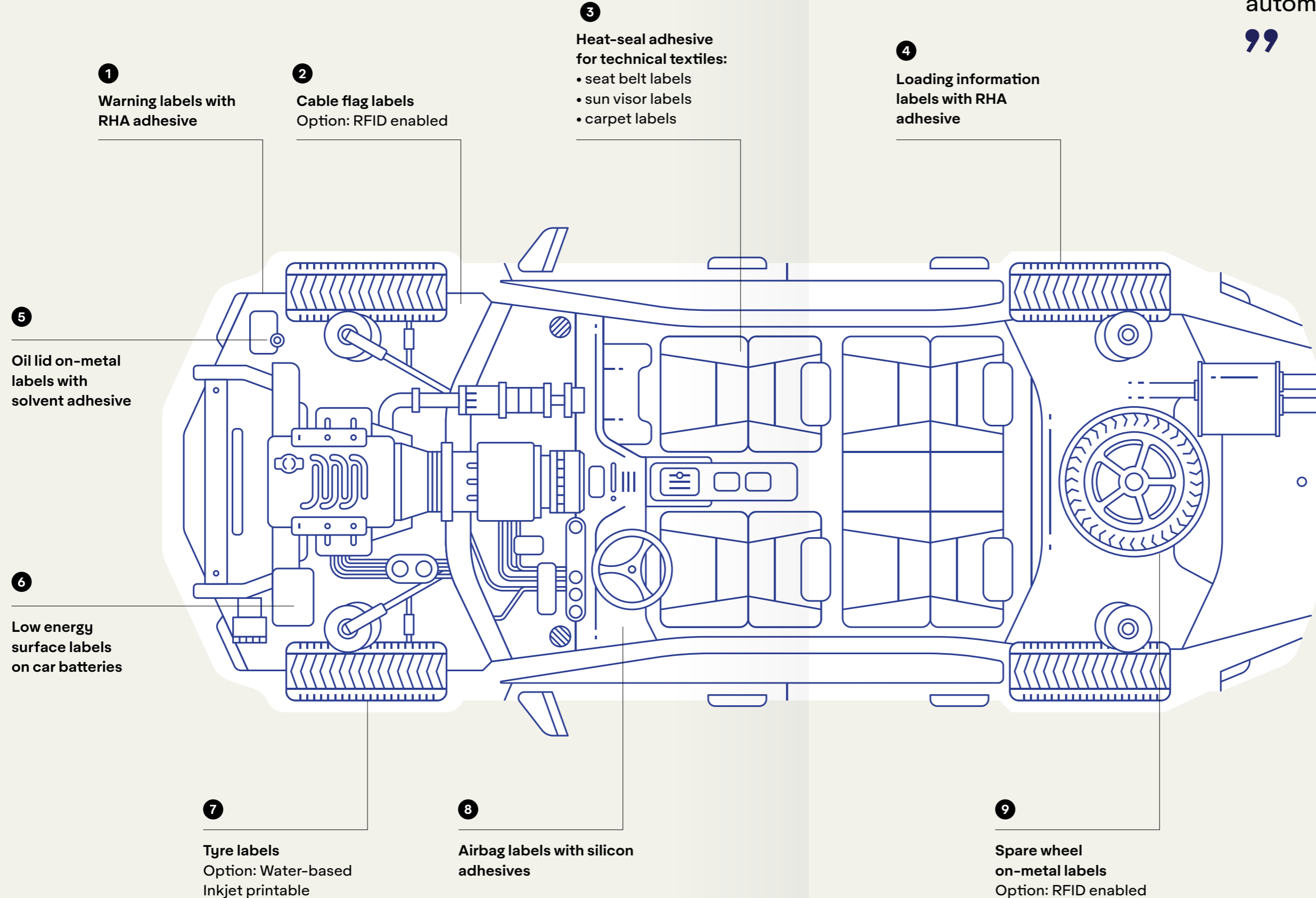
Custom

From batteries to tyres, our label materials can be custom made to your specific application. With an abundant global portfolio of materials, you can create labels that inform customers, comply with government regulations, and withstand the test of time.

- RFID labels specially designed for small diameter cables that need flexible films and higher performance adhesives to avoid butterflying
- Textile labels, including special heat-seal adhesive for seats, carpets, and safety belts, with silicon adhesive for airbags



Labelling Solutions for Automotive Applications



1
Warning labels with RHA adhesive

2
Cable flag labels
Option: RFID enabled

3
Heat-seal adhesive for technical textiles:
• seat belt labels
• sun visor labels
• carpet labels

4
Loading information labels with RHA adhesive

5
Oil lid on-metal labels with solvent adhesive

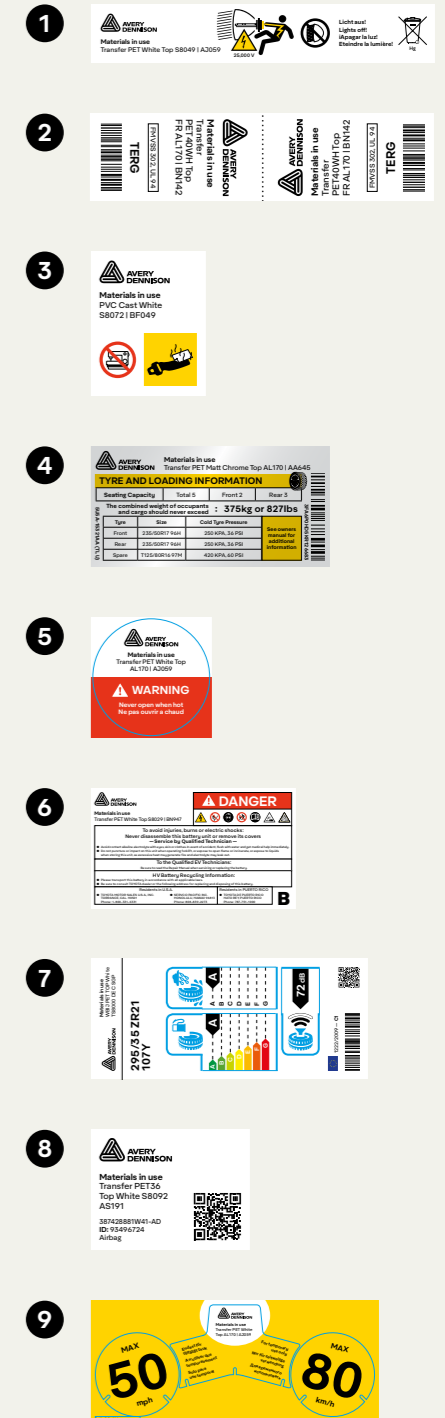
6
Low energy surface labels on car batteries

7
Tyre labels
Option: Water-based Inkjet printable

8
Airbag labels with silicon adhesives

9
Spare wheel on-metal labels
Option: RFID enabled

“ Durable, compliant, connected, and secure labelling the automotive industry needs. ”



1 Warning label with RHA adhesive

2 Cable flag label with RFID option

3 Heat-seal adhesive label for technical textiles

4 Loading information label with RHA adhesive

5 Oil lid on-metal label with solvent adhesive

6 Low energy surface label on car battery

7 Tyre label with water-based inkjet option

8 Airbag label with silicon adhesive

9 Spare wheel on-metal label with RFID option

Gear up for full speed ahead

Automotive is a just-in-time business. We'll get you the materials you need, when you need them. With our global presence, streamlined logistics, standard-setting service, and flexible ordering policy, speedy delivery and low minimum orders are no problem.

Innovation

When regulations change, you create a new product, or you have a new labelling need, we'll work with you to find or create a solution that meets all of your needs.

- Adhesives and topcoats unique to the industry and intelligent labelling partners in the ecosystem to help you stay on the forefront of new technologies
- Global R&D resources to create new solutions when necessary for compliance and unique applications



Compliance

Global brands and manufacturers need labelling solutions that meet global government regulations. As a global label material manufacturer and supplier, we ensure your labels are compliant no matter where in the world they're used.

- Labels that are compliant with global and local government regulations and OEM specifications
- Global supply network for global delivery of compliant label materials and a compliance team that tracks changes and notifies you of evolving regulations
- Fluency in all industry standards, including IATF 16949, UL, CSA, IMDS, ISO, and FMVSS 302

Testing

New, low surface energy, and high-heat applications require stringent testing to ensure labelling withstands the lifespan of the product. We'll work with you to make sure our labels work for your application.

- Global research facilities to test quality, compliance, and longevity of tailored labelling solutions
- Collaborative labelling service that includes research and development, and testing
- Team of experts in global compliance testing to ensure labelling solutions are compliant everywhere they're sold

Full Service

A variety of products and services are available in addition to label materials for automotive applications. From after-market parts to complete vehicle wraps, we have a solution to meet every automotive need.

- Graphic materials for window tinting, automotive decoration, government service vehicles, and dealership signage
- Performance tapes that retain long-term transparency and integrity without discoloration
- Intelligent labels including RFID-enabled solutions for easy tracking throughout the supply chain
- Plastic fasteners for all automotive applications

Avery Dennison: Your Partner for Automotive Labelling Solutions

With a solution for every application, we help manufacturers throughout the automotive industry track products, inform customers, and comply with regulations. And we want to work with you.



Yevgeniya Manakova
Business Development Manager,
Automotive

Who we are

As the pioneer in the pressure-sensitive industry, we bring one-of-a-kind capabilities to labels for the automotive industry. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our labels must perform, and the technical challenges they have to meet. Whatever your product, wherever it's going, we can help you develop a label that sticks with it.

What we stand for

Sustainability. Innovation. Quality. Service.

In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

Work with us

You're the expert in your business; we're the expert in automotive labelling. Contact us today to find out how Avery Dennison Automotive Labelling Solutions can meet and exceed your needs.

label.averydennison.com

Avery Dennison Corporate (NYSE:AVY) is a global materials science 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.

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