

Avery Dennison Fastener Solutions Introduces 100% Biodegradable Apparel Fastener *Breakthrough innovation will help keep plastic out of the environment*

Dennison Corporation (NYSE:AVY) Fastener Solutions has launched a tag fastener for the apparel industry that completely degrades within one year of exposure to soil microorganisms, without leaving behind microplastics or harmful substances.

“Plastic fasteners, which attach price tags and other product information to garments are on 90 percent of the approximately 80 billion garments manufactured each year and that adds up to a whole lot of plastic — the equivalent of the same amount of plastic found in 761,581,156 single-serve 0.5 liter PET water bottles,” said Dan Riendeau, Senior Marketing Manager, Global Packaging and Retail, Avery Dennison Fastener Solutions. “Brand owners and retailers are increasingly seeking ways to reduce their environmental footprint and this product innovation helps to do that. As a materials science innovator, we’re excited to grow this product line and offer our customers more options and a solution that is not dependent on consumer recycling behaviors.”

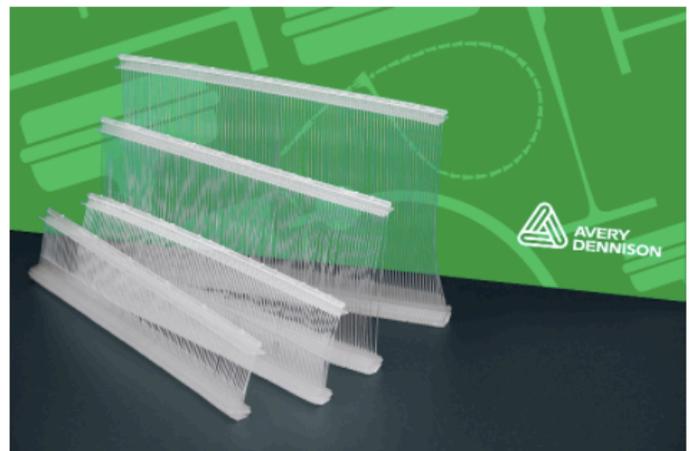
The new bio-PP Fastener is made out of a proprietary blend of polypropylene material specifically designed to biodegrade in less than a year once it is on soil, without leaving behind microplastic or other harmful substances. Comparatively speaking, a regular polypropylene fastener can take anywhere from 20-30 years to breakdown and depending on environment conditions, an everyday plastic bag can take 10-20 years to decompose while also leaving behind adverse microplastics.

The product and its environmental performance has been verified by Impact Solutions, an independent plastic expert with over 100 years of combined experience in plastics, failure analysis, and product development.

The launch of the Ecotach™ bio-PP Fastener follows the April launch of the Ecotach™ line of recycled fasteners from Avery Dennison. “With these new technologies, we’re able to help brands advance circularity initiatives to keep plastic products in use or offer them a sustainable solution that removes single use plastic altogether,” said Riendeau.



The Ecotach™ bio-PP Fastener is a first of its kind and will help reduce waste within the apparel industry



These bio-PP Fasteners are made out of a proprietary blend of polypropylene specifically designed to biodegrade in less than a year once it is on soil

Among Avery Dennison's 2025 Sustainability Goals is a commitment calling for 70 percent of the products Avery Dennison sells to conform to, or enable end products to conform to, the company's sustainability principles.

Avery Dennison Ecotach™ bio-PP Fasteners make a difference

Each year, approximately **80 billion garments** are manufactured and **90% of them have a single use plastic fastener.**



That equals **A WHOLE LOT OF PLASTIC** and is the equivalent of over **761,000,000 water bottles!**



Stacked top to bottom, those bottles would **CIRCLE THE EARTH MORE THAN 3.5 TIMES.**



Our new **bio-PP Fastener** is made out of a proprietary blend of polypropylene material specifically designed to **biodegrade in less than a year** once it is on soil vs. regular polypropylene fasteners that can **take anywhere from 20-30 years to breakdown.**



AND THERE'S EVEN MORE GREAT NEWS FOR THE ENVIRONMENT!

Our fasteners **DO NOT** leave behind microplastic or other harmful substances.



100% Biodegradable Apparel Fastener from Avery Dennison Fastener Solutions
Sustainable fastener solutions for a better future.

Fastener Solutions

Avery Dennison (NYSE: AVY) is a global materials science 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 more than 30,000 employees in over 50 countries. Reported sales in 2019 were \$7.1 billion. Learn more at www.averydennison.com.

Avery Dennison Fastener Solutions is a global provider of plastic fastening solutions and systems for a wide variety of industries including automotive, apparel, retail and consumer packaging. As an original inventor of many innovative fasteners and cable ties, Fastener Solutions provides customers with smart, more effective and sustainable solutions and takes pride in its continuous drive for quality and service. For more information visit fastener.averydennison.com