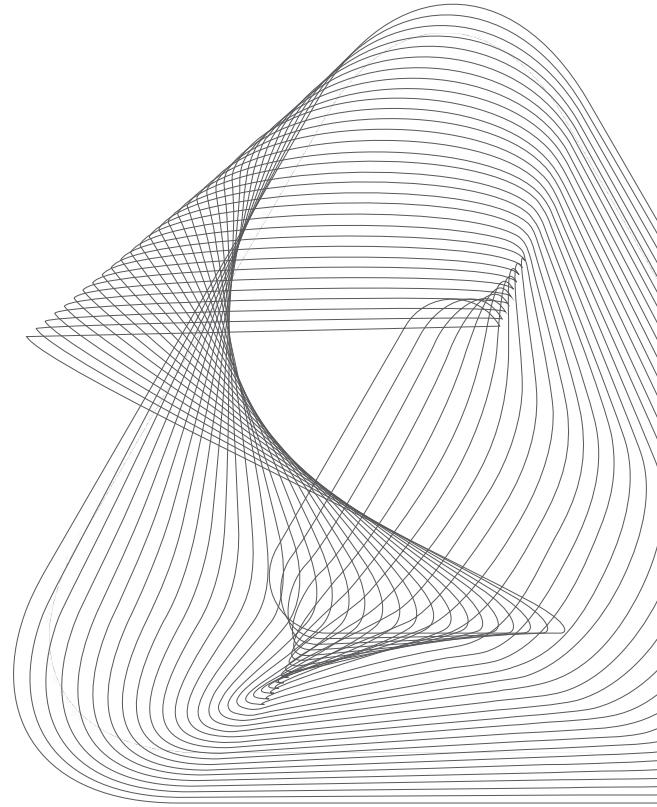


Avery Dennison Dusted Crystal Launch

March 2022



Current Landscape



TRENDS

- Decorative WF growing at a faster rate
- Hybrid work spaces/offices/multi-use functionality
- Increased demand for privacy films/social distancing
- Constrained supply chain
- Price pressures

CHALLENGE

Several suppliers carry a dusted crystal film, so Avery Dennison has not been able to compete with this particular product, however no other manufacturer addressed the need for improvement

SOLUTION

Create a removable dusted crystal film that will save installers time, which in turn will save building owners money. Avery Dennison will now be able to compete for jobs through specification databases

Key Features & Benefits



- Rapidly transform internal spaces
- Control light intensity, optimize style and improve privacy
- Superior ease of installation and removability compared to competitive products, saving time and money
- Plotter cutter friendly providing branding/design opportunity
- Replicate the effect of traditional glass etching at fraction of cost

Common Applications:

- Glass, acrylic and polycarbonate surfaces
- Privacy, branding or decoration in offices or conference rooms, schools or universities, reception areas or on moveable walls or partitions
- Signage

Key Messaging & Value Proposition

	INSTALLER	BUILDING OWNER	ARCHITECT & DESIGNER
Value prop	Ease of installation and removability / time saving	Privacy, cost savings, design flexibility, multi-use functionality (privacy & aesthetics)	One product, multiple uses: commercial spaces, offices/conference rooms, schools, medical offices, reception areas, partitions
Key message	<ul style="list-style-type: none">-Superior ease of installation and removal and ultimate design flexibility.-Film does not stick to itself when installing-Quick release clean adhesive for short and long term removal-Optimum liner release	<ul style="list-style-type: none">-Ideal for corporate spaces, schools, medical offices, reception areas and partitions-Design flexibility-Privacy solutions-Superior ease of installation (savings on labor costs)	<ul style="list-style-type: none">-Ideal for corporate spaces, schools, medical offices, reception areas and partitions-Design flexibility-Privacy solutions

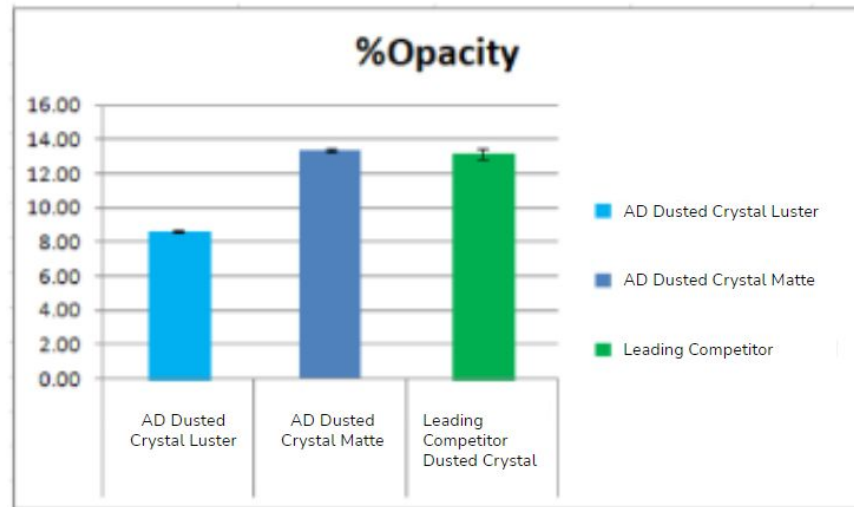
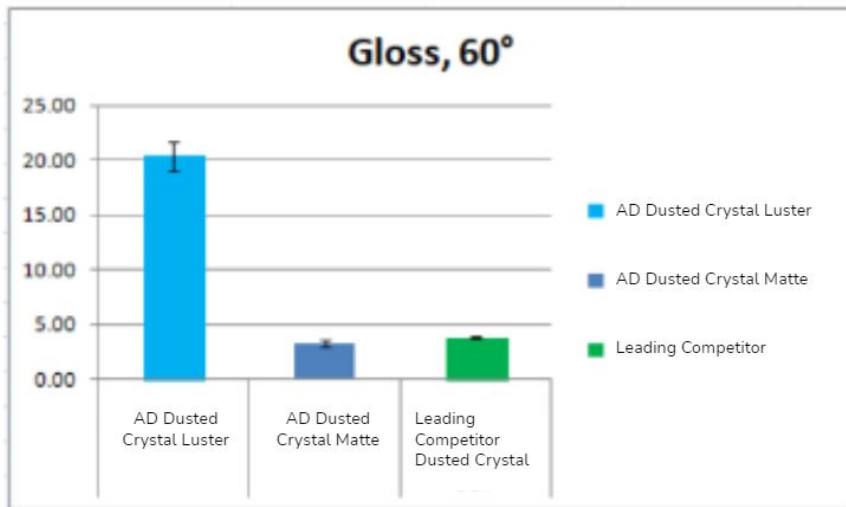
Competitive Benchmarking

Optical and Solar Properties **

	Competitor Dusted Crystal	Competitor Frosted Crystal	AD Luster	AD Matte
<i>Shading Coefficient</i>	0.93	0.82	0.98	0.95
<i>Total Solar Energy Reflected %</i>	7	10	8	9
<i>Total Solar Energy Transmitted %</i>	76	64	83	80
<i>Total Solar Energy Absorbed %</i>	17	26	9	11
<i>Visible Light Reflected (Int) %</i>	8	12	8	8
<i>Visible Light UV Block %</i>	73	80	64	75
<i>UV Transmitted %</i>	27	20	36	25

**Performance results are calculated on 3 mm glass using NFRC methodology and LBNL Window 5.2 software, and are subject to variations in process conditions within industry standards and are only intended for estimating purposes.

Competitive Benchmarking



Comparable gloss and opacity levels for the ideal aesthetics. Luster and Matte offer differences for varying preferences.

Luster has a brighter appearance, with much higher gloss levels giving it a luminous sheen.

Competitive Benchmarking

	Competitor	AD
Application	Warrant Period (years)	Durability/Warranty Statement
Interior (non-perimeter glass)	15	15
Interior perimeter glass	5	8
Exterior (vertical glass)	3	5
Plastic application surfaces	not warranted	1*

* polycarbonate and acrylic only



Real life removal of competitive product

Voice of Customer



“Can remove & reinstall the Avery Dusted Crystal in the time it takes to remove 3M.”

“Film is very easy to work with.”

“Color looks great.”

“I feel like this will sell itself.”

“The release liner is very easy to remove.”

“Much easier to install & remove than 3M Dusted Crystal.”

“Easy to unroll & not too sticky.”

“Faster installation time than 3M Dusted Crystal.”

“Film can compete with LLumar & Solyx in appearance.”

“Luster version is easy to clean using alcohol.”

“Love this film.”

“Film is thin & pliable.”

Key Takeaways



- Reduce your supply risk with an additional source of stock
- A new approach to a core decorative window film to create value in higher margin space
- Competitive price point and better overall warranty than industry leading competitor

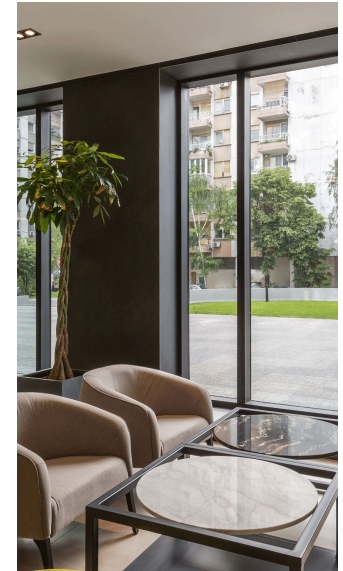
Campaign Creative



Campaign Creative

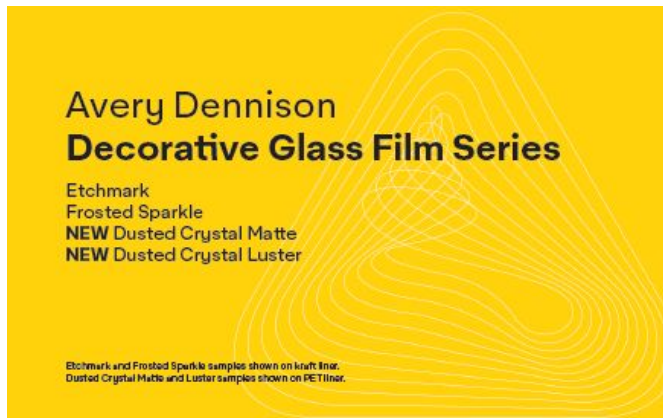


Campaign Creative



Collateral & Samples

Description	A Number
Samples pack (Etchmark, Frosted Sparkle, Dusted Crystal)	A458903
Product overview	A458837
Co-branded product overview	A458838



Product Overview and Co-Brandable Product Overview also available in the portal

Item Numbers / Dimensions / Weights

Product	Channel	Description	FG Item #	Size	Weight (lbs)
Dusted Crystal Luster	GRAPHICS	SC900-866-W REM PET DUSTED CRYSTAL LUSTER	A459022	60" x 50 yds	35
			A459021	60" x 100 yds	70
			A459023	60" x 10 yds	7
	WINDOW FILM	DUSTED CRYSTAL LUSTER	R140DCL-60 (150)-AVY	60" x 150'	35
Dusted Crystal Matte	GRAPHICS	SC900 -867-W REM PET DUSTED CRYSTAL MATTE	A459025	60" x 50 yds	35
			A459024	60" x 100 yds	70
			A459026	60" x 10 yds	7
	WINDOW FILM	DUSTED CRYSTAL MATTE	R140DCM-60 (150)-AVY	60" x 150'	35

Thank you



**AVERY
DENNISON**