



PRESS RELEASE

EVERLEDGER AND AVERY DENNISON BRING AUTHENTICATED PROVENANCE TRACKING ON BLOCKCHAIN TO WINE INDUSTRY

Solution Launches with Wine Trade Network's 'Appellation Earth' Wines



Tuesday, 29 January 2019 - Mentor, OH, & London, UK: Avery Dennison Corporate (NYSE: AVY), a global leader in intelligent label solutions and the world's largest UHF RFID partner, has collaborated with Everledger, a global leader in the application of blockchain technology to real-world practices, in developing end-to-end traceability and provenance solutions for the wine and spirits industry.

This partnership, launching first with 'Appellation Earth' wines from Napa Valley by US-based wine négociant Wine Trade Network, combines Avery Dennison's intelligent label solutions with Everledger's blockchain-based platform. It marks the first expansion of Avery Dennison's Janela™ Smart Products Platform outside of apparel and footwear, and will be exclusively powered by Everledger in the wine segment.

The platform will provide embedded proof of provenance to support enhanced trust and consumer interaction with their wine purchases, a product susceptible to counterfeiting.

Powered by Near Field Communication (NFC) technology, the highly-secured, non-copy and tamper-resistant inlays are adhered to the specific bottle labels, giving each bottle a unique digital identity and enabling chain-of-custody data to be captured throughout the supply chain through the supporting blockchain technology.



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From there, the authenticated provenance of the wines is tracked, enabling consumers to discover the lifetime journey of their wine - from grape to bottle - giving them confidence in its authenticity and creating a connection to the overall brand story.

“Over the past few years, companies have continued to see a rise in counterfeit wine and spirits being sold,” said Mariana Rodriguez, Marketing Director - Intelligent Labels Avery Dennison.

“According to the International Center for Alcohol Policies, 30% of alcohol consumed worldwide is counterfeit, Avery Dennison intelligent label solutions provide an opportunity to bring new technologies together for brands and consumers to feel confident about the product being purchased and consumed.”

Scott Austin, Everledger Senior Executive Vice President, Americas said, “Our pioneering work in digital provenance has advanced industries, notably diamonds and colored gemstones, through greater transparency, efficiencies, collaboration and trust. We are pleased to have the opportunity to further establish our work in the wine industry with this innovative joint solution, bringing the full benefits of blockchain directly to the consumers.”

“Combining blockchain with NFC technology to permanently secure the provenance of wines further provides added confidence in the provenance data captured and tracked through our platform. From there, the value and reputation of the wines from producer to consumer is protected, enhancing trust and confidence in the authenticity and value of their purchase.”

Steve Schepman, President Wine Trade Network says, “Wine Trade Network is launching our Appellation Earth wine brand with NFC and blockchain technologies and is pleased to be the first in the U.S. wine market to launch on the Janela Smart Products platform, powered by Everledger.”

“We are keen to be part of the collaboration in starting the innovative use of intelligent labeling while addressing the problem of counterfeit wine consumption. Appellation Earth is authenticated as a Blend of Napa Valley Merlot, Cabernet Sauvignon, Zinfandel, & Petite Syrah.”

Avery Dennison and Everledger aim to roll-out this provenance tracking solution industry-wide in 2019. To learn more about this solution or contact the team, visit label.averydennison.com/intelligentlabel

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About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and 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 2017 were \$6.6 billion.

About Everledger

Founded in 2015, Everledger is an independent global emerging technology enterprise. It is focused on creating and maintaining ecosystems of trust to address real-world challenges. Incorporating a rich forensic approach to identify and track assets, Everledger delivers the transparency and confidence needed to bring global stakeholders together.

First established in tracking diamond provenance, Everledger has become a global leader in digital provenance. Today, its platform is trusted by many industries including diamonds, coloured gemstones, jewellery, fine wine and art. Its achievements have been recognised through the significant industry partnerships forged and globally-respected awards won. For more information, visit everledger.io

About Wine Trade Network

Wine Trade Network is a wine producer based in Napa, CA which sources and produces wines from around the world. Visit www.wine.biz.

Appellation Earth wines are now available for purchase at selected wine stores.

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