VANCIVE MEDICAL TECHNOLOGIES™ ANNOUNCES BUSINESS SUPPORT PROGRAM FOR MEDICAL DEVICE CONVERTERS

DÜSSELDORF, GERMANY – November 14, 2012 – Vancive Medical Technologies™, formerly Avery Dennison Medical Solutions, has introduced a business support program for medical device converters at MEDICA 2012, the World Forum for Medicine International Trade Fair. The new Converter Benefit Program offers converters in the temporary adherent medical device sector access to a diverse range of differentiated products.

The initiative supports qualified converters with wide-ranging resources, including expert technical support, marketing resources and financial incentives. Vancive managers are available to discuss the program at MEDICA Hall 06, Stand H07.

“The program strengthens our relationships with converter partners and is structured so we both have opportunities to grow our business,” says Barbara Van Rymenam, Vancive Medical Technologies global market segment manager. “Our innovative solutions give our program partners a pipeline of new product offerings.”

Products for Converters
All program participants gain access to the latest products for wound care, surgical, ostomy and electromedical applications.

- **Wound care** solutions include skin-friendly acrylic and hydrocolloid adhesives that offer high moisture vapor transmission and conformability.
- **Surgical** products consist of incise films, OP strips and bordering and fixation tapes.
- **Ostomy** products include foams, nonwovens and specially developed hydrocolloids.
- **Electromedical** products comprise foams, films and nonwoven materials designed for mounting medical devices onto the skin.
Technical and Marketing Resources
The Converter Benefit Program offers a host of resources: The Vancive Medical Technologies team is available to help converters address engineering and production challenges. Product specialists conduct full-day training sessions at the converter's site, and host online seminars. An online product finder allows converters to identify the right products for each application.

Vancive Medical Technologies supplies program participants with product samples that enable converters to create prototypes on short notice for their customers. Participants receive promotional materials to assist with marketing campaigns. Top-tier participants can also benefit from business briefings tailored to their specific market sectors.

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About Vancive Medical Technologies
Vancive Medical Technologies makes inspired advances that lead to intelligent results. The business uses the most advanced adhesive and material technologies to create products that make healthcare easier for everyone. Vancive Medical Technologies is an Avery Dennison business headquartered in Chicago, Illinois. For more information, visit vancive.averydennison.com.

About Avery Dennison
Avery Dennison (NYSE:AVY) is a global leader in labeling and packaging materials and solutions. The company’s applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and 30,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Pasadena, California, the company reported sales from continuing operations of $6 billion in 2011. Learn more at www.averydennison.com.

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Vancive Medical Technologies is a global leader in adhesive technologies for medical applications, including surgical, wound care, ostomy and electromedical. (Photo courtesy of Vancive Medical Technologies.)