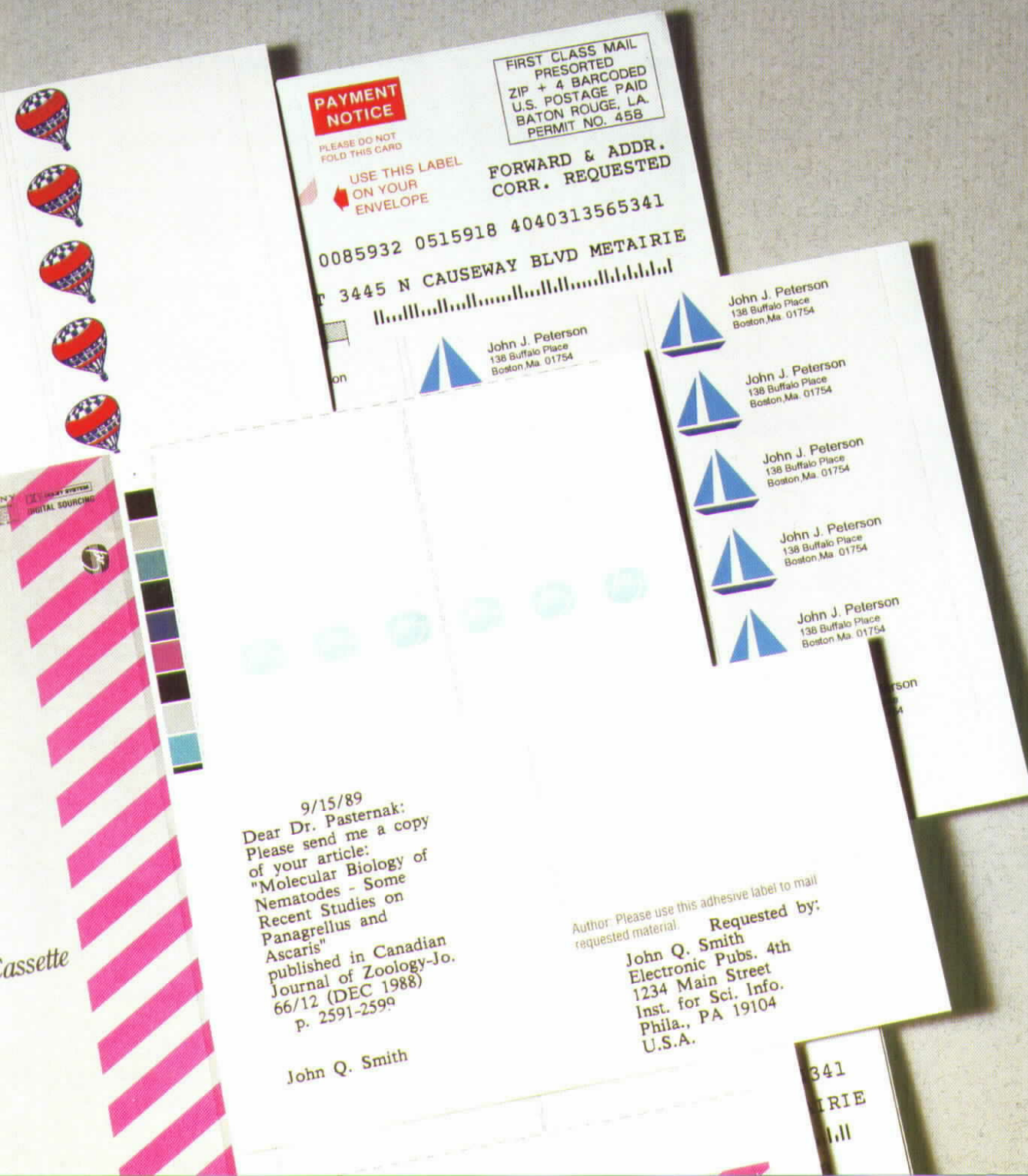


**Label solutions
designed to meet
your fulfillment and
promotional requirements.**



DIRECT MAIL

Product Benefits

- ❑ Contamination free product that runs clean, protecting your investment. Adhesive-free perimeter eliminates adhesive ooze and safeguards vital printer components.
- ❑ Customized application solutions to fit a wide range of your specific laser printing needs.
- ❑ Active involvement and partnership with major laser printer manufacturers - prequalifying at that level rather than at the customer level.
- ❑ Precise application of adhesive on any part of a form.
- ❑ Whiter, brighter sheets for superior scanning.
- ❑ Enhanced toner anchorage for improved image sharpness.
- ❑ Immediate access to a broad range of label materials and adhesives for meeting your special application needs and printer requirements.

Service Advantages

- ❑ Quickest order-to-delivery service in the industry.
- ❑ Personal Sales Service Associates, dedicated to knowing and meeting your needs, are only a toll-free call away.
- ❑ Knowledgeable application engineers are at your call, at no cost to you, for assistance in complex projects.
- ❑ Commitment to total quality using SPC statistical process controls.
- ❑ Product guarantees with hassle-free satisfaction.
- ❑ Shipping flexibility to meet your requirements.

The Information Systems Approach to Application Solutions

When it comes to pressure sensitive materials and custom label applications, Avery Dennison and its Information Systems Division is the leader... a manufacturer with worldwide resources and expertise that are readily accessible to our customers. We're proud of our outstanding track record, developing cut sheet and continuous solutions for our customers' challenges.

One reason for that leadership is clear... attitude. We don't think of ourselves merely as label printers. We are problem solvers. Our team of highly trained professional sales and technical specialists work with our customers to identify specific application needs and create solutions that meet your requirements on time and on budget.

Another reason is experience. We developed the first pressure sensitive laser label and have produced more than one billion sheets for sheet fed printers. Our short product development cycle makes us the leader in the cut sheet laser label marketplace.

Direct Mail Programs

In the field of direct mail, we develop programs that:

- ❑ Improve response rates through innovative label design.
- ❑ Reinforce and enhance your image through reliable, high quality printing.
- ❑ Cut downtime with our service and product reliability.

If you're looking for better control of all phases of your direct mail operation, you don't want just any labels. You want solutions. You want the Information Systems Division of Avery Dennison.

For more information, call today.

1-816-561-1200
1-800-821-2177

Miller Bevco
2855 Southwest Blvd.
Kansas City, MO 64108
Ph: 816-561-1200 Fax: 816-561-8595

