



**News Release**

**Stock Symbol: TSX – CCL.A and CCL.B**

**CCL INDUSTRIES COMPLETES AVERY DENNISON LABEL  
CONVERTING & CONSUMER PRODUCTS ACQUISITION AND  
ANNOUNCES LEADERSHIP & SEGMENT REPORTING  
STRUCTURE**

**Toronto, July 1, 2013** – CCL Industries Inc. (“CCL”), a world leader in specialty label and packaging solutions for global corporations, small businesses and consumers confirmed today that it has completed the acquisition of Avery Dennison's Office & Consumer Products (“OCP”) and Designed & Engineered Solutions (“DES”) businesses previously announced on January 30, 2013, for a debt-free cash purchase price of US\$500 million subject to customary post-closing adjustments to be finalized during the third quarter.

The OCP business will cease to use its former Avery Dennison divisional identity and trade with immediate effect simply as “Avery” becoming a publicly reportable operating segment of CCL, with effect from the third quarter of 2013.

The Company announced that it is appointing Jim Sellors as President of Avery North America with immediate effect. Mr. Sellors is a long-term CCL leader most recently serving as Group Vice President of the North American and Australian Healthcare & Specialty label business. Prior to CCL, he spent several years in the United States in Marketing & Product Development at Newell Rubbermaid. Mark Cooper has been appointed Vice President & Managing Director for Avery in Europe and Asia Pacific and will join CCL in August from Bong AB, a leading European supplier of envelopes. Mr. Cooper previously spent more than 20 years at Avery Dennison predominantly in their OCP sector in both Europe and the United States.

CCL Industries employs approximately 9,800 people and operates 87 production facilities in 25 countries on 5 continents with corporate offices in Toronto, Canada, and Framingham, Massachusetts. CCL Label is the world's largest converter of pressure sensitive and film materials for a wide range of decorative, instructional and functional applications for large global customers in the consumer packaging, healthcare, automotive and consumer durables markets. Extruded plastic tubes, folded instructional leaflets, precision printed & die cut metal components with LED displays and other complementary products and services are sold in parallel to specific end use markets. Avery is the world's largest supplier of labels, specialty converted media and software solutions to enable short run digital printing in businesses and homes alongside complementary office products sold through distributors and mass market retailers. CCL Container is a leading producer of impact extruded aluminum aerosol cans and bottles for consumer packaged goods customers in the United States, Canada and Mexico.

For more details on CCL, visit the website - [www.cclind.com](http://www.cclind.com)