



## **PRESS RELEASE**

**March 2015**

### **Nilles Acquisition Presents Exciting Expansion Opportunity for Avery**

It was recently announced that Avery's parent company CCL Industries Inc. ("CCL"), had acquired Druckerei Nilles GmbH and its related subsidiaries ("Nilles"), a private company located in the heart of the German wine producing region on the River Mosel. In addition to its wine label business, Nilles enables European customers to purchase custom designed roll labels online - using proprietary e-commerce software and digital printing.

The e-commerce initiative continues to be headed by James Nilles and is now a new business unit of Avery Europe led by Mark Cooper, Vice President & Managing Director. For both Nilles and Avery, this presents an opportunity to extend their label expertise into higher volume production and new markets. Avery's Mark Cooper commented: "We are delighted that Nilles are now a part of the Avery family, it's an exciting opportunity for all concerned. Nilles is an established business with an excellent reputation and it makes a lot of sense to connect their expertise with Avery's to enable growth and expansion into new markets."

As the world's largest label supplier, Avery consumers and small business customers currently have the option to either print labels and cards using free online design tools to their own desk top printers, or to have them professionally produced and shipped directly from Avery. The Nilles e-commerce platform offers a similar online service for higher volume customers with more complex label needs on a roll, in special sizes and materials. Their customer base typically includes breweries, cosmetic brands and other product manufacturers.

Avery's Mark Cooper continued: "By bringing the Nilles e-commerce service and the Avery offering together we have the opportunity to meet the labelling needs of a range of different markets, from home and office users right through to larger businesses with complex merchandising requirements. Together with our specialist online design software and e-

commerce tools, we see this as the next step towards offering the most comprehensive range of labelling, packaging and branding options to suit a wide variety of business needs.”

Globally, the expectation is that both of these new capabilities will be available on a world-wide basis using either the Avery brand or one of the many domain names owned by Nilles, which include [www.label.co.uk](http://www.label.co.uk) and [www.etikett.de](http://www.etikett.de).

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.

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**Editors Notes:** Avery, a subsidiary of CCL Industries Inc. (“CCL”), 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 Industries employs approximately 10,200 people and operates 97 production facilities in 28 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 extruded 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 & laminated 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. 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.

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