



PRESS RELEASE

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Labels and price labelling: Avery and METO join sales and distribution

New distribution and sales of METO products give Avery a complete range in labels, price labelling and communication products for the retail trade, industry and other businesses. The merging of the two brands means better service and greater benefits for customers.

A changed Nordic distribution structure for METO products means that Avery Nordic expands its range with METO's well-known EAGLE price and date hand labelers, TURN-O-MATIC queue numbering system and other parts of METO's product range.

Avery is the world's leading producer of product solutions in printable labels, paper and business card products, and together with the METO range, Avery Nordic now boasts the market's strongest brands in labels, price labelling and communication products for the retail trade, businesses and industry.

METO International GmbH and Avery Nordic are part of the same parent company, CCL Label Industries Inc. This provides a solid foundation and opens up opportunities for economies of scale to the benefit of the company's customers, as the change will provide better synergies in the ordering process, sales, customer service and marketing support. Avery Nordic has a head office in Køge, Denmark and covers sales and marketing in the Nordics.

METO DISCOVERED PRICE HAND LABELER (GUN)

For decades, METO has led the way with new ideas and innovative solutions for the retail segment, and has developed promotional solutions that have, over time, become an integrated part of standard solutions in retail trade. For example, it was METO that discovered the first hand-held price and date hand labeler (gun) and labels with curved edges for unlimited price labelling and coding of products and units.

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METO still sells price and date hand labeler and associated labels, but also sells products for controlling customer flow with professional queue number systems, shelf optimisation (such as electronic shelf signs), design of sales areas and premises (such as signage) and name tags for employees.

AVERY HAS LABELS FOR ALL PURPOSES

Avery is one of the world's leading manufacturers of printable label solutions, whether you need an address label, removable label, a strong, long-lasting label, a seal label or something else.

The main product is die-cut labels on A4 sheets for laser printers, colour laser printers and inkjet printers. The labels are designed and printed using Avery's free online software, which allows you to quickly and easily adapt, design and print labels, business cards, signs and name tags as required. The range is aimed at both business and private customers.

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METO®
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