



AVERY DENNISON AND SUMMA AMERICA JOIN EFFORTS TO BRING TRAFFIC SIGNAGE FINISHING TO A HIGHER LEVEL

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Avery Dennison and Summa America join efforts to bring Traffic Signage finishing to a higher level.

Avery Dennison Reflective Solutions, manufacturer of prismatic retroreflective sheeting for highway and street safety solutions, launches a TrafficJet™/F1612 bundle with Summa America, a division of Summa nv, manufacturer of professional finishing cutting equipment, for the finishing component to their TrafficJet™ Print System.

“This alliance with Avery Dennison and its integrated TrafficJet™ system is an important strategic relationship for Summa America”, says Barry Budwit, Vice President and General Manager of Summa America. “We are delighted that Avery Dennison decided on Summa’s F1612 as a finishing component to their TrafficJet™ system.

Scott N. Chapman, Senior Global Marketing Manager of Avery Dennison comments, “We are very excited about this cooperation with Summa America. The versatility of their F1612 flatbed cutting system ensures our printed and laminated high reflective substrates can be cut with unsurpassed precision and utmost ease. This expansion and ‘finishing touch’ of our offering will certainly help us to provide complete and solid print & cut solutions to our customers. We are looking forward to put this cooperation into practice and turn it into a productivity success story for our customers”.

Avery Dennison will showcase Summa’s F1612 in combination with their TrafficJet™ system during the ATSSA 2018 annual Convention & Traffic Expo in San Antonio, Texas, from the 28th until the 30th of January 2018; booth number 601.

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About Avery Dennison

Avery Dennison is a global leader in pressure-sensitive and functional materials, and labeling solutions for the retail apparel market. The company's applications and technologies are an integral part of products used in every major industry. With operations in more than 50 countries and more than 25,000 employees worldwide, Avery Dennison serves customers in the consumer packaging, graphical display, logistics, apparel, industrial and healthcare industries. Headquartered in Glendale, California, the company reported sales of \$6.1 billion in 2016. Learn more at www.averydennison.com.

About Summa

With more than 30 years of experience building cutting plotters, Summa delivers highly reliable and accurate products for the sign making, packaging, labeling, vehicle wrap, and outdoor advertising industries. Summa's global headquarters is located in Gistel, Belgium. Summa America is located in Beverly, U.S.A. Summa America can be reached by calling 978-522-4606 or at www.SummaAmerica.com.

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