

# Avery Dennison

## NAATBatt 2025



# Who We Are

Avery Dennison is a global materials science and digital identification solutions company that provides a wide range of branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and better connect brands and consumers.

Headquarters

**Mentor, Ohio,  
USA**

Employees worldwide

**~34,000**

Operations in more than

**50 countries**

Sales in 2023

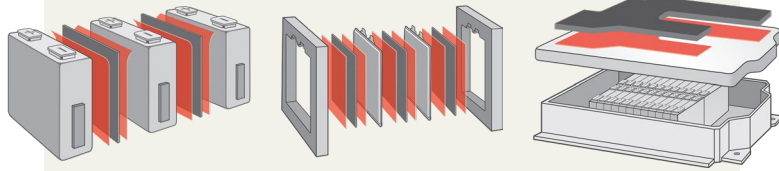
**\$8.4 billion**

Fortune rank as of the end of 2023

**421**

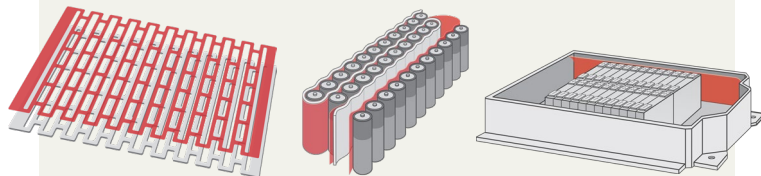
# Avery Dennison Solutions for EV Battery Design Challenges

## Bonding & Encapsulation

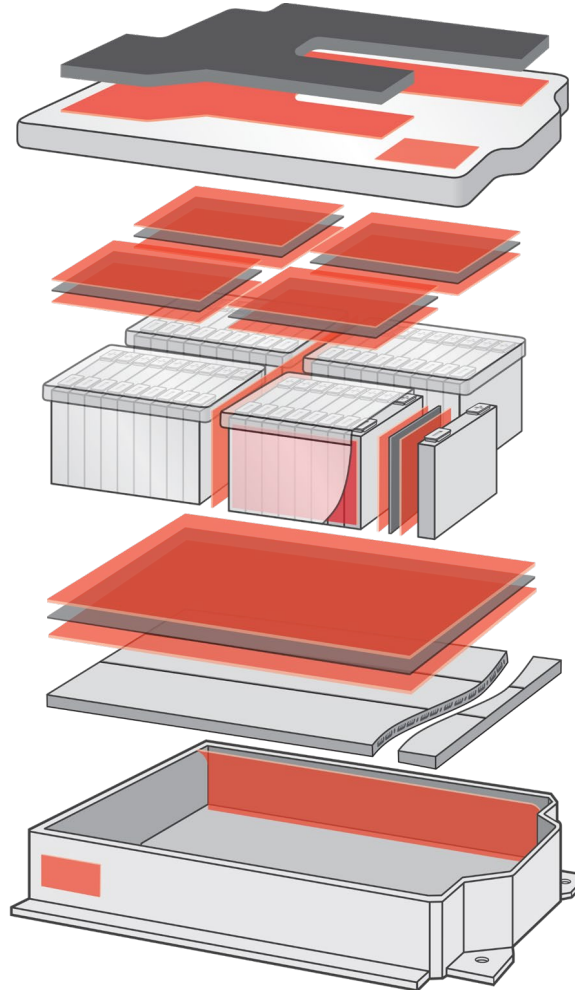


- Encapsulating TRB materials (aerogel, ceramic paper)
- Bonding mica, TRB into packs and modules
- Gasket and foam bonding

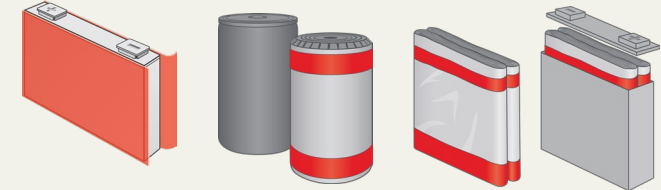
## Dielectric Insulation



Dielectric protection for packs, busbars, cooling components

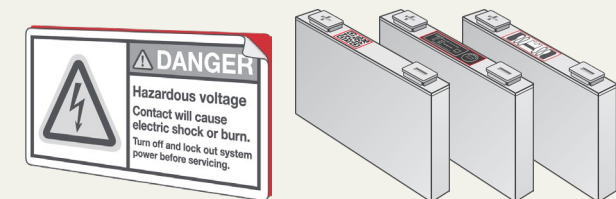


## Cell-Level Solutions



- Cell wrap dielectric protection
- Electrode fixation tape
- Jelly roll edge protection
- Composite Current Collector

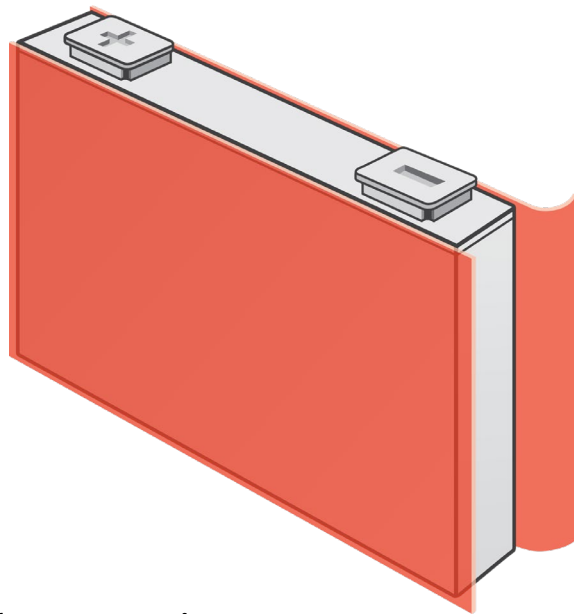
## Track & Trace



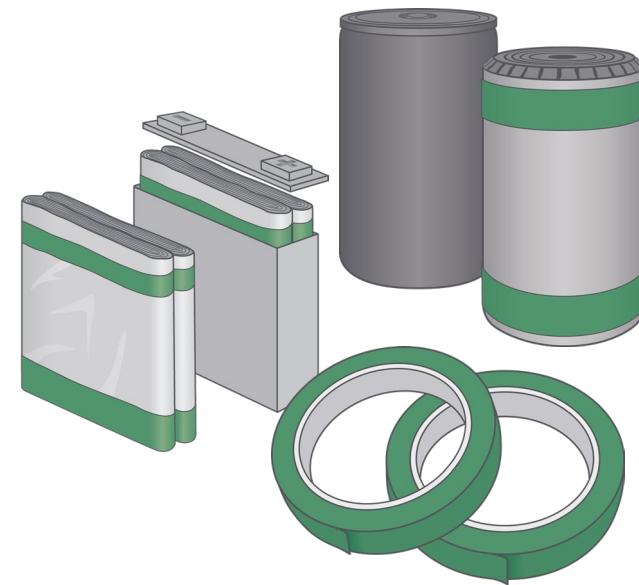
- Durable labels for eMobility components
- RFID inlays for tracking without line of sight

# Cell-level Solutions

- Made in USA (global production lines in Europe and China)
- Unrivaled production speeds
- One layer or two-layer solutions with different color
- Liner recycling programs available



**Cell Wrapping**



**Electrode Fixing Tape**

# New Copper Composite Current Collector

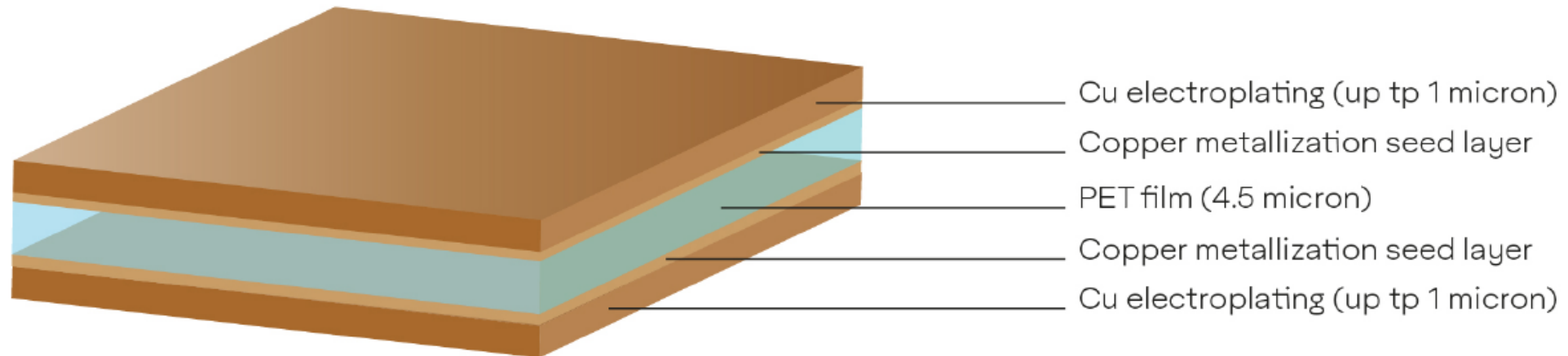
PET film with a highly conductive layer of metallized copper coating to deliver high conductivity and serve as an anode current collector.

## Avantages vs Copper Foil:

**Reduce mass** - Saves up to 30 lbs per vehicle

**Economical** - Proprietary high speed production

**Supply Chain Stability** - Less reliant on volatile metal commodity indexes



# For more information:



## Avery Dennison Performance Tapes

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[Avery Dennison Performance Tapes](#)



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