**FOR IMMEDIATE RELEASE**

**November 8, 2022**

**Media Contact:**

Jeff Donaldson

412.347.8039

[Jeff.Donaldson@bld-marketing.com](mailto:Jeff.Donaldson@bld-marketing.com)

**Photos:** <https://bldpressroom.com/vsc/avery-dennison-new-member>

**Avery Dennison Named as Newest Member of   
Vinyl Sustainability Council**

*Packaging and Labeling Company Drives Sustainable Solutions*

**WASHINGTON, DC, November 8, 2022** – [The Vinyl Sustainability Council (VSC)](https://www.vinylinfo.org/vinyl-sustainability-council/), a self-funded business council advancing sustainability in the vinyl industry, has welcomed [Avery Dennison](https://www.averydennison.com/en/home.html) as the newest member of the council. VSC membership is reserved for organizations taking a leadership role to advance sustainability throughout the vinyl industry.

“Collaborating with leaders of different sectors within the vinyl industry is a driving factor in our success at the VSC, and we’re excited to see how Avery Dennison contributes to advancing our collective sustainability goals,” said Jay Thomas, VSC executive director. “Based on their expertise and their product array, Avery Dennison touches so many other industries. Their participation in our ongoing effort is welcome.”

Avery Dennison Corporation is a global materials science company specializing in the design and manufacturing of a wide variety of labeling and functional materials. The company’s products and solutions include pressure-sensitive materials for labels and graphic applications, tapes, and other bonding solutions for industrial, medical, and retail applications. Products also include tags, labels, and embellishments for apparel; and radio frequency identification (RFID) solutions serving retail, apparel, and other markets. Avery Dennison employs approximately 36,000 people in more than 50 countries.

“Joining the VSC provides us with a great opportunity to drive more ecosystem engagement. We're looking forward to gaining a better understanding of what drivers impact sustainable change for PVC, and how that impacts our graphic materials industry.” said Cassandra Yu, Segment Development Manager at Avery Dennison Graphics. “We are looking forward to learning ways we can leverage, and advance material change through innovation and service development.”

For more information, visit [www.averydennison.com](http://www.averydennison.com) or [graphics.averydennison.com](https://graphics.averydennison.com/en/home.html).

###

**About the Vinyl Sustainability Council**

The Vinyl Sustainability Council (VSC), founded in 2016 in partnership with the Vinyl Institute, is a collaborative platform for companies, organizations, and other industry stakeholders to come together to advance the U.S. vinyl industry’s contribution to sustainable development. Through its +Vantage Vinyl® verification program, the VSC aims to drive continuous improvement across all three aspects of sustainability – environmental, social, and economic performance. For more information, please visit <https://vantagevinyl.com/>.