



Medical  
Solutions



---

## MBK TAPE SOLUTIONS PARTNERS WITH AVERY DENNISON MEDICAL SOLUTIONS AS PART OF CONVERTER BENEFIT PROGRAM

---

Membership provides access to a broad range of products for medical devices to address diverse customer needs

**MBK Tape Solution, Chatsworth, CA – May 15, 2012** – MBK Tape Solutions today announced its partnership with [Avery Dennison Medical Solutions](#), a division of [Avery Dennison Corporation](#) (NYSE: AVY) and a global leader in adhesive technologies for medical applications, as part of the Avery Dennison Medical Solutions Converter Benefit Program. The program combines the unique capabilities of a global network of specialized medical device converters with Avery Dennison Medical Solutions' expertise and diverse product range to deliver innovative customer solutions.

“Being part of the Converter Benefit Program gives us access to and opportunities to learn about the latest products and advancements in materials and manufacturing techniques. In turn, we're able to bring these advantages to our work with customers,” said Jeff Kaminski, President of MBK Tape Solutions.

Program members have access to standard Avery Dennison Medical Solutions products and technologies in the following applications:

- Surgical – Applications include incise film, OP strips, and bordering, fenestration and fixation tapes. Also available are technologies like Wetstick™, a patented

synthetic rubber adhesive that maintains adhesion to wet skin and drape material during surgery.

- Wound Care – Solutions for IV placement and acute and chronic wound care applications that require high moisture vapor transmission and conformability. Patented skin-friendly acrylic and hydrocolloid adhesives allow extended wear to support optimal healing conditions.
- Ostomy – Foams, nonwovens and an extensive range of specially developed hydrocolloids, combined with proven adhesive technologies that provide excellent seal and securement.
- Electromedical – Foams, films and nonwoven materials designed for mounting devices onto the skin, conform to most body surfaces with exceptional adhesion. In addition to our conductive gel-resistant adhesives, the range features products that are printable and made for easy conversion.

“The Converter Benefit Program is designed to strengthen our relationships with key converters worldwide,” said Colleen Ward, global director of marketing, Avery Dennison Medical Solutions. “By offering access to our diverse range of products, expert knowledge, sales resources and incentives, the program allows us to enhance our ability to meet diverse customer needs, while helping our members grow and increase their competitive edge.”

To learn more about the Avery Dennison Medical Solutions Converter Benefit Program, visit [www.mbktape.com](http://www.mbktape.com) or [www.medical.averydennison.com/Converters](http://www.medical.averydennison.com/Converters).

###

#### **About Avery Dennison**

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. For more than 75 years the company has been a global leader in pressure-sensitive technology and materials, retail branding and information solutions, and organization and identification products for offices and consumers. A FORTUNE 500 company with sales of \$6.5 billion in 2010, Avery Dennison is based in

Pasadena, California and has employees in over 60 countries. For more information, visit [www.averydennison.com](http://www.averydennison.com).

**About MBK Tape Solutions**

MBK Tape Solutions manufactures, converts and distributes adhesive backed products throughout the world. For more information, call toll-free (888) 479-9707. For online users, visit [www.mbktape.com](http://www.mbktape.com) MBK Tape Solutions is headquartered in Chatsworth, CA 91311.

**Media Contacts:**

**MBK Tape Solutions**

Patti Kaminski  
818.998.1477  
[Pattik@mbktape.com](mailto:Pattik@mbktape.com)

**Avery Dennison Medical Solutions**

Kate Franco  
T: +1 312-629-4605  
[kate.franco@averydennison.com](mailto:kate.franco@averydennison.com)