

# ORUS

## One Roll Unique Service

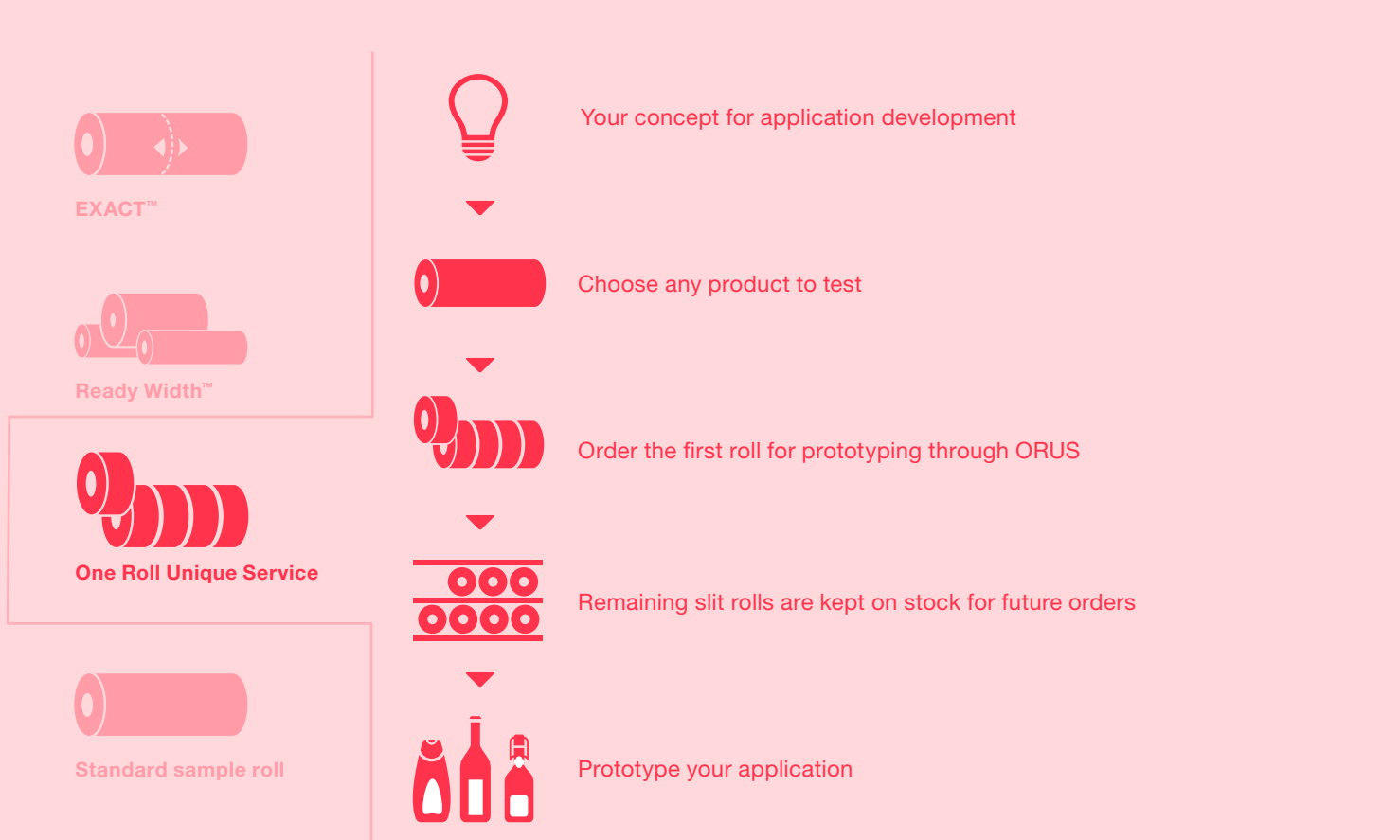
Your simple route to developing first-time applications

The all-new ORUS program offers European customers a unique resource for application development. Following its launch, label converters are now invited to request a single roll of any 1m products with any of Avery Dennison's adhesive technologies - whether it is an existing construction or a custom created solution\*.

Single rolls are already available for many of our products under the existing EXACT™ and Ready Width™ programs or as standard sample rolls, but ORUS, our one-roll program, takes things further.

Via the unique ORUS program, single rolls are available at widths of 200mm, 250mm or 333mm with a length of 1000 linear meters. A surcharge applies for the first roll taken from the 1m master roll. Remaining slit rolls are kept on stock for future orders when business comes to fruition though subject to availability.

\* Under certain conditions, for example products must be technically feasible, with suitable raw materials available.





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## Key Benefits

- ▶ New business opportunities
  - > Test new product combinations
  - > Create prototypes for customers
- ▶ Operational efficiency
  - > Reduce initial development costs
  - > Enter segments with low MOQs
- ▶ Improve inventory management
  - > Reduce inventory levels
  - > Enhance cost efficiency
- ▶ Boost sustainability
  - > Reduce handling, transport & CO<sub>2</sub> emissions
  - > Avoid waste from unused rolls

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## Options

Note that the new ORUS service is only part of our commitment to helping customers obtain single rolls for business development. Other choices include our EXACT™, Ready Width™ and standard sample rolls programs.

Contact your local sales representative for more details, or to order your first ORUS roll.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website [label.averydennison.eu](http://label.averydennison.eu) or contact your local Avery Dennison sales representative.

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