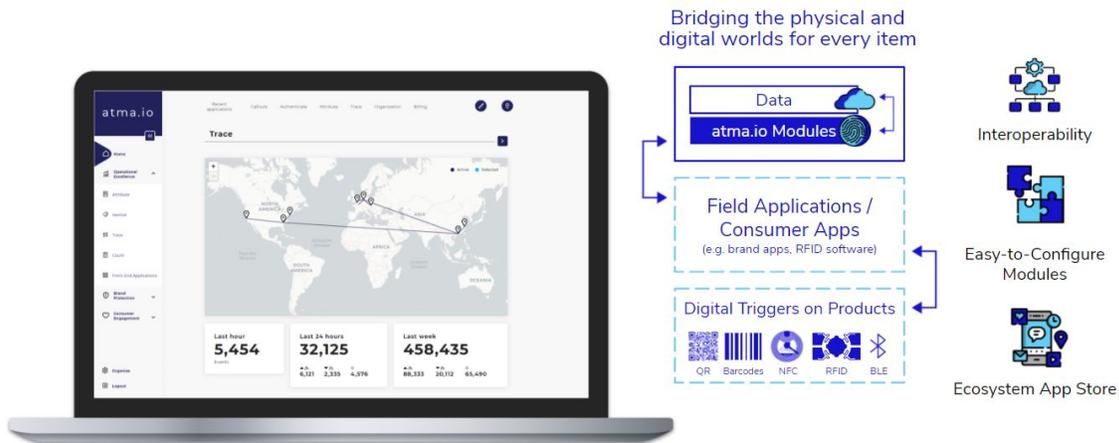


Introducing atma.io



atma.io, connected product cloud is a platform built on Azure that unlocks the power of connected products by assigning unique digital IDs to everyday items. atma.io provides unparalleled end-to-end transparency by tracking, storing, and managing all the events associated with each individual product — all the way from source to consumer and beyond, enabling circularity. Unlocking the power of connected products for any global industry from apparel to beauty, pharma, food and more — atma.io can be adapted to serve any vertical and create a new competitive advantage.



With its modular structure, atma.io takes an app store approach, enabling customers and partners to create limitless possibilities for organizations large and small. From brand protection to consumer engagement, operational excellence and sustainability, the atma.io connected product cloud offers the widest suite of use cases in the market and can be applied with ease at scale.

Flexible and agile, atma.io is “built on the shoulders of giants”, benefiting from Avery Dennison’s Fortune 500 global footprint, innovation, expertise and existing customer base. Combined with a deep knowledge of material sciences, Radio Frequency Identification (RFID) and digital ID technologies, Avery Dennison is now able to provide both the trigger and software platform: A smart “one-stop shop”, connecting the physical and the digital world through our suite of technologies and labeling products, to unlock the power of data for end-to-end visibility.

10B+

Items managed on
atma.io platform

50

New items added each
second to the platform