

## **Avery Dennison RFID Inlay Utilized in Meat Tagging Application for METRO Group's New Future Store**

*AD-222 inlays implemented to ensure quality management*

(Flowery Branch, GA) May 28, 2008 - Avery Dennison RFID, a leading RFID technology provider, has announced that METRO Group is using AD-222 inlays for a meat tracking pilot program at METRO Group's real, Future Store in Toenisvorst, Germany.

The AD-222 inlay will be used to tag the foam meat packing trays used in METRO's real, Future Store. The meat tagging application will help METRO better manage the flow of its perishable products, cut down on cost and save time on restocking.

"New technologies and concepts are key to meeting our customer's changing demands now and in the future", said Dr. Gerd Wolfram, Managing Director of MGI METRO Group Information Technology. "Radio Frequency Identification (RFID) has a key role to play in quality management for fresh food. This automatic product identification technology will contribute to product quality and efficiency in our stores."

The European Avery Dennison RFID team worked to develop a solution, including a feasibility study and the tag design. The RFID tags will be applied to the foam meat packing tray and one of the particular challenges was to meet safety requirements for labeling food. Avery Dennison RFID worked together with Fasson® Roll Materials Europe, a division of Avery Dennison, to provide S-2000N food contact compliant adhesive. The RFID tags are readable when stacked in the freezer and meet METRO Group's food labeling safety requirements.

"METRO Group's continued commitment to implementing RFID demonstrates to other retailers that RFID technology has real operational benefits by improving efficiency and lowering costs," said Robert Cornick, vice president and general manager at Avery Dennison RFID. "The AD-222 meets METRO Group's high performance standards and our proprietary high volume manufacturing process ensures uninterrupted supply."

### **About METRO Group**

METRO Group is one of the most important international retailing companies. In 2007 the group reached sales of about €64 billion. The company has a headcount of some 280,000 employees and operates over 2,200 outlets in 31 countries. The operating business is performed by the sales brands which operate independently in the market: Metro/Makro Cash & Carry – world market leader in cash & carry wholesale – Real hypermarkets, Media Markt and Saturn – market leader in consumer electronics centers in Europe – and Galeria Kaufhof department stores.