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**For Immediate Release**

## **New Consumer Insights Backed by In-store Solutions Help Retailers Heat Up Summer Sales**

Munich, Germany—13th July, 2010— Retailers and brand owners across Europe looking for a bumper 2010 summer sales season have a valuable new marketing tool in a survey commissioned by Avery Dennison, the global solutions leader throughout the apparel retail supply chain. The survey, completed in partnership with TNS, provides retailers with insights on consumer buying patterns and decision-making processes when sales are taking place.

Results show that over three quarters of consumers surveyed wait for the sales before purchasing the clothes they need and a similar percentage say they spend at least a third of their annual clothing expenditure during the sales period. The survey highlights that consumers rarely set a budget for their shopping trips to the sales and 8 out of 10 shoppers make unplanned purchases if they think they have found a good deal. As a result, retailers need efficient markdown and labelling systems in place during busy sales periods to enable store assistants to concentrate on customer service and maximising sales potential.

“In the current economic climate, sales periods have become an increasingly important way for retailers to achieve revenue and profitability targets,” says Christophe Lopez, marketing director, EMEA Avery Dennison Retail Information Services. “This survey confirms how Avery Dennison in-store pricing solutions can significantly impact

consumers' buying decisions, resulting in increased sales and improved customer satisfaction.”

The sales period is an especially busy time in retail and waiting time at the checkout is an important factor for consumers. According to the survey, 72% of shoppers said they had previously been in a situation where, although they wanted to buy an item, they had left without their purchases due to the length of the queue at the till. Christophe Lopez explains how retailers can speed up checkout time by having garments tagged at manufacturing source with EAS (Electronic Article Surveillance) tickets. “Avery Dennison can integrate EAS into tags and labels so the garments arrive floor-ready at the store. The tag is automatically de-activated at the checkout. This helps eliminate the bottleneck for removing hard tags at Point of Sale and allows sales staff more time to interface with the customer.”

In addition, easy-to-understand pricing can also positively impact a customer's purchasing behaviour. 88% of shoppers prefer to see both the final price and original price displayed on the label, reflecting the need for retailers to implement a complete labelling system that maximises information for the consumer.

The survey also found that poor labelling can significantly reduce sales. When items are marked only with original price and percentage discount, most consumers calculate the final price mentally, which left the majority of customers surveyed with a negative feeling about their overall shopping experience.

In fact, around 37% of consumers decided not to buy an item when they had difficulty estimating the final sale price, resulting in lost sales for retailers. 90% of consumers want to know the original price, the discount and the final price. The survey respondents agreed that easy-to-read labels containing all three prices help them make a purchasing decision and successfully maintain the image of the brand.

“The survey information helps us provide fully-optimised systems for our clients that accelerate their performance and elevate their brand,” says Lopez. “It enables us to create unique in store-pricing solutions to meet the specific needs of each retail partner, as well as reduce their operational costs and maximise their sales opportunities.

“Challenges associated with summer sales embrace a broad range of issues,” Lopez adds. “For example, as stores fill with shoppers, a greater quantity of goods is sold, so there is a greater need for good inventory management and fast stock replenishment. Item-level RFID solutions can come into play to manage larger than usual movements of goods. Ultimately, managing retail operations during sale season calls for the wide range of in-store and information solutions provided by Avery Dennison.”

*The survey conducted in June 2010 by TNS in conjunction with Avery Dennison Retail Information Services sampled more than 1,500 consumers from the UK, Spain and France. To request a copy of the study please visit:*

*<http://www.monarch.averydennison.com/emea/contact/white-paper-contact.asp>*

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**About Avery Dennison:**

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. For 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 billion in 2009, 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). For more information on in-store printing and labelling solutions from Avery Dennison, please visit: [www.monarch.averydennison.com](http://www.monarch.averydennison.com)

**About TNS:**

TNS is the world’s largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Business and Services, Technology, Media, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specialising in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across

more than 75 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.

### **Media Relations Contact:**

Mulberry Marketing Communications

+44 (0) 207 928 7676

Consumer survey conducted by Avery Dennison and TNS in June 2010

Sample size: 1,500

Countries: UK (511), Spain (509) and France (501)

Women: 69%

Men: 31%

Ages: 18 to 35: 49.2% / 36 to 55: 50.8%

Confidence interval: 95.5% - error 4.47%

- Findings:
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- 76% of shoppers plan to make their apparel purchases during sales periods.
- Consumers estimate they will spend at least one-third of their annual clothing expenditure during the sales periods.
- 76% of consumers do not set a budget for their sales period shopping.
- 78% end up buying items that they hadn't planned to purchase if they consider it a good saving.
- 75% agreed that professionally printed price labels least detract from the store or clothing brand.
- 88% of respondents had encountered a mismarked item, and of those 63% insisted upon paying the lower price mistakenly marked on the label. This frustrates the majority (85%) of shoppers and detracts from the retailer's brand - 22% of the sample would not return to a store if labels are continually incorrect.
- 25% of shoppers questioned said they had bought more than planned due to the influence of a shop assistant.
- When items are marked only with original price and percentage discount most consumers (88%) calculate the final price mentally (84% in France, 73% in UK, 70% in Spain). However, this has a negative impact on the overall shopping experience, with 75% in France, 70% in UK and 95% in Spain feeling frustrated about having to do this themselves.
- 37% of consumers (29% in the UK) have decided not to buy an item when they had difficulty estimating the final sale price, resulting in lost sales for retailers.
- 90% of consumers say a label with the original price, the discount and the final price clearly and cleanly printed helps them decide best.
- 77% people regard tidy shops – right product at the right place- a key component to a better shopping experience.