

NEWS RELEASE

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Media Contact:
media@general-data.com

General Data Joins The Avery Dennison AD Link Partner Program

Strategic Partnership Enhances RFID and Intelligent Labeling Capabilities for General Data Customers.

CINCINNATI – March 9, 2026 – General Data Company, Inc. (<https://www.general-data.com>), a leading manufacturer, coater and provider of products and solutions for labeling, barcoding, RFID, data management and equipment service, has announced its acceptance into Avery Dennison's AD Link Partner Program. This collaboration with Avery Dennison, a global leader in materials science and digital identification solutions, positions General Data to deliver enhanced, next-generation RFID labeling and identification technologies to its customers.

The AD Link Partner Program, offered through Avery Dennison's Label and Packaging Materials division, supports select partners with specialized training, access to cutting-edge resources, industry expertise, and collaborative opportunities. The program is particularly focused on advancing RFID and intelligent label solutions, enabling partners to expand capabilities in smart tracking, inventory management, and sustainable materials.

"This partnership is a significant step forward for General Data," said Peter Wenzel, President/CEO of General Data. "Joining the AD Link Partner Program aligns perfectly with our mission to empower businesses with tools that streamline operations, improve process visibility, and drive efficiency. With Avery Dennison's world-class innovations in RFID and digital identification, we can now offer even more robust, reliable RFID solutions to meet the evolving needs of our clients."

For General Data, the partnership provides exclusive access to Avery Dennison's advanced inlay technologies, technical support, and training programs. This will accelerate the company's growth in RFID label production—building on its recent investment in a new RFID press—and strengthen its offerings in high-performance labeling for demanding environments like healthcare labs and office document management.

"We are thrilled to welcome General Data Company to the AD Link Partner Program," said JD Coult, Sales Director, Avery Dennison Label and Packaging Materials. "Their focus on industrial manufacturing and logistics operations makes them an ideal partner to expand the reach of intelligent labeling solutions."

General Data invites customers, partners, and industry stakeholders to learn more about how this partnership can transform their operations. Contact the General Data team at talktous@general-data.com, or visit www.general-data.com for details.

About General Data Company, Inc.

Headquartered in Cincinnati, Ohio, USA, General Data Company, Inc. (<https://www.general-data.com>) is a leading innovator and provider of labeling, coating, identification, printing, tracking and equipment service solutions. General Data's products, services and solutions enable organizations to improve efficiencies, enhance productivity, reduce costs and better serve their customers. General Data has manufacturing, sales and service locations throughout the U.S.

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About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides a wide range of branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, and better connect brands and consumers. The company's products and solutions include labeling and functional materials, radio-frequency identification (RFID) inlays and tags, software applications that connect the physical and digital, and a variety of products and solutions that enhance branded packaging and carry or display information that improves customer experience. Serving industries worldwide—including home and personal care, apparel, general retail, e-commerce, logistics, food and grocery, pharmaceuticals, and automotive—Avery Dennison is Making Possible™ products and solutions that help advance the industries it serves. Headquartered in Mentor, Ohio, the company reported sales of \$8.4 billion in 2024. Learn more at www.averydennison.com.

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