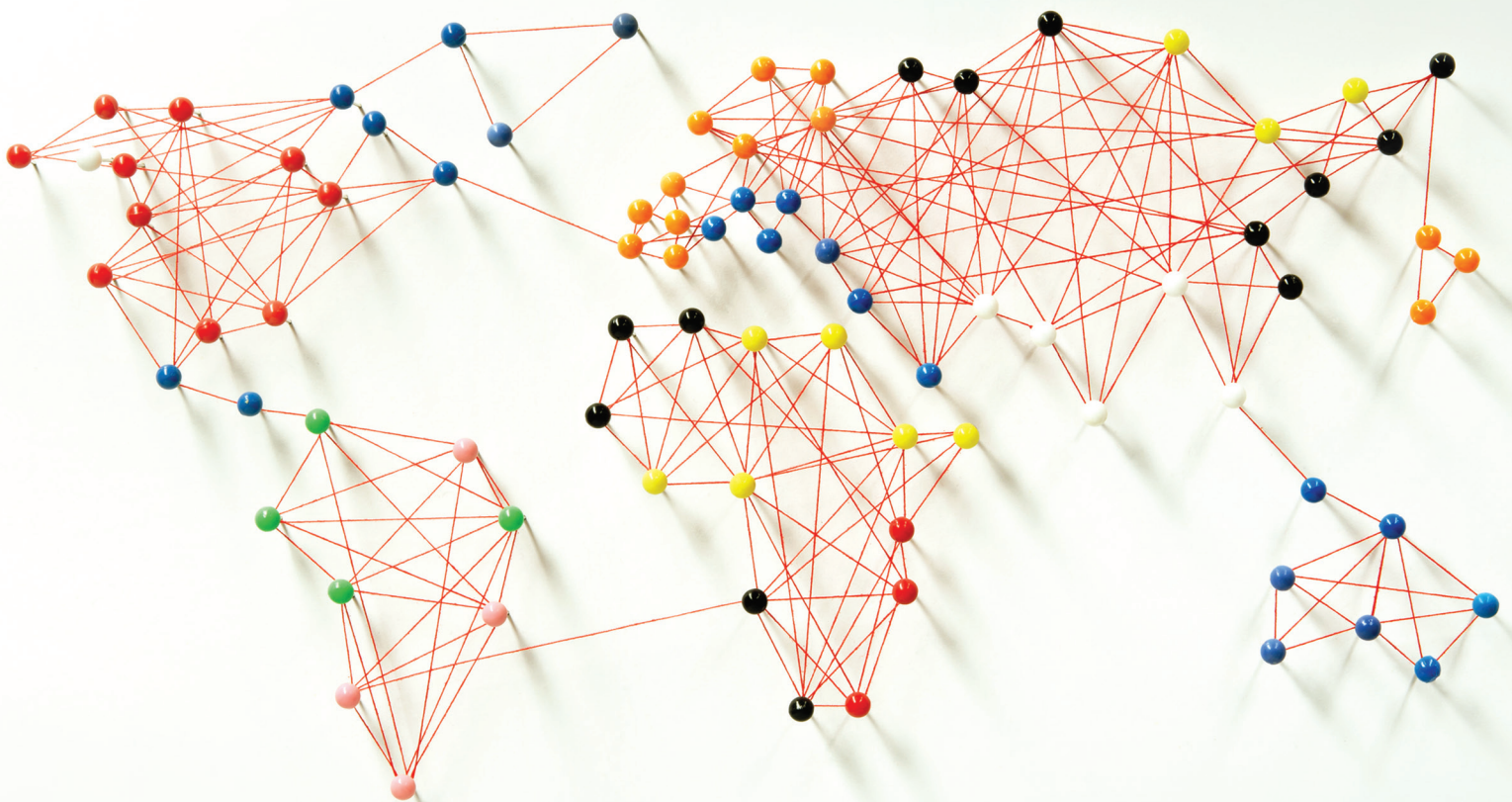


march 2015



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CCL Industries Releases New Visual Identity

New branding standards ensure a clear, consistent identity for CCL



About the new CCL identity...a word from the designers:

Chermayeff & Geismar & Haviv is a graphic design firm that has been around since 1957, run independently by its partners Ivan Chermayeff, Tom Geismar, and Sagi Haviv. In the spring of 2014, we undertook the assignment to create a coordinated, modern visual identity for CCL. When approaching a trademark development task, our goal is always to design a conceptually appropriate, visually distinctive identity that will be flexible enough to work in every platform in which it will appear, and that can last for many years.

In the initial audit and research phase, we worked closely with Geoff Martin at CCL, interviewing key personnel such as Guenther Birkner, Ben Rubino, Johnny Smith, Kamilla Vaerverskov, Eric Frantz, Andy Iseli, Luis Jocionis, Peter Fleissner, John Dawson, and Don Lang. We also reviewed existing communications, such as publications, labels,

catalogs, and other materials to understand the audiences for the identity and where CCL is headed in the future.

We then spent some months exploring a range of conceptual design directions, and testing them to see how they function across a range of communications materials. We presented the most promising alternative design concepts in the context of typical materials, along with our recommendations for a branding system. The last step was the creation of a comprehensive styleguide to help CCL employees throughout the world implement the new identity.

The new CCL logo features a circle and a square overlapping with geometric precision, evoking the global nature of the brand and the idea of a label. The blue shape created by the overlap is a nod to the historic CCL logo. The "CCL" is rendered in a strong type style and placed to the left of the symbol, to emphasize the brand's well-recognized name.



Introducing...CCL Label Switzerland

Swiss label factory joins CCL family

ccl label news



CCL Label AG, Switzerland, was founded as Bandfix AG in 1954 in the city of Zurich. Its core business was the distribution of tesa® brand articles (primarily self-adhesive tapes). Soon after, a first letter press was purchased in order to print on tape, and in 1962 was first used to produce pressure sensitive labels. From these beginnings, the company has been able to adapt to changing market requirements and develop outstanding label solutions.

In 1975, Switzerland's first narrow web offset print press was installed in the facility, followed by combination machines for inline letter press, screen printing and hot foil embossing. At this juncture, the company was the leading producer of self-adhesive labels in the country. Space for production soon became too small, and in 1984 the company moved to its present location in Bergdietikon on the outskirts of Zurich.

The new factory made possible a significant increase in production and allowed the business to expand its range into the area of high-quality label designs. During this time, many customers relocated and concentrated their production facilities in Europe, and through constant innovation, AG was able to meet the demands of the market, reaching an export quota of more than seventy percent.

In the last decade of the 20th Century, an in-house Research & Development Department was established. This was a major milestone that enabled the business to develop stronger partnerships with customers and led to the construction of the first printing press with inline adhesive coating. This technology, unique for its time, brought about the development of several exceptional self-adhesive products such as tamper-evident labels, reverse printed design labels, and multi-layer labels that secured multiple packaging bids.

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Introducing...CCL Label Switzerland

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ccl label news

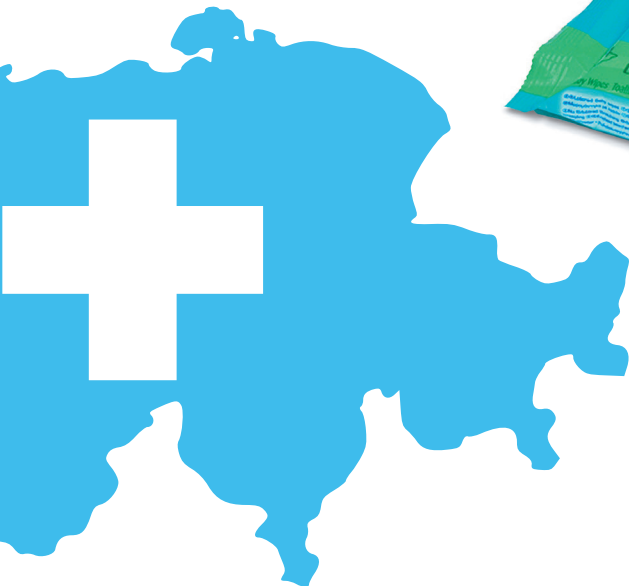


CCL Zurich, Switzerland

As regards recognition within the industry, the highlight was the WorldStar packaging award, presented by the World Packaging Organization, for the two-layered sealing label for "Pampers Baby Wet Wipes". To date, this label is still being produced for Procter & Gamble sites in Europe.

Based on many years of experience in adhesive coating, a large product share today consists of high-performance functional labels, with focus on special applications in the tobacco, cosmetic, and food industries for export markets. The tobacco market is especially challenging, but its demanding requests marry up well with Zurich's outstanding technical capabilities. An example of this is the Fresh Seal label, a reclosable freshness guarantee for cigarette packs, which prevents cigarettes from drying out.

CCL Label AG is well prepared to continue serving its customers with high performance label solutions. In 2014, Zurich's inaugural year as part of the CCL family, the company celebrated its sixtieth anniversary.



A Day with Fiat & Chrysler

If you can dream it, you can do it! – Enzo Ferrari

The above quote was utilized by CCL Design Italy as the theme for the “Technology Day” held on 14 February 2014 in collaboration with FCA Italy S.p.A. (formerly Fiat Group Automobiles). The locale of the event was the 600 square meter Fiat Motor Village theatre in Turin, and the purpose of the event was to introduce the CCL Design portfolio to FCA.

In total, more than 200 Fiat personnel attended, and were representative of a variety of business functions within Fiat: purchasing, styling, engineering, laboratories, supply chain, cost & reduction, production, and R&D. All had the opportunity to interface with fifteen representatives of CCL Design Commercial Engineering to touch the products and to discuss the CCL Design proposals for automobiles.

During the event, the CCL Design group had the pleasure of introducing the new CCL concept for ambient vehicle lighting to Scott Garberding, Head of Group Purchasing for Fiat. The concept is to utilize LED light, in conjunction with transparent plastic and Eco Graphics on cork, fabric and other natural materials (as is done in CCL Shererville with the In-Mold Decoration, or IMD, process).

At the end of the day, all participants received a USB copy of the presentation and a CCL Design portfolio. Currently, FCA research and CCL Design are developing the Ambience Light for 2015-2018 vehicle production.



Partnership of Heineken & CCL Beverage Continues to Grow

Strategic CCL facilities support Heineken's global expansion



China serves all the Asian regions, with growing demands on the flagship Heineken brand as well as with national leading brands. In addition to our existing business with Heineken in China, Vietnam, Malaysia, Indonesia, Singapore and Thailand, Myanmar will join the list in Q1 2015.

Latin America serves regions like Mexico out of our CCL factory in Mexico City, as well as important breweries located in Brazil, Argentina, Costa Rica, St. Lucia/The Caribbean and Chile. Further strategic locations are in scope and most likely will start-up within the next 18 months.

CCL set its focus as well on Africa as it is as an important growth area for expansion. As people in emerging economies claim more and more a higher standard of living, the demand for consumer goods has increased in certain areas. Out of CCL Meerane & Holzkirchen / Germany we currently supply South Africa, Namibia, and Nigeria. Ethiopia will be added to the list in early 2015, followed by the Republic of Congo in 2016.

The CCL beverage division has enlarged its global footprint following Heineken's expansion policy throughout the world. The success story continues to grow in various markets.

While the European market with its all local and exporting locations is organically growing, new opportunities were realized over the last few months with a primary focus in new markets such as Asia, Latin America, and Africa.

Since the Heineken - APB (Asia Pacific Breweries) acquisition was completed, several new countries are being supplied out of CCL Bangkok/Thailand, and CCL Hefei/

Helping to make this growth possible...

- Our "glocal" structure enables us to service global customers like Heineken, but always with a local touch, and in the most important markets, we work with local manufacturing and local teams to support the customer in technical and commercial issues.
- We offer decades of experience as a global leader in pressure sensitive labelling and because of the very close cooperation within CCL supply points, we ensure continuous growth and leading function

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Partnership of Heineken & CCL Beverage Continues to Grow

(continued from page 6)

in terms of further development and optimization programs.

- Our services include technical assessment of containers and filling lines, engineering of label specifications, assistance in design development, and support on labelling machines. These services are held in high regard and are certainly one of the success drivers in the Heineken – CCL relationship.

Per Reinhard Streit, Sales Director Beverage: “We have a great highly motivated and skilled team in place supporting all our ambitious and sometimes challenging targets from operation,

R&D, innovation, technical support and administration to sales, customer’s services and everybody who is involved to be ranked as number one supplier within the Heineken world and all its subsidiaries around the globe. It’s a great pleasure in being a part of it.”

With our tailor-made and innovative Pressure Sensitive Labels and Shrink Sleeve solutions for Heineken’s product portfolio, CCL is their highly-appreciated partner that ensures and supports Heineken’s further expansion in every region worldwide.

ccl label news



CCL Label Brazil Wins Awards



ABRE Brazilian Packaging Awards

The ABRE Brazilian Packaging Award, known as the icon of Brazilian packaging, gives excellence recognition for companies whose packaging stands out for its design, technology, innovation, functionality and value. In existence for fourteen years, and nationally and internationally known, the ABRE is awarded in seven categories: Packaging, Graphic Design, Structural Design, Technology, International Competitiveness, Marketing, and Special, with a gold, silver, and bronze winner in each category. CCL Brazil was the winner of awards in two categories.

Gold Award

Health & Home Care
Packaging Category

OMO STRIP STAINS LINE labels (Unilever)

The CCL Brazil site is proud to share this award with the Unilever decorating group for OMO.

Silver Award

Packaging Cosmetics
and Personal Care category

BABY WIPES resealable labels (J&J)

Together with Johnson & Johnson, CCL received this award with Wet Wipes from the J&J Baby Line. The new line has a different opening system, developed by the CCL Label team in Brazil, that provides a superior user experience and which ensures longer-lasting quality for the product.

Great Packaging Cases Awards

Brazil Label also received three Great Packaging Cases awards. In its eighth edition, this award, promoted by EmbalagemMarca magazine, is established as one of the most important in the Brazil packaging industry. During the ceremony, a total of thirty packaging cases were recognized. Of these,

- CCL and Natura won a trophy with the #Urbano case. Glass bottles with the same fragrance were decorated with four different pressure sensitive labels, exclusively designed by graffiti artists who

were specially invited to participate in the project.

- The other two cases awarded were for Johnson's Baby Line and Wet Wipes, both from J&J.

These five awards are reflective of strong partnerships which produce great results. The CCL Label Brazil plant is increasingly investing in innovation and technology, bringing "winner" projects to their partners.

CCL Buffalo Achieves Impressive Landfill-Free Goal

Diverse strategy proves effective and produces great results

Each morning, thousands of CCL employees start the day with a cup of hot coffee to help them get through the early morning hours. Ultimately, the disposable cups are tossed into some sort of garbage receptacle.

To help illustrate the impact of the Buffalo landfill project, think about this the next time you throw away your morning coffee cup: Buffalo's 90,000 square foot manufacturing facility that produces 300 million lineal feet of finished product contributes less waste to landfills from its daily operations than a single coffee cup.

The Buffalo site is a converting and printing plant within the Healthcare and Specialty Division under Lee Pretsell, VP and GM. The site focuses on three primary market segments: Healthcare, Functional Pressure Sensitive Valves and Closures, and Retail Marketing and Signage.

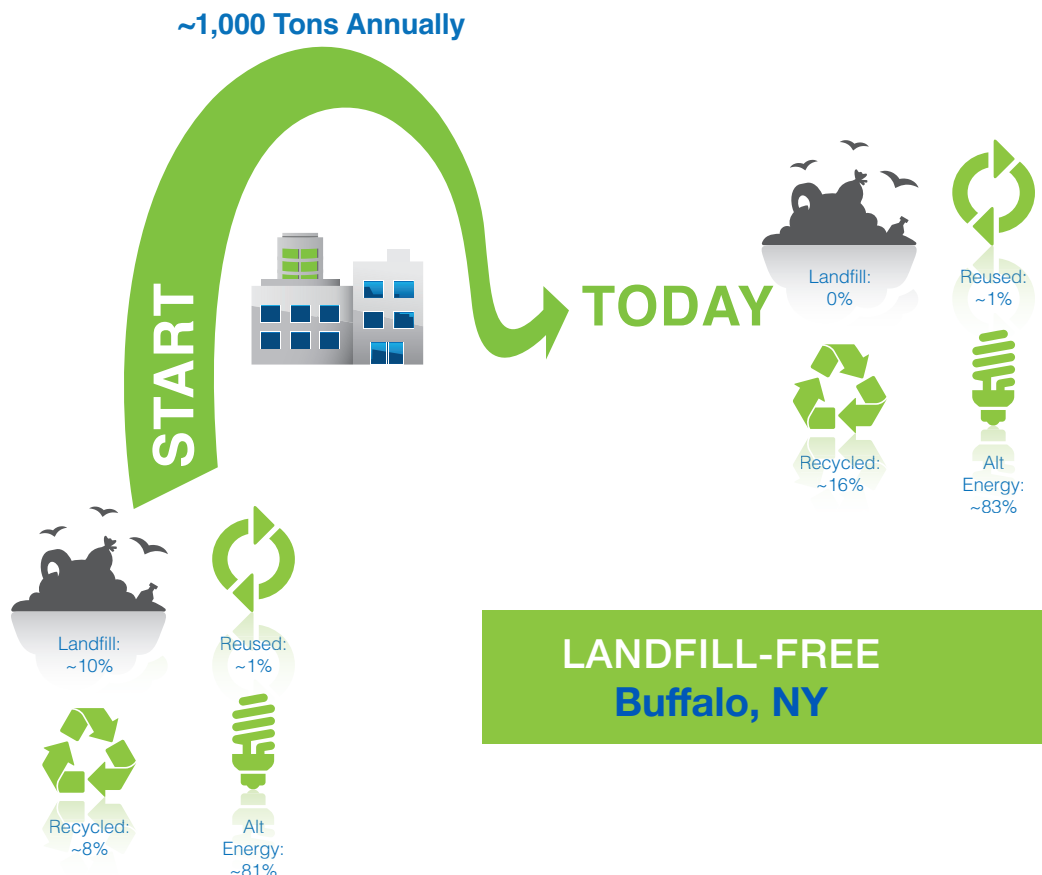
In 2013 Roy Graham, Buffalo's Site Manager,

set a goal to achieve a 100% landfill-free manufacturing site by 2015. Being landfill-free means that a facility's waste is reused, recycled, or used to create energy. As of May 2014, that goal was achieved, an improvement of seven months over the original target date!

Buffalo used a number of strategies to achieve this goal, summarized as below:

1. *Create and Empower a Team:*
A cross-functional team of employees was created to complete the landfill-free journey. Team members included: Peter Lowry (Process Engineer and Team Lead), Mike Muffoletto (Press Operator II), Mark Koningisor (Receiving), Ray Miller (Supervisor), Carlos Rodriguez (Utility Specialist), and Brett Ulrich (Facilities Manager), as well as support by Ronda Haggerty, EHS Manager at CCL Clinton, South Carolina.

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CCL Buffalo Achieves Impressive Landfill-Free Goal

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2. *Track Waste Data:* Put simply, you can't manage what you don't measure. Starting with the CCL Sustainability Report, waste tracking reports were analyzed which allowed the team to understand all materials generated, reused, and recycled so they could spotlight areas for improvement.
3. *Prioritize Waste-Reduction Activities:* After data collection and investigation of the various waste streams, the team created and prioritized projects to enable the facility to reduce, reuse (including converting to energy), or recycle the waste streams that were being disposed of in landfills.
4. *Strengthen Vendor Partnerships:* The team engaged experts in the elimination and reduction of waste to assist in the site's efforts. As an example, the team reached out to a local industrial recycling company to redirect the costly compactor waste stream and the large roll away dumpster waste that previously had no other outlet. A partnership was secured that provided a relatively zero-cost trailer lease providing additional holding and storage for the recycled materials. Another vendor found a solution for scrap wood (pallets) by turning them into animal bedding, mulch, stove pellets, and other useful items.
5. *Achieve Landfill-Free:* Once the plans were in place, waste disposal areas were 5S'd, facility-wide training was completed and the program was put into practice. Historically, the Buffalo site generated ~1,000 tons of waste annually, of which ~10% went to landfills. Now, 100% of Buffalo's waste is recycled or converted into energy.
6. *Celebrate Success:* Some of the benefits Buffalo has enjoyed include, but are not limited to:
 - Less compactor waste to incinerate – approximate US\$ 5.5K annual savings on waste disposal cost
 - Reduced staging of recyclable materials on the manufacturing floor – more space for production.
 - Eliminated a roll off dumpster that was being land filled – approximate US\$ 3K annual savings on eliminated rental fee.
 - Receive payment for the recycled materials – monies used for community activities and employee recognition.
 - Partnerships with recycling vendors are ongoing – items that may not be recyclable today could have opportunity in the future.

Avery: The New Branding

CCL's Avery division receives fresh look while still maximizing brand recognition

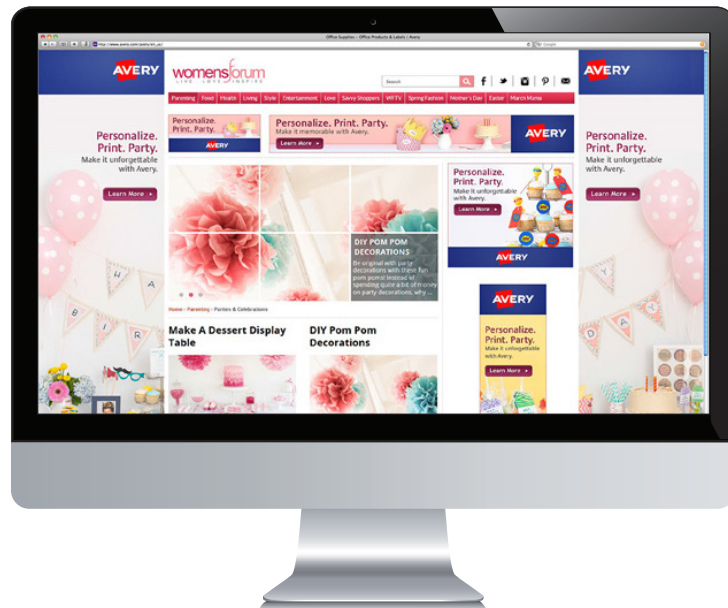


About the new Avery identity... a word from the designers:

In 2013, the office product division of CCL, Avery, came to us with a challenge—and a famous legacy trademark that was designed by Saul Bass in 1975. The challenge was to find a way to distinguish the Avery consumer products brand from that of its former owner, Avery Dennison Corporation, without losing the considerable equity in the name and its brand mark.

Avery Dennison has used (and continues to use) the “paperclip” symbol as it was originally designed as their corporate mark. In the past few years, the Avery products division had been using the Bass symbol enclosed within a blue square, tipped at a 10-degree angle.

Ultimately, the answer to the challenge was found in a clear and rational strategy: it seemed to us that if we could focus on and emphasize the short, well-known Avery name, we would be maximizing the brand’s recognition. A tilted red square was a way to make the wordmark distinctive and was also a nod to the way that Avery products had been historically represented. The continued use of a strong red and blue color scheme was again part of the strategy to build on the considerable Avery brand recognition established over the decades.



Avery WePrint



Professional printing made easy!

On September 24th, the US Avery Team launched an exciting new printing service called Avery WePrint. Complementing our well-known DIY label and card businesses, the new service on avery.com provides consumers with a new option to order professionally printed labels and cards that are delivered right to their door!

Traditionally, Avery consumers have utilized avery.com to customize and print Avery products that they have purchased online or at major retailers such as Staples, Office Depot, and Wal-Mart. From any computer or tablet, the free Avery Design & Print tool may be used to personalize items such as address labels, business cards, greeting cards, t-shirt transfers and more. Once complete, the project can then be printed on the consumer's desktop printer.

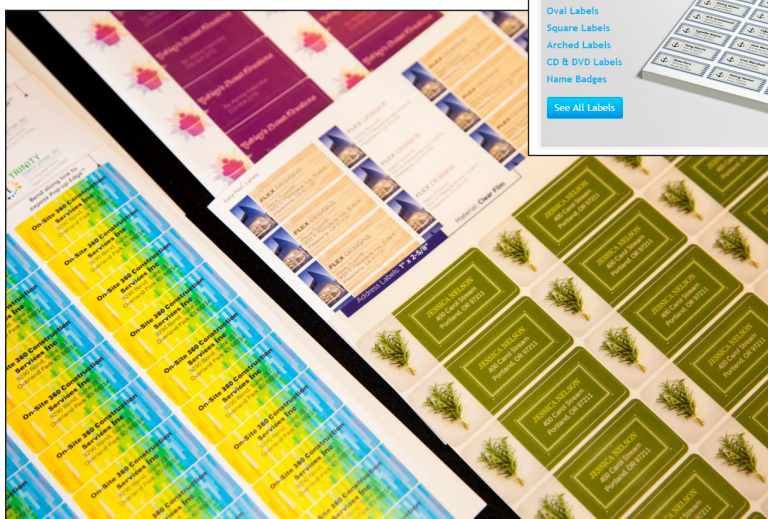
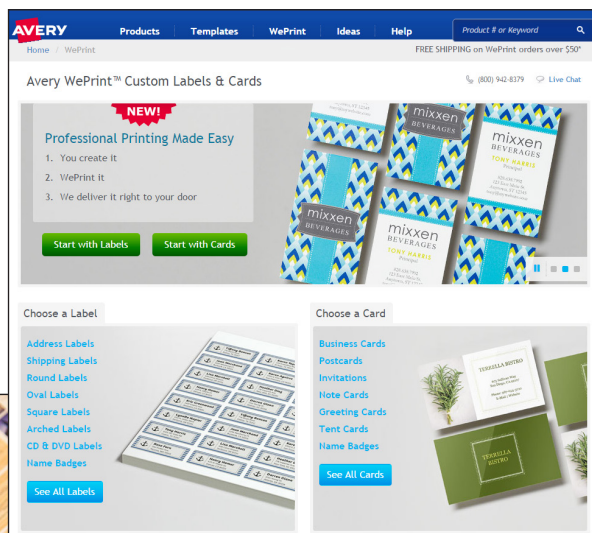
In recent years, more and more Avery consumers have outsourced their printing jobs when they need larger quantities, or professional print

quality, or they want to save time and ink. Many of our consumers have chosen outside vendors such as Vistaprint, FedEx, Kinko's, or local mom-and-pop printers. With WePrint, Avery can recapture this business and provide our consumers with a very powerful choice – “print it yourself” or “let us print it for you”. The best part is that our consumers can easily print their design to a desktop printer or have us print their job on our professional printing equipment. This flexibility is something our competitors don't offer.

All of our WePrint production is being handled in our new digital print space within our Avery Tijuana facility, and we are using the HP Indigo 7600 sheet-fed press to provide our consumers with best-in-class printing. Our initial results are promising and we've had many return customers already. We're looking forward to a strong year in 2015.



Check out WePrint
<http://www.avery.com/weprint>



Rock and Roll with ACDC

Single pass printing with Advanced Combination Digital Conventional

technology



The Holzkirchen ACDC project was presented at the October 2014 CCL Global Technical Conference in Leeds, and received great feedback from the attendees.

To meet the challenges presented by shorter run lengths and an increasing number of variations and complexity in jobs, the Holzkirchen team was looking for a solution to more efficiently produce high-end, quality labels with a high degree of converting. The answer to that challenge was DIGITAL. Currently, CCL is printing digital labels in over 35 sites, but the current workflow has drawbacks. In order to finish the labels, a second process step is required, creating the additional movement of rolls, adding the waste inherent in multiple processes, and increasing the amount of unfinished product. From this circumstance, the idea was born to combine the advantages of digital with CCL's well-known world of conventional presses to produce the complete label in one pass. The most suitable technology for this is UV Inkjet because it is a continuous process, the speed is similar to conventional processes, and the Inkjet UV inks are similar to conventional UV inks in terms of light and scratch resistance.

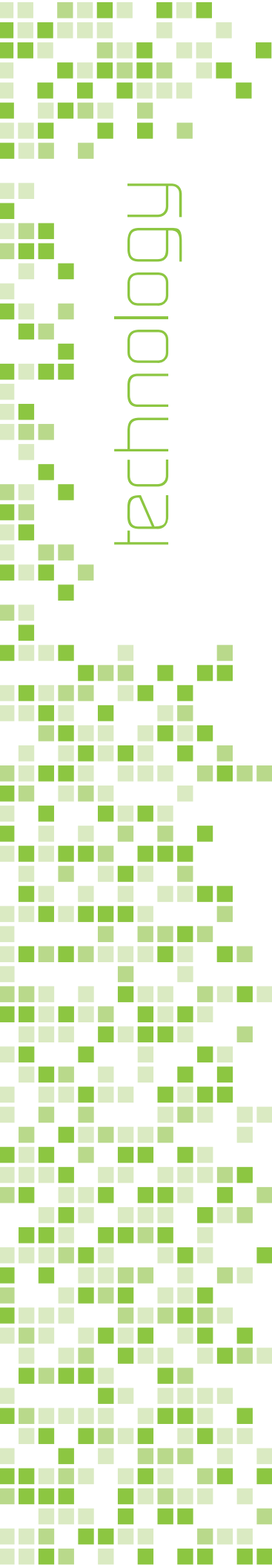
Since the multicolor UV inkjet technology is quite young and rapidly changing, the team needed to find the right partner with the know-how and the resources to develop a project of this nature. The requirements were very demanding for most of the inkjet press manufacturers and consisted of the following:

- at least 600dpi native resolution which produces a print quality somewhere between flexo and offset
- at least 6 colors (CMYK-OV) for a bigger color gamut
- at least 50m/min to avoid excessively slowing down the conventional presses
- a compact design to install on the rail system of existing presses
- a moveable solution to enable changing the position within the press
- simple and universal interfaces to allow installation of the unit on multiple kinds of presses

Once a partner was found, the project was split into two steps. First, a standard CMYK print engine (coming from a stand-alone roll-to-roll inkjet press) was placed on a platform over a Gallus RCS 330, providing the ability to check various points such as web transport, register, and combination printing (digital/conventional). Concurrent with project development, operators and prepress staff were trained, a workflow was established, and substrates were profiled. In September 2014 the platform was successfully installed and the unit was printing from day one.

Second, and based on the results in phase one, a final version will be designed that is a compact module with six colors.

The ACDC samples which were presented at the Technical Conference were printed on a silver substrate with flexo white, CMYK inkjet, including variable data, tactile screen, sundance varnish and die cutting, all with one pass!



technology

Global Technology Conference

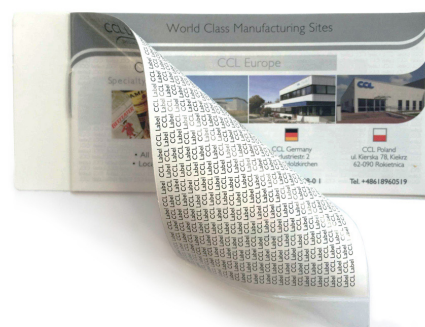
Castleford welcomes the global CCL technical family

CCL Castleford Label and Dec Sleeves played hosts to the 2014 CCL Global Technical Conference. The Label site celebrated its 10 year anniversary and opened its doors to welcome CCL's Global Technical Family. It was an opportunity to welcome colleagues old and new to the UK facilities while networking throughout all levels of the business and sharing technical triumphs and innovation challenges. The event

was supported by key strategic suppliers who shared their ideas and product offerings. The group celebrated all things Yorkshire and concluded the days' activities with a traditional English Tea, including scones and cream. Thank you to all those who attended and for all those who supported and planned the day! Special thanks to Tina Tetley, Chantelle Clegg, Martin Rayner and Steve Dunne.



CCL Castleford, UK



Are You Ready for Some Football?

CCL Robbinsville uses fun competition to boost production

North Americans are obsessed with football this time of year, much like our friends in Europe and South America are obsessed with their brand of futbol. Football is America's game and also a topic of discussion in every plant in the US from September to February. If you don't know anything else about your fellow employee, you know for what NFL (National Football League) team he or she cheers on the weekend. New Jersey, which is located among several metropolitan areas, has fans of Philadelphia (Eagles), Pittsburgh (Steelers), New York (Jets) New York (Giants) and Washington (Redskins)... and of course Dallas (Cowboys).



The Robbinsville group decided to combine the passions for Lean Manufacturing, printing and football by creating a Robbinsville league modeled after a "fantasy football league" in which teams are created that compete against one another each week for points, prizes, and most importantly, bragging rights. The goal is for every employee to support the press operators and press department. Whatever they can do to help improve throughput makes the plant more successful. Teammates perform Mini Kaizen events for their press to add support and help their team win.

Here's how it works...each press is a team (named after one of the teams mentioned above) and every employee is drafted at random to be a member of a press team. Points are scored based on productivity (improvement to standard to be fair because each press is a little different) and quality (shortages reduce your score)! Each week from November through December

the winning team shares a prize. Scores also accumulate each week, and the two teams with the highest score at the end of the season will play in the CCL Super Bowl and compete for the coveted Northeast Football League (NFL) Trophy. Just like in the real NFL, the Commissioner (GM Jake Martin) has final say in everything to ensure fairness, inclusion and encourage good clean competition.

The goal of the league was to get everyone involved, use the Lean Tools and create some friendly competition while boosting throughput in the plant. This strategy worked, as folks from the office are on the production floor more and more to lend assistance to the Team Captains (also known as the Press Operators). Video monitors throughout the plant were also updated daily to let employees know who was in the lead that week.

On January 30th, a Super Bowl celebration was held to present trophies to the Robbinsville Pittsburgh Steelers team in recognition of their triumphant victory!

As we all know, work can be stressful at times, but that doesn't mean it can't be FUN too!

Champions: Robbinsville Pittsburgh Steelers



FRONT ROW (L-R): Beth Hyman (CS), Mike Wright (Whse).
2ND ROW (L-R): Sue Hillman (QA), Tuan Le (Press), June Ottavi (Finishing), Rodolfo Alas (Maintenance). BACK ROW (L-R): Jim Atkinson (Shrink), Brayan Santiago (Press), Ann Zagame (Finishing), John Quinn (Shrink). MISSING FROM PHOTO: Ron Strittmatter (Press), Connie Moravec (Finishing), Wanda Bocci (QA), Keishla Santiago (QA)

achievements

Castleford Cycling Challenge

CCL employees join together to raise money for educational charity

Inspired by the Tour De France, CCL Label Castleford was given the opportunity to enter a team in Deloitte Ride Across Britain 2014, the most prestigious way to complete the iconic trip from John O'Groats to Land's End under one's own steam, fuelled by Jelly Babies candies. For the 900 people taking on the challenge of 969 miles in just nine days, there was sweat, smiles, ups and downs, and a few grimaces and groans on the hills.

The Castleford participants entered as part of the Akzo Nobel Team (one of Castleford's largest UK customers), and were subsequently allocated colour-coordinated Lycra cycling clothes, which in itself was a whole new experience for team members. The newly-formed group elected to take on the section of the challenge from Oakhampton in Devon to Bath in Somerset, a total of some 114 miles and allegedly one of the most difficult sections of the course.

The CCL Team of Owen Richards (European Key Account Manager), Gary Mabbott (Operations Director), Wayne Firth (New Business Development Director), Andy Dunn (Sales Director) and Stewart Vickers (Printer) signed up to meet the challenge, their determination measured not only by enthusiasm and age, but how good everyone would look in Lycra!



Some of the team had never ridden a road bike before and had to borrow them from close friends in order to begin the 12-week training programme, which began in early June. Because the team members lived in different parts of the

country, training was completed on an individual basis, with the initial experience of riding as a team taking place at the actual event on September 7th. The prospect of 114 miles in the saddle seemed somewhat daunting, with the day of the event arriving all too soon (but Gary had prepared himself well, with just the right degree of self-tan).



What began and ended as a Team event was concluded in under eight hours saddle time, with a top 150 finish. Not too shabby, considering that some of the competitors were still out on the road after twelve hours. For team members, Somerset was a fabulous site to witness, with tents stretched out as far as the eye could see. This was a massive event and everyone was pleased to participate.

Special thanks to Stewart Vickers who lead the team throughout and helped pull the team through some of the tougher sections like the Cheddar Gorge.

In total, the Akzo Team raised £190,000 for The Outward Bound Trust, an educational charity that uses the outdoors to help develop young people from all walks of life.

"Anyone want to buy a bike?"
– Wayne Firth



website link

Ride Across Britain

<http://www.rideacrossbritain.com>

The First Day of School in Mbour

CCL Holzkirchen team makes a difference for children in Senegal

In October 2007, Al gaf (nicknamed Ali) Sene, a fourteen-year employee of CCL Label Holzkirchen, founded a charity to help children living on the streets in Mbour, Senegal. The organization has grown quickly, and its current sixty-eight members have worked diligently to make their project, a school for these children, a reality.

Fourteen members, most of who are also employed at CCL Label Holzkirchen, traveled to Mbour in April 2014 to complete the construction of the first school building. During their stay, the members not only completed the building of sanitary facilities, but also installed a solar plant, donated by FILL IN, on the roof of the building. This solar plant enables the school to use electricity not only for light, but also to pump water from the school's own well to the rooftop where it can be saved in a tank. Especially important to all the volunteer workers was finishing the classrooms, and by the end of their stay they were celebrating the inauguration of the completed school!

In October 2014 the first day of school in Mbour became a reality, offering reading, writing and sewing to one hundred children in the region. The Support the Street Children in Senegal organization wishes to thank all the contributors, who through their generous donations, have helped to provide these children with a school.



The next steps are focused on extending the services the school can offer to the Mbour street children. One of these goals is to provide a free lunch for all the children attending school, and another is to extend the main building by adding a second floor. Aside from offering more children the opportunity to attend school, this addition will be utilized in part to accommodate a medical aid ward.

You can help by sponsoring monthly portions of rice or a breakfast package.



email link 

For more information

patenschaft@strassenkinder-senegal.de

website link 

Support the Children of Mbour

<http://www.strassenkinder-senegal.de>

CCL Supports One of Its Own

In his fight against Multiple Sclerosis, Gene Caffrey participates in MSGlobal 2014 Bicycle Tour

2014 marked Gene Caffrey's 22nd year with CCL Label Hightstown/Raleigh and his 4th year with a diagnosis of Multiple Sclerosis. Gene recently cycled for seven days in the mountains and valleys in Asheville, North Carolina with MS Global 2014, an annual charitable bicycle tour that has been produced by professional cyclist Tyler Hamilton for the past eleven years. Gene participated in this invitation-only event thanks to a sponsorship from CCL Label, CCL vendors (including RotoMetrics, Hewlett-Packard, LVS, and Draytek International), and some generous CCL employees. Other event sponsors included CCL customers Biogen Idec, Novartis, and EMD Serono. The \$150,000 raised through MSGlobal was contributed to Can Do MS, a national nonprofit organization committed to improving the lives of people living with MS.

Gene's experience was "life-changing" on many levels. In addition to cycling 360 miles with an elevation gain of 43,000 feet, he attended inspirational dinners at which people with MS shared their personal stories and pharmaceutical companies spoke of the progress being made in treating this disease. Gene is hoping to raise enough funds to be able to participate in MSGlobal 2015, which will take place in Jackson Hole, Wyoming.



Gene was diagnosed in February 2010, a mere three months after completing the Florida Ironman. Despite his daily symptoms of numbness, pain, and fatigue, he continues to do what he loves the most, working out and competing in races. Gene's mantra of "Every Step Beats MS" is tattooed on his calf to keep himself motivated on the days when everything hurts. He has found that physical activity is the most important part of his treatment plan.

In addition to hopefully participating in MSGlobal for a second time, Gene will compete in various triathlons and bike races in 2015, including the annual Bike MS event in September. His goal is to raise funds and awareness for MS all year long through his racing and involvement with the National MS Society. Gene was recently a featured speaker at the 2014 National MS Society Leadership Conference.

Gene enjoys working hard in sales for CCL Label, and is extremely grateful for the ongoing support of his CCL family as he continues his fight against MS.



website link

Support Gene for 2015 MSGlobal

<http://tinyurl.com/supportcaffrey>



email link



To contribute to this newsletter, contact the CCL Communiqué editorial team:
Debbie O'Toole (dotoole@cclind.com) or **Shea Morgan** (smorgan@cclind.com)