

ThermaVIP+™ and Frisbee Global

Delivering Israel's vaccine rollout

The Challenge:

Frisbee Global, a privately-owned Third Party Logistic Provider (3PL) company in Israel, is known for its innovative products. The company provides solutions for transporting goods within a wide range of temperatures and needs, including its Frisbee 360° delivery service, thermal PCM-based reactive blanket, thermal packaging, and more.

As a long-time customer, Frisbee was invited by Avery Dennison in 2018 to become the first company to test their new ThermaVIP+ panels. Frisbee became true partners to the development process. While at the time they were already using a variety of other insulation solutions, both EPS-based and PU-based, ThermaVIP+ became one of their main go-to solutions.

Two years later, with the onset of the COVID-19 pandemic, scientists the world over raced to develop a vaccination for the deadly disease. When the pharmaceutical company Pfizer successfully began manufacturing a vaccine with a 95% success rate in the laboratory, they began looking for a partner to determine its efficacy in the field. Pfizer struck an unparalleled deal with Israel, known as the “Real World Epidemiological Evidence Collaboration Agreement,” in which the entire country would become a real-world laboratory. Pfizer committed to providing vaccines for every adult citizen in return for epidemiological data on its effects.

Within months, millions upon millions of vaccine doses would begin rolling out across the country, and as Israel began preparing to receive this enormous quantity of vaccines, an equally unparalleled opportunity arose for the right transportation company: Those vaccines would need swift and secure distribution, with no room for error. Every dosage could potentially save a life.

The Solution:

Frisbee's solution leveraged the company's logistical knowledge and expertise, supported by the thermal reliability of ThermaVIP+. It was clear that the solution was robust enough to handle the project's strict and challenging requirements. Frisbee's packaging provided all the premium performance and space-saving features of VIPs, while also being more affordable and easier to assemble. With Avery Dennison at their side, and ThermaVIP+ as part of their carrier and soft-shell solutions, Frisbee felt confident in the outcome. They offered a unique, tested and timely solution, one they felt no other local supplier could touch.



“Avery Dennison's ThermaVIP+ panels contained every advantage we were looking for. Their repetitive and reliable performance met every one of our thermal and mechanical targets. They were by far easier to assemble than others, not to mention reducing assembly waste. They allowed for a better cost-performance equation. In a word, the solution was unique.”

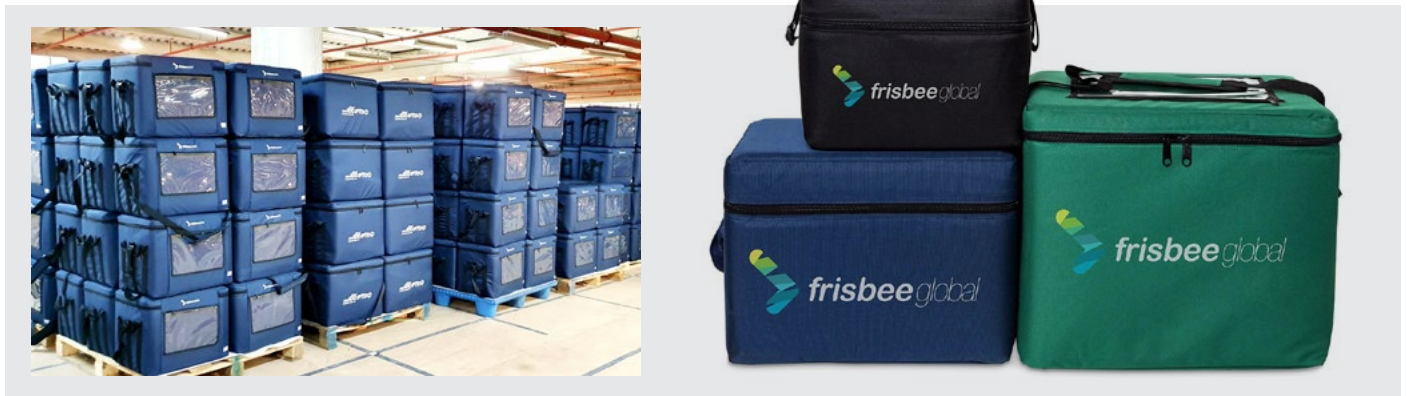
Oded Tիրrer, CEO, Frisbee Global

The Result:

Frisbee secured the tender to safely transport the Pfizer vaccine to stations located throughout Israel with three of the four Israeli health insurance organizations. ThermaVIP+ ensured safe, effective and economical vaccine delivery, in reusable containers that were easy to handle and reopen up to three times for vaccine removal.

According to Frisbee's CEO, Oded Tirrer, the company's products based on ThermaVIP+ have been their best-selling and most profitable ones so far, helping to enhance their reputation and ensure that their name is well known at the Israeli Ministry of Health.

Moving forward, Frisbee intends to increasingly emphasize the usage of ThermaVIP+ and to move all of their customers over into using it. They also plan to introduce additional sizes and volumes and promote it for other use cases, both within Israel and abroad.



About Avery Dennison

Avery Dennison (NYSE: AVY) is a global materials science company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company's products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical, and retail applications; tags, labels and embellishments for apparel; and radio frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, the company employs more than 30,000 employees in over 50 countries. Reported sales in 2020 were \$7.0 billion.

Learn more at www.averydennison.com

About Frisbee Global

Frisbee global is an innovative company providing solutions in the temp-controlled field offering solutions for the pharma industry, food and agriculture, construction, trucking, and others. Frisbee global provides temperature-controlled, worldwide services with unique technology that enables a platform for quality solutions from point to point. Frisbee's global uniqueness in the market is the ability to identify the market and customer needs, developing and manufacturing the most cost-effective suitable solution.

Learn more at www.frisbeeglobal.com

DISCLAIMER: All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison products are sold subject to Avery Dennison's general terms and conditions of sale, see: terms.europe.averydennison.com.

©2021 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.



For further information, please contact

thermavip@eu.averydennison.com | www.thermavip.com
sales@frisbeeglobal.com | www.frisbeeglobal.com