

Recycled Content PE



PE films with recycled content are an important resource for meeting brand owners' sustainability goals and complying with emerging regulations.

Designed for sustainability-oriented brands, rPE is made with 30% recycled PE resin, reducing reliance on fossil-fuel based films and helping to lay the foundation of a "closed-loop" plastics economy.

Using Avery Dennison rPE filmic facestocks consumes fewer resources, helps to keep plastic out of the waste stream, and gives packaging a more authentic look. Films are available in white and clear, topcoated and nontopcoated, and are an excellent choice for home and personal care products.

Recycled PE film inherently contains more impurities than conventional PE film, which gives the film an 'earthy', slightly variable look from batch to batch, signalling simplicity, and a commitment to the earth. All without compromising performance during printing, dispensing or application.

Printing partly covers the impurities (gels) in the film, allowing some impurities to remain visible. The different aesthetics help to emphasise the 'sustainability' of this product on the shelf.

Application areas

- Wide range of home & personal care, cosmetics and food applications
- Suitable for labelling curved and contoured substrates / conformable or squeezable containers

Key features

- Made with 30% post-consumer PE waste
- A slightly less uniform appearance, signalling authenticity
- Good printing quality with both digital and conventional inks
- Offered with our proven TC7007 topcoat in Clear and White
- Reduces dependence on fossil fuels (see Life Cycle Assessment)

Product information

| Code | Description | MOQ (m ²) | Width (mm) | Location | Content indication |
|--------------------|---|-----------------------|------------|----------|--|
| NEW • BX423 | rPE80 TOP WHITE TC7007 S692N BG40WH FSC | 2000 | 1000 | Indent | 50% post-consumer waste 50% post-industrial waste |
| NEW • BS165 | rPE80 TOP CLEAR TC7007 S692N BG40WH FSC | 2000 | 1000 | Indent | |
| NEW • BS166 | rPE80 TOP WHITE TC7007 S692N BG40WH FSC | 2000 | 1000 | Indent | |
| NEW • BS098 | rPE80 CLEAR S692N BG40WH FSC | 2000 | 1000 | Indent | 30% post-consumer waste |
| NEW • BS099 | rPE WHITE S692N BG40WH FSC | 2000 | 1000 | Indent | |

• Sustainable Advantage Products

Avery Dennison Life Cycle Assessment

Replacing 1,000,000 square metres of conventional PE with recycled PE enables users to:



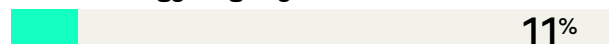
Reduce water usage by



The equivalent of annual drinking water for 1,452 people



Reduce energy usage by



Equivalent to the annual electricity usage of 15.2 households



Reduce fossil material usage by



The equivalent of 214 barrels of oil



Reduce greenhouse gases by



Equivalent to taking 9.7 cars off the road for one year

Find more sustainable label solutions at label.averydennison.com

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