

rDT Recycled Direct Thermal Paper



Introducing the first non top-coated direct thermal paper with recycled content.

Move closer to your sustainability goals, stay ahead of regulators, and help build the circular economy with our non top-coated rDT materials made with 15% recycled content.

They offer a smaller environmental footprint, but great performance—for shipping, logistics, eCommerce and any direct thermal labelling where the environment is dry and the label life cycle is short.

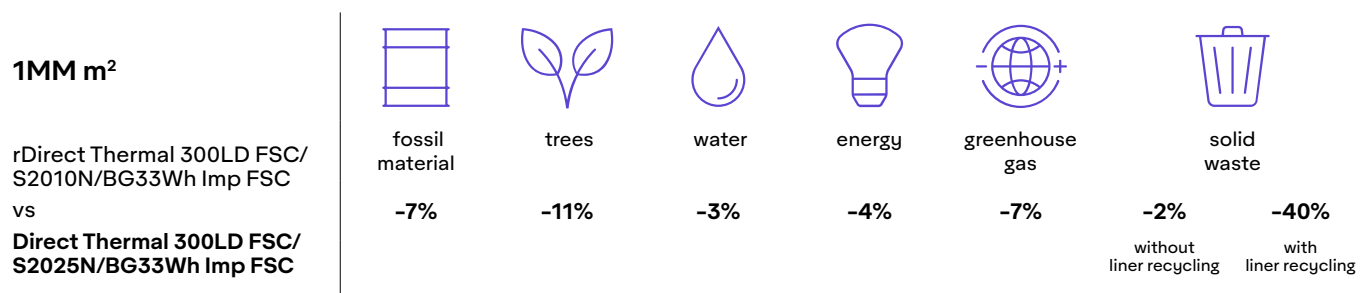
Performance without compromise.

There's no difference in quality or performance between our rDT product line and our direct thermal materials made without recycled content. Printability, scannability—rDT delivers it all, making materials qualification easy. When paired with S2010N, our NextGen hotmelt adhesive, it facilitates an improved converting performance.

Sustainability-focused in more ways than one.

Our sustainable labelling solutions leverage the circular economy concept with products made with 15% recycled content, which saves resources including water, energy, and greenhouse gases. rDT facestock is also FSC-certified and BPA-free. With liner recycling, rDT can reduce related solid waste by 40%. For a label that treads even more lightly on the environment, rDT facestock is paired with our thinner, FSC-sourced BG33 liner.

Avery Dennison Life Cycle Assessment



Key Features

- Non top-coated direct thermal paper facestock made with 15% recycled content.
- FSC Certified and BPA-free.
- Smaller environmental footprint
- Zero compromise in quality or performance
- Improved converting performance

Applications

- E-commerce, eg. Waybill label
- Logistics and short distance shipping label
- Retail label in dry environment

Product information

Code	Description	Location
• NW0072F	rDirect Thermal 300LD FSC/S2010N/BG33Wh Imp FSC	ASEAN

• Sustainable Advantage Portfolio

Find more sustainable label solutions at label.averydennison.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's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.averydennison.com>. © 2021 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its contents and 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 of purposes other than marketing by Avery Dennison.