

# rDT

Uncoated direct thermal paper  
made with recycled content



## Introducing the first rDT in the market






Avery Dennison’s non top-coated rDT contains 15% post-consumer recycled waste and is the first recycled direct thermal paper label in the market.

As one of the latest additions to the Avery Dennison Sustainable Advantage portfolio, recycled direct thermal paper is free of BPA and uses FSC®-certified facestock, and can be paired with our BG33 white liner, a thinner and lighter product made from reduced material consumption. rDT is another step towards increased sustainability benefits that help you stay ahead of regulations with no compromise on printing and conversion performance, barcode readability, appearance or price.

## Sustainability-focused in more ways than one

rDT contributes to a circular economy by reducing environmental footprint in many ways. With Avery Dennison Life Cycle Assessment, its positive impact can be measured across different categories.

### Environmental impact based on 1,000,000 m<sup>2</sup> of rDT vs previous DT:

					
Biobased material consumption	Water consumption	Energy consumption	Greenhouse gas emitted	Solid waste generation	
<b>-15%</b>	<b>-8%</b>	<b>-9%</b>	<b>-10%</b>	<b>-7%</b> without liner recycling	<b>-40%</b> with liner recycling
Saves 405 trees	Saves annual drinking water for 1,429 people	Saves annual electricity used by 9.9 households	Reduces annual GHG emissions by 26.8 cars	Reduces annual waste generated by 4 households	Reduces annual waste generated by 22 households

## Key features

- First recycled non-top coated direct thermal paper label in the market
- BPA-free, white, uncoated woodfree paper with a thermosensitive layer
- Contains 15% post-consumer waste
- FSC certified paper facestock
- Liner made from less material consumption
- Equal performance, readability, appearance, and price to standard product

## Application areas




Transportation, logistics, eCommerce, retail, any other short-term shipping label

## Product information

Code	Description	Location
• ALY55845r	rDT Economy Thermal 70 S2045(HM) BG40Y Imp	Local
• BS896	rDT Eco BPA-free FSC S2045N BG40BR	Indent
• F33548.1525	rDT300LD BPA-free FSC S2045 BG40Wh NF	Indent
• NW0072F	rDirect Thermal 300LD FSC S2010N BG33Wh Imp FSC	Indent

• Sustainable Advantage Product

Find more sustainable label solutions at [label.averydennison.com](http://label.averydennison.com)

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