

# Recycled Film Label

Polyethylene and polypropylene  
facestocks made with  
recycled plastic resins



## Using recycled material in packaging is an important consideration for meeting sustainability goals and staying ahead of emerging regulations.

Avery Dennison introduces a range of label facestocks made partially with recycled plastic resins, reducing the reliance on fossil fuel-based films and helping lay the foundation of a closed-loop system.

### Recycled polyethylene (rPE)

rPE facestock is made with 30% post-consumer recycled PE resins. Therefore, it inherently contains more impurities than conventional PE film, giving it an earthy, authentic packaging look and feel, signaling simplicity and a commitment to the environment, all without compromising printing and dispensing performance. Printing partly covers the impurities while some remain visible and the different aesthetics help brand owners to emphasise the 'sustainability' message of the product on-shelf.

rPE is available in white and clear films, top-coated and non-top-coated, and are an excellent choice for home and personal care products, suitable for labelling on curved, contoured and squeezable containers.

### Recycled polypropylene (rPP)

rPP label is made with 30% post-industrial recycled PP resins. This product is designed for brands that seek to increase the recycled content of their packaging without the need to alter brand aesthetics, as it delivers the exact look and feel of a conventional PP label, as well as equal print quality and application performance.

rPP label is available in white and offered with a top coat. It is paired with our thinner FSC sourced BG33 liner, offering greater sustainability advantage. rPP is ideal for a wide range of home and personal care, cosmetics, food and beverage applications.







## Key features

- Films made partially with recycled plastic resins help drive a circular economy
- Reduced dependence on fossil fuels (see Life Cycle Assessment below)
- Innovative and sustainable label solutions for brands that seek to reduce their environmental impact
- Consistent printing and application performance

## Application areas

- Home & personal care
- Cosmetics
- Food

## Comparative Avery Dennison Life Cycle Assessment

1MM m <sup>2</sup>	 fossil material	 biobased material consumption	 water consumption	 energy consumption	 greenhouse gas emissions	 solid waste generation	
rPE80 Clear/ S692N/BG40 vs PE85 Clear/ S692N/BG40	-29%	-	-10%	-10%	-5%	-1% without liner recycling	-43% with liner recycling
rPP Top White/ S692N/BG33 vs PP60 Top White/ S692N/BG40	-30%	-12%	-11%	-13%	-13%	-10% without liner recycling	-53% with liner recycling

Reduction from replacing 1,000,000 sqm of conventional label with recycled content label. Based on Avery Dennison Life Cycle Assessment.

## Product information

Code	Description	Location
<b>rPE</b>		
• BS098	rPE80 Clear S692N BG40Wh FSC	Indent
• BS099	rPE80 White S692N BG40Wh FSC	Indent
• BS165	rPE80 Top Clear S692N BG40Wh FSC	Indent
• BS166	rPE80 Top White S692N BG40Wh FSC	Indent
• BX423	rPE80 Top White TC7007 S692N BG40Wh FSC	Indent
<b>rPP</b>		
• BW7032	rPP Top White S692N BG33Wh Imp FSC	Indent

• Sustainable Advantage Product



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