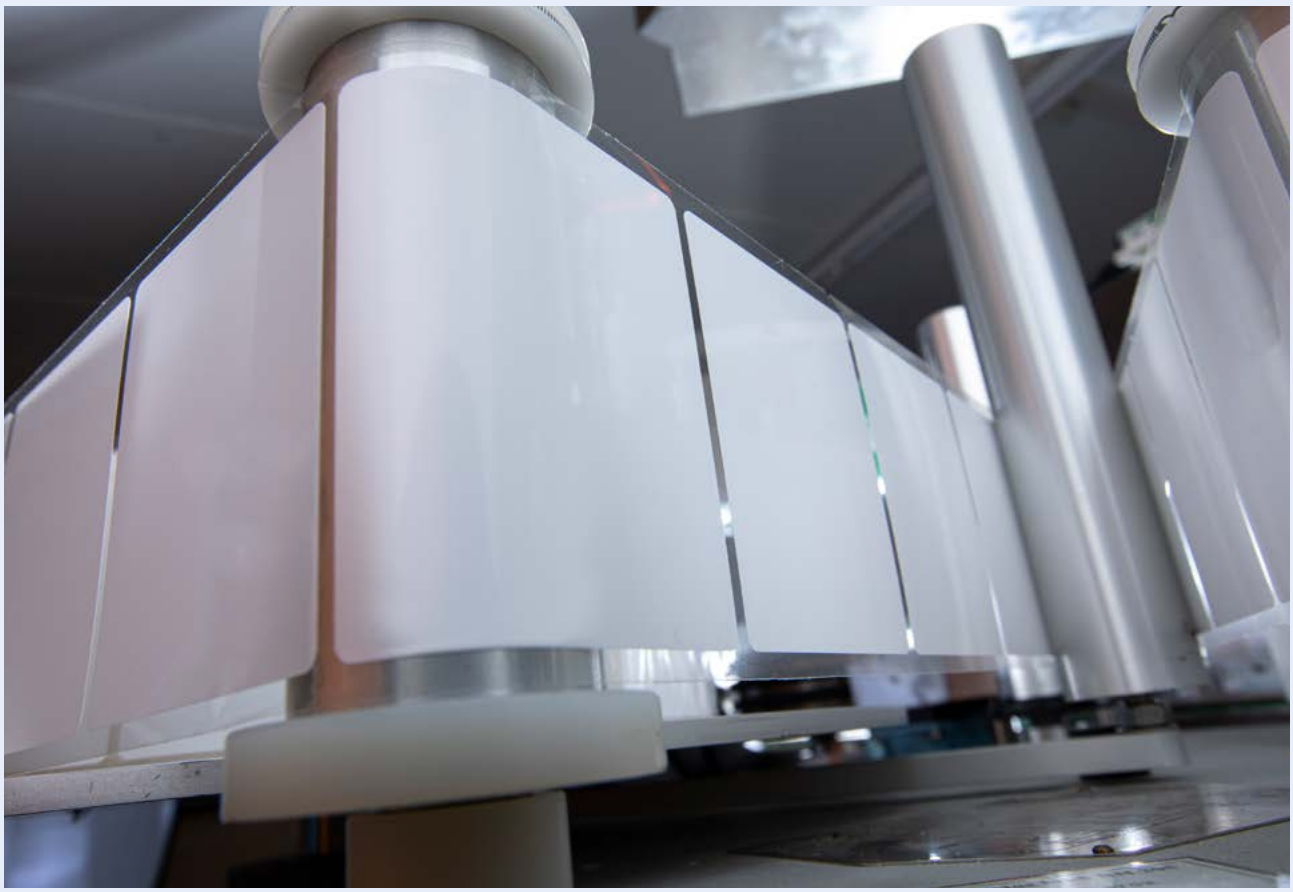
Recycled Content Liners

Liners with recycled content: closing the loop for a more sustainable, circular economy



With an ever-greater focus on sustainability, converters and brand owners increasingly demand solutions that can help them to play a key role in the circular economy. They need ways to reduce waste and secure their sustainability credentials.

The waste generated while dispensing labels is not visible on the final packaging, but its impact on brand reputation is no less real, and dealing responsibly with that waste has important benefits. Consumers' perceptions of a brand are enhanced when sustainability is shown to be improved in all aspects of the final packaging.

Liner materials made using recycled content offer an excellent choice for sustainability-minded label converters and brand owners. They help to close the recycling loop, using carefully selected material from post-consumer waste streams.

AVERY DENNISON®

Our solution: rPET and rBG liners

Avery Dennison Recycled Content Liners are now available to meet the sustainability challenge. Our rPET and rBG liners contain post-consumer-waste recycled content, and are offered across a broad range of products. The rPET liners have been nominated for the Environmental and Sustainability Award, in the Label Industry Global Awards, 2019.

Recycled liners offer converters an important differentiator, allowing them to help their customers meet sustainability targets by using recycled content - all without compromising on converting performance or visual aspects.

As part of the range, and in line with our commitment to responsible materials sourcing, rBG is also available with Forest Stewardship Council (FSC®) certification.

Key features

- rBG contains >15% recycled liner waste
- rPET contains >30% recycled post-consumer waste (PCW) from PET bottles
- No compromise on conversion and dispensing performance versus conventional liners
- Suitable for all label dispensing processes (same as conventional liner)
- Liners with recycled content have improved sustainability credentials (e.g. water, energy, fossil fuel) vs conventional liners
- Plays a key role in the circular economy by closing the loop
- Recycled liner recycling options available with Avery Dennison (see our **website**)

Sustainable credentials

Using recycled liners reduces the consumption of energy, water, trees and oil, and reduces greenhouse gas emissions and waste, as seen in our GreenPrint* analysis:

rBG Liner

Reduce water usage by **4%**

The equivalent of saving the annual drinking water for 299.5 people

Reduce energy usage by **5%**

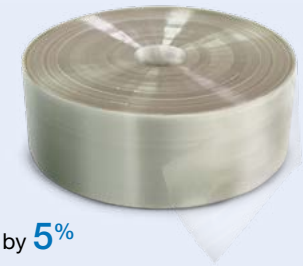
The equivalent of saving the annual electricity usage of 1.1 households

Reduce biobased material use by **15%**

The equivalent of saving 142 trees

Reduce greenhouse gases by **8%**

The equivalent of taking 8.4 cars off the road for one year



rPET Liner

Reduce water usage by **5%**

The equivalent of saving the annual drinking water for 32.3 people

Reduce energy usage by **11%**

The equivalent of saving the annual electricity usage of 4.8 households

Reduce fossil material usage by **30%**

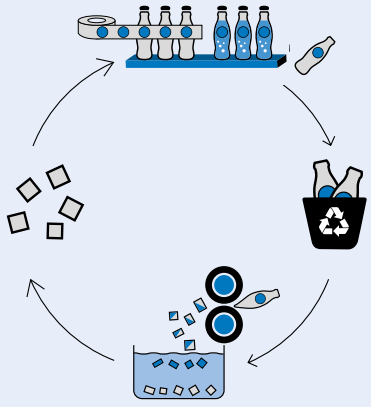
The equivalent of saving 59 barrels of oil

Reduce greenhouse gases by **14%**

The equivalent of taking 4.2 cars off the road for one year

Example of circular economy using rBG

Example of rPET with post-consumer-waste recycled content



* Based on using one million square meters of recycled liner versus conventional liner. Data source: Proprietary Avery Dennison Greenprint™ Methodology, Avery Dennison LCI database

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