

Solutions for Sustainability

Materials from the Avery Dennison
ClearIntent™ Portfolio





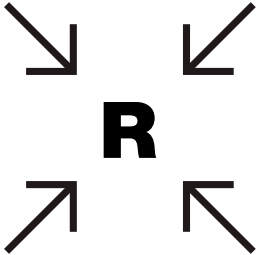
We've made it easy to make labels more sustainable.

More brands are moving toward sustainable packaging so that they can meet consumer demand, stay ahead of regulations and improve the environment, especially when it comes to single use packaging. The materials in our ClearIntent™ Portfolio make it easy to improve the environmental impact of packaging without sacrificing performance-and in many cases, without paying more.

More ways to use less.

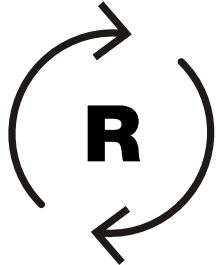
Our ClearIntent™ Portfolio contains hundreds of products that help our customers and their end users reduce materials consumption; shrink their environmental footprint; and support safety, fairness and human rights. Our ClearIntent™ products include product labels made with paper certified by the Forest Stewardship Council®,

label adhesives that make plastic bottles recyclable and labels made from renewable resources and manufactured in factories that meet the industry's most stringent standards for worker safety and health, and more. All ClearIntent™ label materials enable you to do one or more of the following:



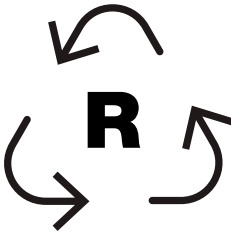
Reduce.

Use less material to help conserve limited natural resources (and capture lower costs).



Recycled Content.

Give a second life to what we have already used.



Enables Recycling.

Make your packaging recyclable. What we use can be used again.



Responsibly Sourced.

Choose from hundreds of facestocks made with paper certified by the Forest Stewardship Council or film and paper facestocks made from renewable resources.





ThinkThin

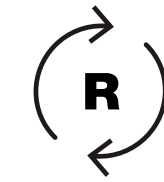
Big efficiencies, smaller footprint

Our ThinkThin portfolio includes film label constructions up to 50 percent thinner than conventional labels.

ThinkThin products are made with less oil, water and energy, and have a smaller carbon footprint than conventional materials.

They also deliver operational efficiencies like fewer changovers and reduced storage and transportation.

Product overview



Recycled Content.

Recycled Paper Portfolio

Go recycled without compromise.

The portfolio includes MC FSC® Recycled facestock that is made from 100% recycled post-consumer paper waste, including up to 30% liner waste. It offers a sustainable alternative with similar appearance and print performance.

Compared with conventional facestock, MC FSC® Recycled facestock reduces the consumption of energy, water, trees, and waste.

Product overview



Enables Recycling.

CleanFlake™ Technology

Enabling PET Recycling

Too much recyclable PET plastic ends up in the waste stream because of contamination from conventional labels, which don't separate cleanly during the recycling process. Our CleanFlake label materials feature a breakthrough adhesive that allows label and package to neatly part ways during the recycling process, improving yields of recycled PET plastic.

Product overview



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R **Responsibly Sourced.**

FSC®-certified paper

The most options anywhere

We offer the industry's widest selection of FSC®-certified facestocks. More than 80% of the paper products we purchase are made with wood fiber certified by the Forest Stewardship Council. We're committed to sourcing 100 percent certified-claim paper by 2025.

Building a sustainable business? So are we.

Our ClearIntent™ Portfolio grew from our commitment to achieve sustainability in our operations while at the same time leading our industry toward sustainable practices. As we work toward our 2025 sustainability goals, we're thinking bigger and reaching higher, applying our collaborative spirit, passion for innovation, and technical expertise to transform our operations, our products, our industry, and, ultimately, our world. At the foundation of our sustainability strategy is a science-based framework developed by The Natural Step, an international NGO. We invite you to read more about ClearIntent™ and Avery Dennison's sustainability initiatives at label.averydennison.com/sustainableolutions.



Bio-based PE

Let's find the right products for you.

Our teams love recommending exactly the right Avery Dennison product for your specific applications. To talk more about ClearrIntent™, contact your local Avery Dennison sales representative.

Contact us



Grape Touch



For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.com or contact your local Avery Dennison sales representative.

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Label and
Packaging Materials