



# Label me **the game changer**

Avery Dennison MultiCycle™ - a permanent label solution for the returnable bottle market



“MultiCycle™ can forever change the way you think about labeling”

As consumers become more concerned about the impact of packaging on the environment, they are demanding more sustainable solutions.

At the same time, you want your product packaging to have increased brand differentiation and higher shelf impact at a price competitive level with other decoration technologies.

## Label me **the game changer**

How can you deliver what the market wants while maintaining or even improving your operational efficiency and bottom line? Until now, it has been a challenge to find a permanent solution for labelling returnable bottles with superior visual appeal. Avery Dennison, an industry leader and innovator, has developed such a solution.

We believe that, in the future, society will no longer accept the waste of resources caused by the re-labeling of returnable containers, so we have developed MultiCycle™. It is a unique permanent self-adhesive film label construction for returnable beer and beverage containers that withstands 30+ product life cycles\*, while also offering superior decoration options.

\*Avery Dennison has verified that this technology survives 30+ product cycles in a controlled environment as well as in a market environment. Because a container is subject to many external influences during its useful life, Avery Dennison cannot guarantee the actual number of cycles.





## What is MultiCycle™ technology?

Avery Dennison has developed a new patent-pending solution that is resistant to the stresses a returnable container is exposed to during its lifetime. It even withstands the high temperature caustic baths used during the bottle-washing process. MultiCycle™ combines the durability of ACL direct print with the premium look, design flexibility and performance you expect from self-adhesive technology. All this at a total applied cost below the price level of cut and stack (C&S) labels.

## Label me **outstanding**

In recent years, owners of beer and beverage brands have become increasingly aware of the benefits of self-adhesive labeling, which include its high impact, premium look shelf appeal and decoration flexibility. Whether you're producing small quantities for a boutique market or you're active in high volume markets, self-adhesive labels give you the option of incorporating outstanding design features such as intricate die-cuts, silver or gold foil stamping, special metallic inks and holograms.

You might be concerned about the cost of these features. With MultiCycle™, your designers will have even more freedom to create stunning and eye-catching labels. Because the label cost is amortized over multiple product life cycles, the cost per unit sold is much lower with MultiCycle™ labels.

MultiCycle™ also meets direct print technology head-on, with a far greater flexibility of color options and no need to use heavy metals in the ink.



Virgin  
bottle

After 30  
cycles

**MultiCycle™  
is definitely a game  
changer!**

We believe that, in the future, society will no longer accept the waste of resources caused by the re-labeling of returnable containers.



## Label me **sustainable**

Our market studies have indicated that younger, less brand-loyal consumers are quite likely to change to a more eco-friendly product because of their concern for the planet. Because MultiCycle™ labels last for the life of the bottle, they provide significant environmental benefits:

- **Permanent** reduction of substrates and subsequent landfill
- **Permanent** reduction of ink usage
- **Permanent** reduction of transport movements
- **Permanent** reduction of energy consumption

From a sustainability perspective, MultiCycle™ outperforms C&S paper labels and wash-off self-adhesive labels by far, since both those technologies require a new label set every time a bottle is sold. MultiCycle™ labels could last more than 30 product life cycles\* on the same bottle.



## Label me **cost-effective**

MultiCycle™ is a cost-effective option for brand owners using returnable bottles for several reasons:

- One label set lasts for the life of the bottle, so there is less outlay on landfill.
- Offline or even off-site labeling becomes an option.
- No extra capital expenditure investment is required.

All this at a lower Total Applied Cost (TAC) than either C&S or wash-off labels! Avery Dennison has a TAC model available to give you an insight into the financial benefits a changeover to MultiCycle™ could bring to your company.

## Label me **however you like!**

MultiCycle™ is:

- **Sustainable**
- **Outstanding**
- **Cost-effective**

And, in the future, who knows what marketing options MultiCycle™ might open up to you? One possibility is the implementation of Near Field Communication (NFC). This would give you the opportunity to provide detailed information about your product and to introduce other products from your portfolio, as well as receiving direct customer feedback. What a valuable and effective marketing tool that would be!



## Want to change your game?

Contact your local Avery Dennison account manager and we'll be happy to provide you with more information. [beverage@averydennison.com](mailto:beverage@averydennison.com). We might even be able to show you a prototype of the innovative MultiCycle™ label on your own bottle!



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