

# Helping L’Oreal get liners out of landfills



When Avery Dennison showed the iconic cosmetics company how to overcome roadblocks to recycling as part of its global effort to eliminate label waste, the results were beautiful, indeed.

## The challenge

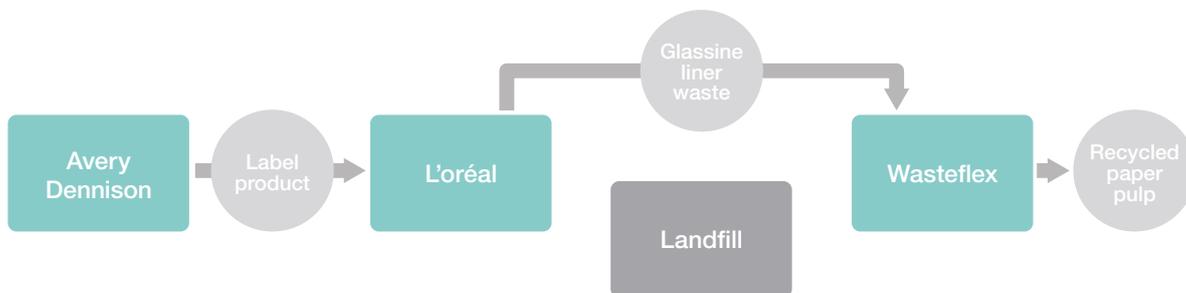
As one of its [2020 sustainability goals](#), beauty industry leader L’Oreal committed to sending zero waste to landfills. For the company’s distribution facility in Melbourne, that target presented a special challenge: How to dispose of the glassine liner left over after applying labels to its packages?

## The backstory

Liners are the backings on pressure-sensitive labels that are peeled off just before application. Glassine liners, like all label liners, are recyclable. But logistics, cost, and the lack of a viable recycling channel had prevented L’Oreal from diverting their liners from landfills to recyclers.

The problem isn’t unique to L’Oreal. Brands and their printers discard millions of tons of label waste annually, with most of it going into landfills. Because no comprehensive system for recycling label waste exists, companies tend to view recycling label waste as impractical and expensive.

At Avery Dennison, we make the materials L’Oreal and many other global brands use in their labels. In an effort to meet our own goal of [eliminating 70 percent of the liner waste from its value chain by 2025](#), we created our own recycling program. The program enlists recyclers willing to haul and process used liners at the same cost—or less—as landfilling, and connects them with companies generating label waste. When our team learned of L’Oreal Australia’s challenge, we reached out to Wasteflex, L’Oreal’s waste management partner, to see if, together, we could find a solution.



The Avery Dennison Recycling Services Program diverts glassine liner waste away from landfill back into the recycled paper chain

## The solution – and the results

Working closely with Wasteflex, we launched a recycling services program able to efficiently collect the glassine liner waste, remove the silicone that it's coated with, and turn the waste into pulp for recycled paper manufacturing. The program—the first in Australia to centralize distribution of liner waste and thereby make it more cost-effective for converters and recyclers alike— will enable L'Oréal to divert more than six tonnes of liner from landfills within the first year.

“When Avery Dennison approached us and advised of their liner waste recycling program, we were quick to trial the proposed system. Working with their partner in Wasteflex, and after a little bit of trial and error, we were able to start producing 500-kilogram bales of glassine label liner for recycling every few weeks. This replaced our previous system of filling 30 1.5 cubic-meter bins per week,” said O’Leary.

Leasing a baler and paying for occasional recycling pickups have proven less expensive than twice-weekly waste collections and rising landfill fees. But O’Leary says the program’s affordability, while attractive, isn’t the only benefit.

“The savings in this program have been significant, but the biggest benefit for L’Oréal is being able to meet its zero waste to landfill goal through the services and expertise of the companies of Wasteflex and Avery Dennison,” he said.

“Wasteflex is proud to be part of Avery Dennison’s liner recycling program, where we can assist the label industry with an exciting new initiative that is easy to implement, and which will improve both sustainability and commercial outcomes for business,” said Matt Tamplin, Wasteflex’s chief executive officer.

Marcel Cote, director of strategic marketing for Avery Dennison’s label and graphic materials operations in South Asia Pacific and Sub-Saharan Africa, said, “Setting up a recycling service is our response to helping our customers and brand owners meet their sustainability commitments while reducing our industry’s environmental impact. We hope that more businesses can help create a more beautiful future for all by embracing this recycling program.”

Cote encourages converters and Brand Owners to contact Avery Dennison to discuss their recycling challenges.

“We’ve learned that eliminating liner waste from our industry must be a collaborative process,” he said. “It’s an urgent issue for our industry, and it requires an industrywide response. Every company’s situation is a little different, but time and again, around the world, we’ve seen that, working together, we can make recycling happen in a way that’s good for our customers, good for recyclers, and good for the planet.”

To collaborate with us on recycling label waste - or to understand more about our overall ClearIntent portfolio please [contact us](#).



Baler installed at L'Oréal's Melbourne production facility compacts label liner waste into large 500kg bales

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