

# Label me **the game changer**

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



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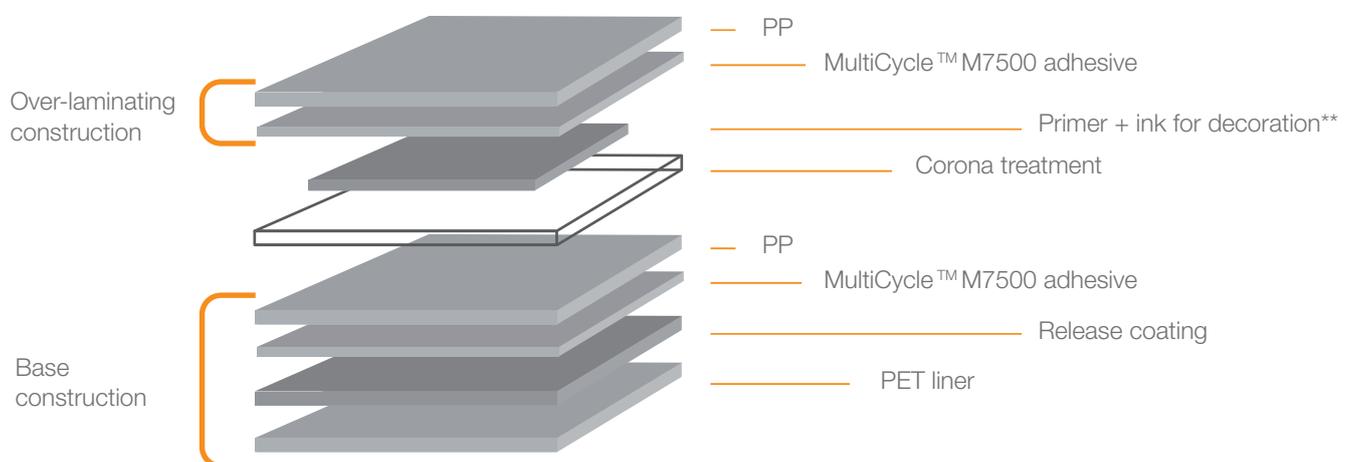
**As consumers become more concerned about the impact of packaging on the environment, they are demanding more sustainable solutions. At the same time, brand owners want increased brand equity and higher impact shelf appeal at a price level competitive with other decoration technologies.**

How can you deliver what the market wants while maintaining or even improving your operational efficiency and bottom line? Avery Dennison has the answer. 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.

## Label me **tough**

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. The label is engineered with a multi-layer construction, where the printing ink is protected with an over-laminate. MultiCycle™ combines the durability of Applied Ceramic Labeling (ACL direct print) with the much desired premium look and performance of self-adhesive technology. All this at a total applied cost below the price level of Cut & Stack (C&S) labels.

## MultiCycle™ construction



\* 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.

\*\* Labels can be printed using offset, flexo and gravure.



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## Label me **a business booster**

At first, you might think: “This means I’ll sell less labels.” But think again! MultiCycle™ now gives you the opportunity to compete favorably in the returnable market, which, traditionally, has been dominated by C&S labels. And because each bottle is labeled only once in its lifetime, you will have increased capacity to serve new customers without increased capital outlay. Our calculations show that with MultiCycle™ it is possible to significantly increase your bottom line while substantially reducing the number of labels produced.

MultiCycle™ also meets direct print technology head-on, with a far greater flexibility of color options. Colors are more durable since, with MultiCycle™, the inks are not directly exposed in the caustic bottle-washing bath.

## Label me **outstanding**

Brand owners are increasingly aware of the benefits of self-adhesive labeling, which include its high impact, premium look shelf appeal, so more are ready to make the change. With MultiCycle™, their designers will have even more freedom to incorporate brand-enhancing features like special metallic inks and holograms, because the label cost is amortized over multiple product life cycles. Such inclusions add to your profit margin while reducing the total applied cost per cycle for the end user and improving the shelf impact of the product – a win for each stakeholder.

## Label me **sustainable**

Because MultiCycle™ labels last for the life of the bottle, they provide significant environmental benefits:

- **Permanent** reduction of substrates
- **Permanent** reduction of ink usage
- **Permanent** reduction of transport movements
- **Permanent** reduction of energy consumption.

And, unlike with direct print, there is no need to use heavy metals in the inks. These facts will be greater selling points when speaking to your end user customers, as 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.

## Label me **however you like**

MultiCycle™ is:

- **Tough**
- **A business booster**
- **Outstanding**
- **Sustainable**

## **MultiCycle™ is a game changer!**

You’ve read about all the benefits to be gained by offering MultiCycle™. If you consider to add MultiCycle™ to your portfolio for returnable glass bottles, contact Avery Dennison now.



## Technical support is available

At Avery Dennison we understand the importance of getting the labeling process just right, so we've put together a technical information booklet for converters. Please request a copy from your Avery Dennison account manager. Our professional team is also available to assist you in working through the initial changeover process.

## Want to know more?

Contact your local Avery Dennison account manager or email us at [beverage@averydennison.com](mailto:beverage@averydennison.com)



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