

Reduced Materials Paper



Get only as much label as you need

Our Reduced Materials portfolio is based on a simple concept: using only the amount of material necessary to deliver outstanding performance. Our thinner, lighter Reduced Materials portfolio do just that, helping you meet your sustainability goals, comply with increasingly strict environmental regulations, and satisfy consumer demands for more sustainable packaging—all while reducing costs and increasing operational efficiencies.

Made with fewer natural resources

Our carbon footprint analysis shows that, compared to conventional paper products, the Reduced Materials portfolio when combined with a thinner liner provides greater environmental benefits, giving you more with less. To learn more, please request for carbon footprint analysis from your sales representative.

Perfect for most paper label applications

Reduced Materials paper look and perform like conventional paper labels. Available coated or uncoated, they're designed to deliver outstanding performance on press, on the labeling line, and on the shelf for markets as diverse as food, pharmaceuticals, industrial, and home and personal care.

Less cost through greater efficiency

Thinner materials pay off for more than just the environment. More material per roll also means fewer press and applicator changeovers, as well as less space and cost required for storage and transportation.

Key features

- Thinner materials use fewer natural resources
- Same performance as conventional labels
- Greater operational, storage, and transportation efficiencies
- Available with FSC-certified papers for even stronger sustainability credentials

Application Areas

- Food
- Pharmaceuticals
- Personal care and home care

Product information

Code	Description
Machine Coated Paper	
AAD910 (AW0486F)	MC Elite FSC/S2025N/BG40Wh Imp FSC
Uncoated Paper	
AAG538 (AW0289F)	Vellum Elite FSC/S1010/BG40Wh Imp FSC



Who we are

As the pioneer in the pressure-sensitive industry, we bring one-of-a-kind capabilities to sustainable labeling. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our labels must perform and the technical challenges they have to meet. Whatever your product, wherever it's going, we can help you develop a sustainable label that performs.

What we stand for

Sustainability. Innovation. Quality. Service.

In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

Discover more possibilities

What else do you need? Let us know and we'll help you find or develop your desired labeling solution

Find more sustainable label solutions at
label.averydennison.com



#MakingPossible

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