

Thin for the Win

Our Flex+ filmic label materials are helping Unilever find the right balance among thinness, performance and cost for three key brands





The Challenge

Unilever, a world leader in fast-moving consumer goods, is also a pioneer in building a sustainable global company. Among its goals: a 50 percent reduction in the company's use of virgin plastic by 2025. Reaching that target requires moving to labels that are made from thinner materials, yet don't compromise performance or shelf appeal.

The Solution

Unilever is using our Flex+ filmic label for several of its popular brands, including Clear-, Dove- and Sunsilk-branded hair care products. Flex+ provides consistently excellent printability, shelf appeal, and greater sustainability in a single, cost-effective product.

How It Works

Labeling with conformable films has long been a challenge. Thicker films are difficult to convert, lack clarity, and use a lot of materials. Thinner and more rigid films deliver clarity, but aren't conformable enough for modern packaging design.

Our Flex+ material—part of our ThinkThin™ portfolio—combines the best features of rigid and conformable film to strike the right balance between functionality and shelf appeal. Made from 55-micron printable polyolefin film, Flex+ offers semi-squeezable solutions designed for squeezable HDPE and PET bottles, while its high clarity offers the no-label look favored by packaging designers and consumers alike. Flex+ also delivers dependably consistent performance on press, on the labeling line, and on the shelf.

Flex+ also provides compelling sustainability benefits when combined with the ThinkThin glassine liner - BG33. Our analysis shows that, compared to our PE85 label construction, a million square meters of Flex+ over its lifetime is associated with a 9 percent reduction in greenhouse gas emissions and 34 percent less fossil fuel consumption. It also generates 20 percent less waste.

Life Cycle Analysis

Replacing 1,000,000 square metres of PE85 Clear with Flex+ Clear enables users to:



Reduce fossil fuel dependence by



Equivalent to 252 barrels of oil



Reduce greenhouse gases by



The amount of GHG emitted by 1 car for 15 years



Reduce waste generated by



The amount of waste generated by 1 household for 15 years

The Benefits

Flex+ offers a cost effective solution to Unilever with no sacrifice in performance. It also benefits the converters and bottlers who print and apply Unilever's labels, because its thin construction enables 26 percent longer roll length and more labels per roll compared to PE85, a product commonly used in the market. That means reduced downtime and higher productivity. More labels per roll also means efficiencies across the supply chain, with less packaging, less transportation, and less inventory space required—along with less associated costs for all of it. And as with all of our materials, Flex+ is backed by our knowledgeable technical experts and a dependable global manufacturing network that delivers material when and where it's needed.

How Avery Dennison Made a Difference




In addition to providing a product that meets Unilever's criteria, our team helped make material qualification simple.

In an industry where most brands still use our PE85 or similar products, Flex+ helped Unilever pioneer the switch to thinner labels that deliver performance, cost effectiveness, and reduce environmental impact.

Learn more about Flex+ and our other thin-label solutions.

See how our materials are helping brands in reducing the environmental impact and increase packaging circularity without compromising on performance or cost.

Find out more at label.averydennison.com

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