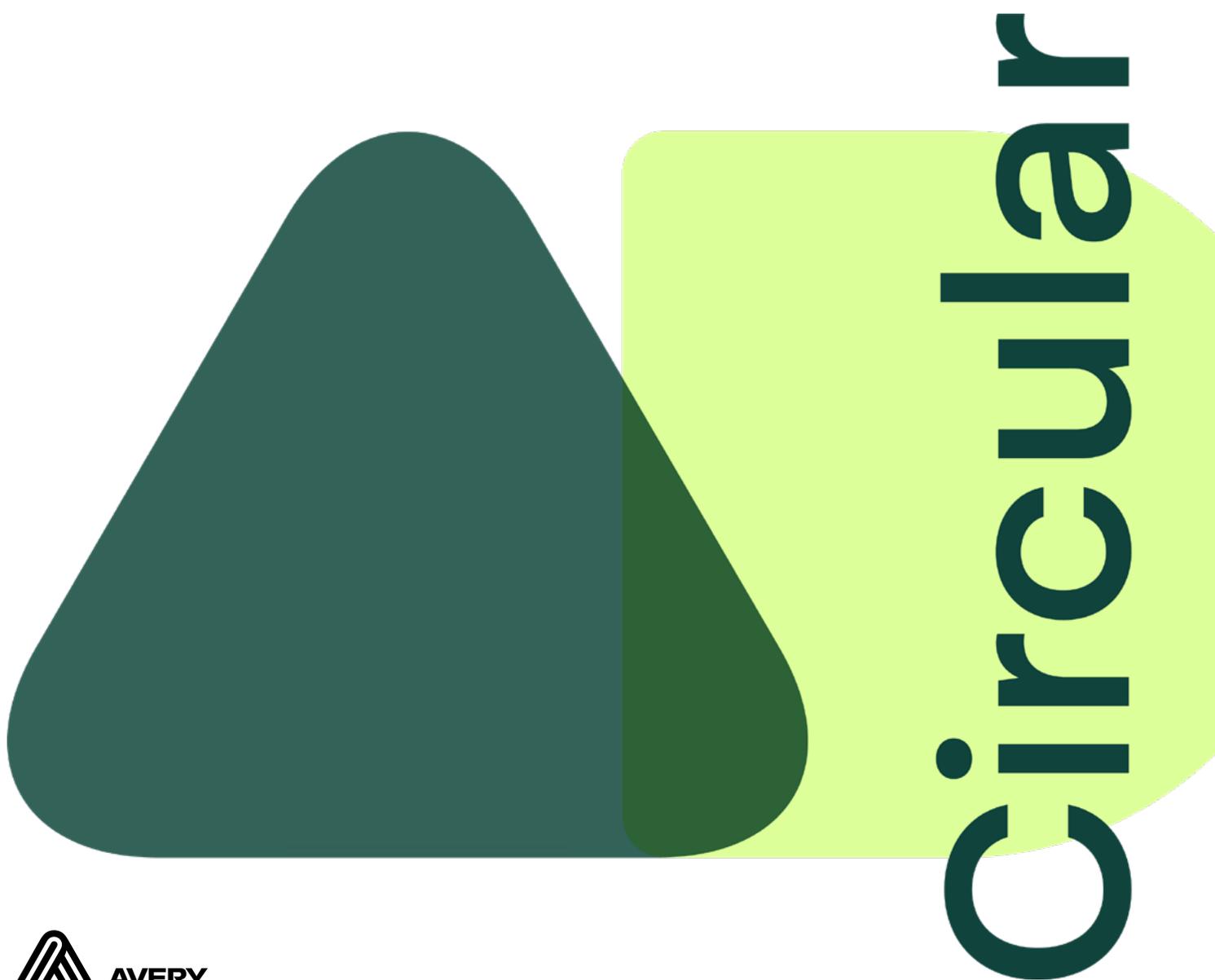


Avery Dennison  
Label and Packaging Materials  
Program Overview

Asia Pacific - ASEAN  
September 2022

# AD Circular Avery Dennison Liner & Matrix Recycling Program



Avery Dennison is connecting converters and brands with vetted recycling providers throughout ASEAN who can offer opportunities for landfill diversion, recycling, and circularity.

Landfilling matrix and liner waste isn't sustainable. Ideally, all that waste would be collected, recycled, and used as material for new labels and products—a circular approach, better for the environment, better for your sustainability goals, and better for complying with changing regulations.

AD Circular is Avery Dennison's contribution toward the establishment of a circular economy, and one of the many ways we're enabling the recycling of label waste and advancing the use of recycled materials. AD Circular lets you help stem the tide of label waste and increase the supply of recycled material. It also strengthens your own sustainability story and helps you achieve your goals for recycling, reducing greenhouse gas emissions, and more.



#### **Liner and matrix recycling you can measure**

AD Circular provides metrics showing how much liner or matrix you've recycled, and more.

You will receive a certificate exclusively from Avery Dennison!

#### **Any liner or matrix, from any manufacturer**

With AD Circular, you can recycle any white glassine liner or matrix, regardless of origin.

#### **A premium service without the premium cost**

AD Circular comes at a comparable cost to what you're paying now to dispose of your matrix. You may even see cost benefits to liner disposal when you meet the specified criteria.

#### **Easy and convenient**

AD Circular enables easy pick up arrangements with low minimum order quantity (MOQ).

With AD Circular, you can help contain label by-product waste and increase the supply of recycled label material.

## AD Circular Program – how it works

### 4 Simple Steps



#### Complete the Registration Form

- [AD Circular – Liner Recycling Program](#)
- [AD Circular – Matrix Recycling Program](#)



#### Feasibility evaluation by Avery Dennison



#### Avery Dennison connects you to Waste Recycler



#### Collection begins

AD Circular is just our latest contribution toward the establishment of a circular economy, and one of the many ways we're enabling recycling of labels and packaging and advancing the use of recycled materials.

Reach out to to your local country representatives for more information.

[Read more about our sustainability-oriented products and services](#)

Connect with us on:   



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