

Avery Dennison  
Label and Packaging Materials  
Program Overview

Asia Pacific - South Africa  
September 2022

# AD Circular: Avery Dennison Glassine Liner Recycling Program

# Circular

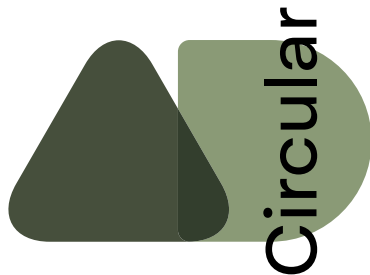


Landfilling liner isn't sustainable. Ideally, all that waste would be collected, recycled, and used as material for new labels and products—a circular approach, one better for the environment, better for your sustainability goals, and better for complying with increasingly strict regulations.

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 recycling you can measure**

AD Circular provides metrics showing how much liner you've recycled, the amount of CO<sub>2</sub> emissions you've avoided as a result, and more.

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

With AD Circular, you can recycle any yellow and white glassine liner, regardless of origin.

### **All of the convenience, none of the headaches**

We will handle all the paperwork and regulatory concerns, including proper documentation and compliance with waste-transport laws.

### **EPR (extended producer responsibility) compliance**

Avery Dennison is a member of Fibre Circle as a paper producer, responsible for the entire life cycle of the paper products that we introduce to the market, from their design until end of life, including waste collection and recycling. This program aims to accelerate the collection rate of glassine liner waste as required by EPR legislation.

### **Good for the planet and for your sustainability credentials**




AD Circular lets you help stem the tide of label waste and increase the supply of recycled label material. It also strengthens your own sustainability story and helps you achieve your goals for recycling, reducing greenhouse gas emissions, and more.

### **How it works**

1. Sign up for AD Circular by contacting your local Avery Dennison sales representative or filling out [this form](#).
2. Fill the bale bags with used glassine liners. You can prepare your own bags or purchase them from Interwaste, our waste management partner.
3. Interwaste collects the liner waste and ships them off to the recycler to be recycled, at an industry-average fee.

Interwaste is Avery Dennison's waste management partner.

Find more sustainable label solutions at [label.averydennison.com](http://label.averydennison.com).

Connect with us on:   



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