

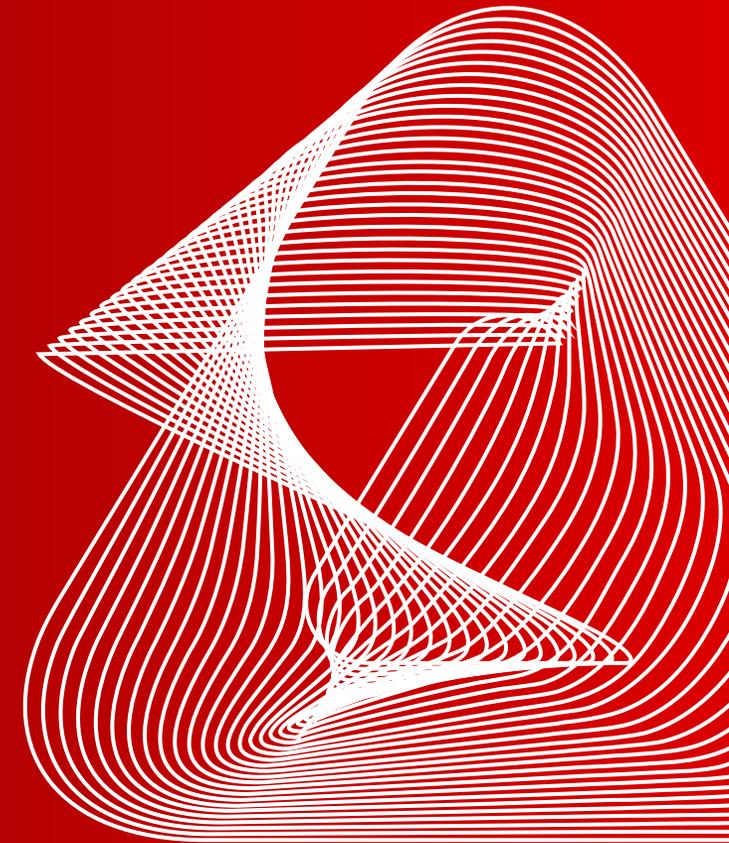


# LabelTalk

by Avery Dennison - ASEAN

## Sustainability Packaging Trends and Solutions

2022



# Welcome to the Webinar

Starts at 10:30 AM



Please wait



# Agenda

- Sustainability Packaging Trends
- Sustainability Packaging Solutions



# Speakers for Today



**Chie Jooi Koh**  
***Segment Development Director,***  
***ASEAN***

20+ years of self-adhesive label converting experience in packaging industry

[Webinar Part 1](#)

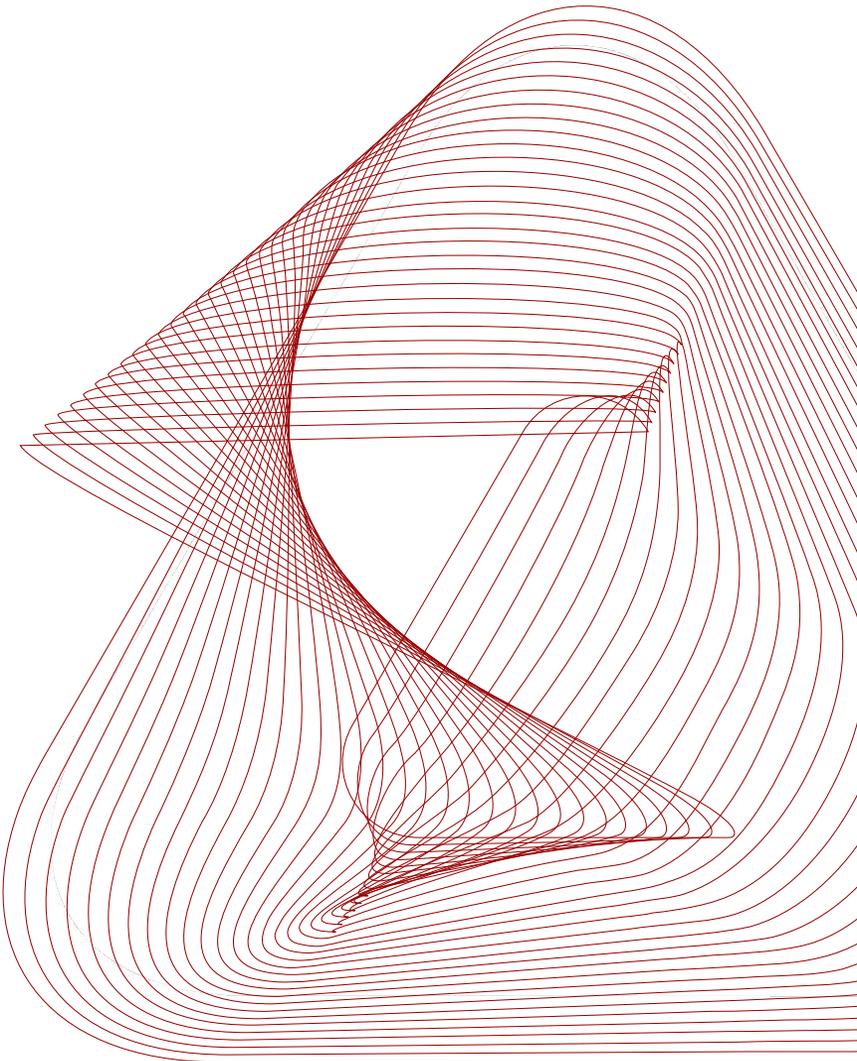


**Yvonne Chung**  
***Technical Marketing Manager,***  
***ASEAN***

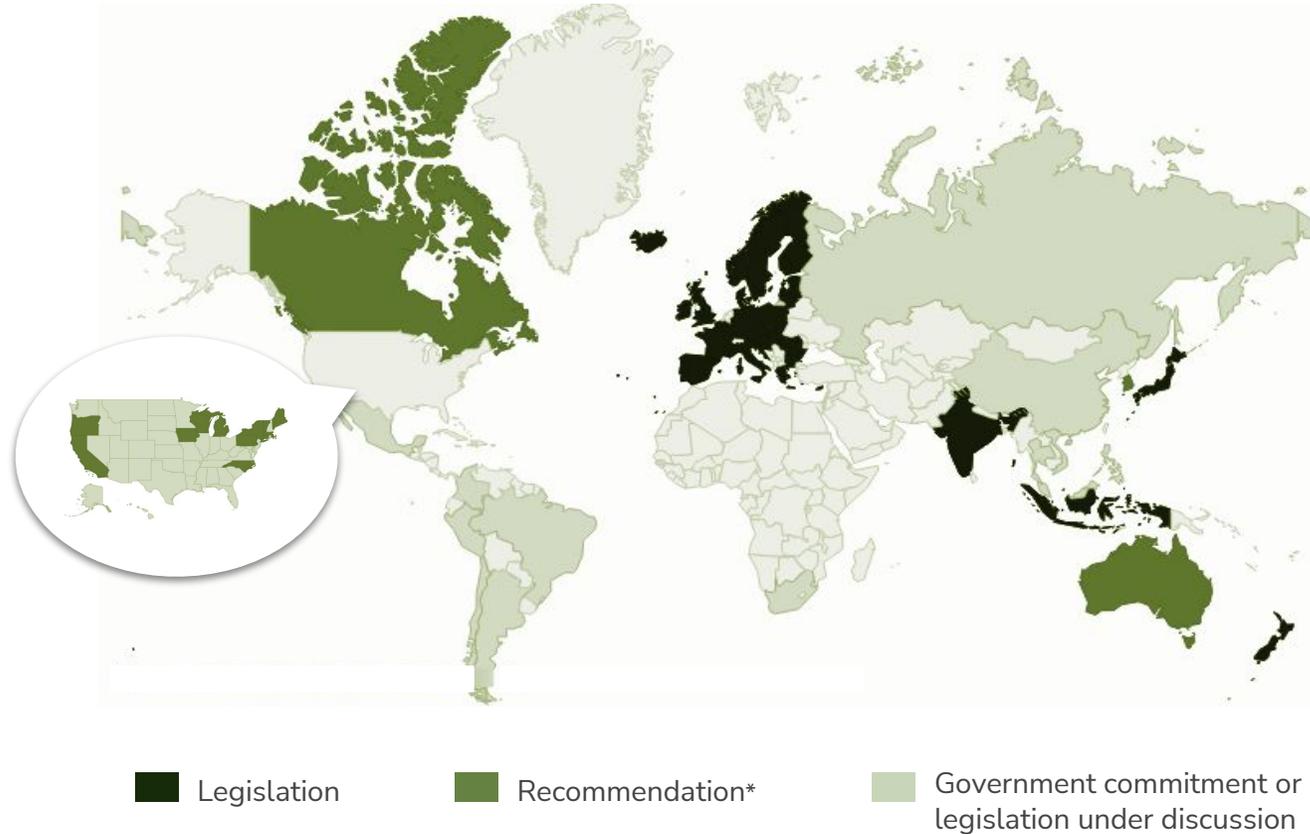
14+ years of flexible packaging and technical development in manufacturing industry

[Webinar Part 2](#)

# Sustainability Packaging Trends



# Regulation increasing, aiming to promote recycling and reuse in plastic packaging



*\*Guidelines from the government likely to become future legislation*

## Europe

- EPR guidelines by 2025
- PET beverage bottles - 25% recycled plastic by 2025
- Plastic packaging recyclable by 2030

## ASEAN

- Countries in the ASEAN region represent some of the world's worst polluters of packaging waste.
- Effective packaging and waste regulations are typically not present, inadequate, or not enforced with high levels of mismanaged waste.
- Public-private partnerships emerging, creation of appropriate infrastructure to deal with their packaging waste.

The problem with plastic is not in how it is used, but in its end-of-life management.

# Key Packaging Legislation in ASEAN

Country	Packaging Design	Extended Producer Responsibility (EPR) Situation	Plastic Strategy
Thailand	Phasing out of single-use plastics by 2022.	Explicit EPR laws on packaging waste remain in the drafting stage.	Free from 3 types of plastic (microbeads, cap seals & oxo- degradable plastic) – and from 4 other types of single-use plastics by 2022.
Singapore	-	Only electronic waste is subject to an EPR, implement in 2021.  EPR will be extended to packaging waste by 2025.	Achieve a 70% overall recycling rate by 2030.
Indonesia	Polystyrene banned	The legal framework for an EPR system is in place, but implementation has yet to happen.	Reduction of marine plastic debris by 70% by 2025.
Malaysia	Voluntary ban on straws by 2020 in restaurants. Carrier bag ban aimed for 2022	Set to introduce EPR in 2023 voluntarily and mandatory by 2026	Roadmap towards Zero Single-Use Plastics (2018-2030).
Vietnam	Single-use Plastic ban planned end 2025	Introduced EPR on Jan 2022	Reduction of marine plastic debris by 75% by 2030.

Source: Smithers Nov 2021 Sustainability in Packaging Asia: Tackling the Plastic Crisis



# Sustainability Packaging Trends

- FSC certified paper material
- Reduction in use of material
- Post-Consumer Recycled (PCR)
- Compostable Packaging
- Refill and Reuse
- Pressure Sensitive Label Enables Recyclability
- Recyclable mono-material packaging
- Smart Packaging Enables Sustainability



# FSC Certified Paper Material

Nestlé has developed a paper-based which is sustainably source the paper, and it's Forest Stewardship Council (FSC) certified.



Source: <https://thedieline.com/blog/2019/7/15/nestle-says-yes-to-new-paper-based-wrappers?>

Kimberly-Clark releases first FSC certified 100% bamboo product



Source: <https://tissueonlinenorthamerica.com/kimberly-clark-releases-first-fsc-certified-100-bamboo-product/>

# Post Consumer Recycled (PCR) Container

The **Palmolive** Ultra brand of dish soap is now using a 100% post-consumer PET bottle in North America.

Ice Mountain 100% Natural Spring Water bottles are now being made from 100% PCR.



Sources: <https://resource-recycling.com/plastics/2021/03/24/colgate-palmolive-launches-100-pcr-bottle/>

Source: [https://www.gcfb.org/ice-mountain-brand-100-natural-spring-water-brings-bottles-full-circle-with-new-100-recycled-bottle-s-and-made-for-a-better-tomorrow-campaign\\_051421/](https://www.gcfb.org/ice-mountain-brand-100-natural-spring-water-brings-bottles-full-circle-with-new-100-recycled-bottle-s-and-made-for-a-better-tomorrow-campaign_051421/)



# Compostable Packaging

Frito-Lay® Launches Industrially Compostable Bags with Off The Eaten Path® Brand



Source: <https://candyusa.com/cst/frito-lay-launches-industrially-compostable-bags-for-off-the-eaten-path-brand/>

# Reuse and Refill

Unilever, started its largest in-store refill trial in Europe. Following the trial's success, the multinational corporation is expanding its refillable packaging trials across the U.K.



Unilever has joined forces with Indonesia's Saruga packaging-free store in Bintaro to launch its biggest product refillery yet.



Source: <https://www.greenqueen.com.hk/unilever-refill-reuse-plastic-waste/#:~:text=Unilever%20will%20continue%20to%20test,surrounding%20refillable%20and%20reusable%20packaging.>

Source: <https://www.unilever.com/news/news-search/2020/indonesia-in-store-refill-station-launches-with-11-unilever-brands/>

# Pressure Sensitive Label Enables Recyclability

US-based manufacturer of drink mixers Zing Zang has completed the transition of its 32-ounce Bloody Mary mix bottle from glass to plastic featuring 25 percent post-recycled content and CleanFlake technology from Avery Dennison.



Source: [https://www.labelandnarrowweb.com/contents/view\\_breaking-news/2020-10-20/beverage-manufacturer-turn-s-to-avery-dennison-cleanflake-technology/](https://www.labelandnarrowweb.com/contents/view_breaking-news/2020-10-20/beverage-manufacturer-turn-s-to-avery-dennison-cleanflake-technology/)

Woolworths has advanced towards their sustainability goals with CleanFlake™ technology, a recyclable label solution now being applied to its plastic juice bottles as well as millions of other PET packages.



Source: <https://www.packagingmag.co.za/cleanflake-provides-pet-recycling-solution-to-retailer/>

# Mono-material Packaging

Ajinomoto Developed Environmental-Friendly “Mono-Material” Packaging



HDPE Recycling - PSL recognized to enhance the recyclability of high-density polyethylene mono-materials



Source: <https://www.ajinomoto.com.my/media/press-release/ajinomoto-developed-environmental-friendly-mono-material-packaging>

# Smart Packaging enable Sustainability

## Rewe and Vytal

REWE is the first food retailer in Germany to offer a free takeaway-and-return system for salad bar utensils. Its cooperating partner is Cologne start-up Vytal, which operates a deposit-free, digital takeaway-and-return system for containers.

Sources: <https://ndion.de/en/free-takeaway-and-return-system-rewe-cooperates-with-vytal-for-salad-bar/>

## Cup Club

Coffee cups and lids are designed to be used a minimum of 250 times. Cups are made from food grade PP and lids from food grade LDPE. Both contain an embedded RFID tag for supply chain traceability.

Sources: <https://www.greenbrownblue.com/reusables-cupclub/>



# Sustainability Packaging Solutions



# Sustainable Labeling solutions are continually evolving



**Enables Recyclability, Reuse, or Compostability**

What we use can be used again



**Contains Recycled or Renewable Content**

Give a second life to what has already been used



**Reduction in the Use of Materials**

Use only what is necessary



**Responsibly Sourced**

Products sourced from a supply chain that shows care for people and the environment



**Further methods to improve Environmental Impact.**

Advanced technology uses to deliver a more environmentally friendly solution



## Responsibly Sourced

**Products sourced from a supply chain that shows care for people and the environment.**

Film made from renewable alternatives and paper certified by the FSC® or other organizations



The mark of responsible forestry



*SCS Global Services does hereby certify that an independent audit has been completed and conformity to the applicable standard(s) has been confirmed for:*

## Avery Dennison Materials Sdn. Bhd.

Lot 6 Jalan P/2, Kawasan Perusahaan Bangi, Bandar Baru Bangi, SGR 43650, Malaysia  
Please refer to addendum for additional certified locations.

**This multi-site certificate covers the production and distribution of paper products using the transfer system.**

The facility(s) are hereby Chain of Custody certified to sell products as:

**FSC Mix, FSC Recycled**

The assessment has been conducted by SCS Global Services in accordance with the protocols of the Forest Stewardship Council® A.C. (FSC®).

FSC Standard: FSC-STD-40-003 V2-1; FSC-STD-40-004 V3-0; FSC-STD-50-001 V2-0

Certificate Code: SCS-COC-005041 Trademark License Code: FSC-C122337

Valid from: 27 August 2019 Expiry date: 26 August 2024

This certificate itself does not constitute evidence that a particular product supplied by the certificate holder is FSC-certified (or FSC Controlled Wood where applicable). Products offered, shipped or sold by the certificate holder can only be considered covered by the scope of this certificate when the required FSC claim is clearly stated on sales and delivery documents. The scope of this certificate is considered accurate on the date of issuance. The current validity and scope, including the full list of products, shall be verified on <http://info.scs.org>. The certificate shall remain the property of SCS, and this certificate and all copies or reproductions of this certificate shall be returned to SCS immediately upon request. Where a certificate covers more than one site, the covered products and processes/activities are performed by the network of Participating Sites, and not necessarily by each of them.



The mark of responsible forestry



**SCS**global  
SERVICES

*Sarah B. Harris*

Sarah Harris, Managing Director  
SCS Global Services  
2000 Powell Street, Ste. 600, Emeryville, CA 94608 USA



**ThinkThin™**

## Reduction in the Use of Materials

*Use only what is necessary*



### Flex+

A semi-squeezable construction with “no-label” look



### PE75

A fully conformable and squeezable label



### PP40

The thinnest film label, ideal for high-speed labelling needs



### MC Elite FSC

Thinner semi gloss paper label with on par performance



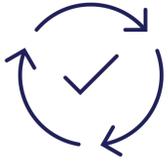
### Vellum Elite FSC

Optimizing the resource consumption



### DT60

The thinnest direct thermal paper label



## Contains Recycled or Renewable Content

*Give a second life to what has already been used.*



### Biomass Adhesive

Made of 30% raw materials from renewable source



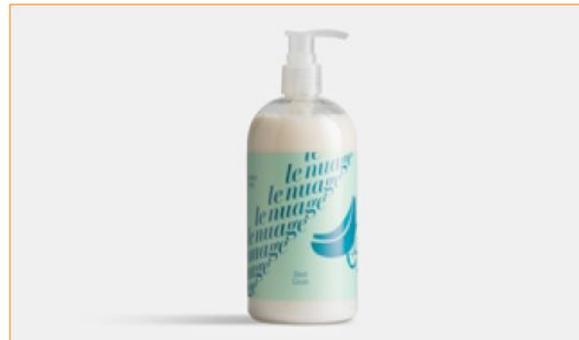
### Biobased Adhesive

Made of 30% bio-based components



### rPE

Available with 15% and 30% recycled content.



### rPP

Made of 30% recycled content



### rDT

Direct thermal label with 15% Consumer Waste (PCW) content



### rPET Liner

Content 30% Post Consumer Waste (PCW) PET bottle flakes.

# Reduction in the Use of Materials



## Value Generating Benefit



Improved transportation & storage cost

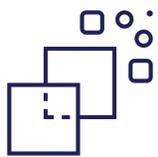


Increased revenue with productivity improvement



Reduced waste handling cost, sustainable solution





## Enables Recycling, Reuse, or Compostability

*What we use can be used again.*



### CleanFlake™

Clean removal of label from PET & HDPE plastic.



### Compostable Labels

Biodegradable and compostable solution approved for direct contact



### Film for HDPE recycling

Enable mono-material recycling of HDPE plastic

# Enable Recycling



## CleanFlake™



- ✓ Adheres to APR design guidelines for PET and HDPE recycling
- ✓ One solution that supports PET Bottle-to-Bottle recycling & HDPE mono-material recycling
- ✓ Available with various PP and Flex+ labels
- ✓ Reduce waste to landfill
- ✓ Enable circular economy and material can regenerate to recycle products

### PET B2B Recycling Fundamentals

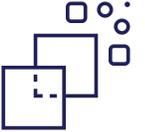
- Improves recycling of PET bottles - no residue or contaminants on resulting PET flakes
- Recycled PET flakes reproduce into new new food-grade quality bottles

### HDPE Mono-material Recycling Fundamentals

- Labels contributes to a small percentage of total packaging weight; does not impact overall physical properties of the rHDPE pellets
- Labels can be recycled together with the HDPE bottle without impacting the recycling process

# How CleanFlake™ enables recycling?

## PET bottle-to-bottle recycling



**1** PET containers are collected and sorted.



**2** The PET containers are ground up into “flake”.



**3** The flake is placed in a caustic bath. Here, the adhesive in CleanFlake “switches off”.



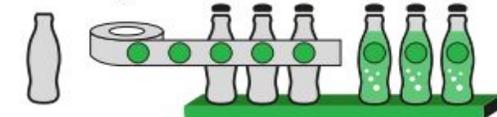
Water breaks the adhesive’s cohesive bond, allowing it to separate cleanly from the plastic.

**4** The low-density film labels float to the surface, while the heavier plastic sinks and is collected for reuse.

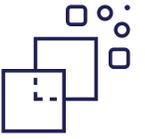


There is zero residual adhesive – and no contamination – of the bathwater used to clean them.

**5** New bottles made from recycled PET, ready to use.



# Enable Recycling



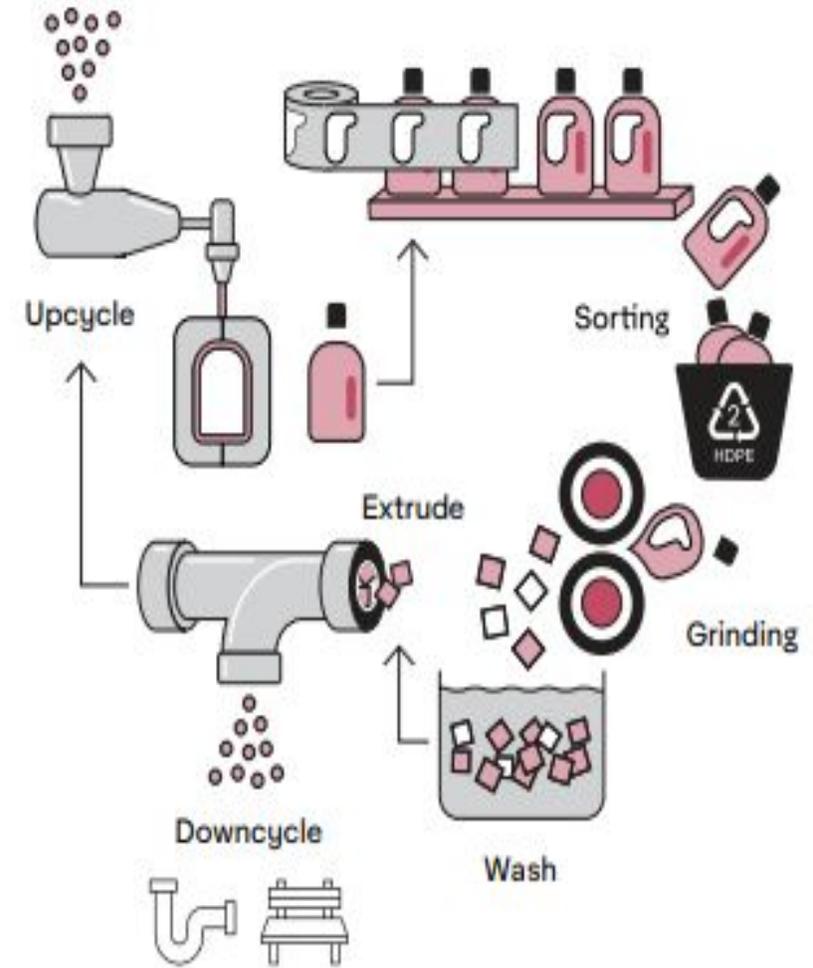
## Films for HDPE Mono-material Recycling

### HDPE Mono-material Recycling

- ✓ Aside from SR3013, S692N is qualified for HDPE recycling
- ✓ Recognized film facestocks
  - Clear and white BOPP films
  - Clear and white PO films
  - Clear and white PE films

### Application

- Shampoo bottles
- Food & Beverage
- Laundry detergent bottles
- Motor oil bottles





## Biodegradable & Compostable Range

[Product Overview](#)

### Key Features

- Adhesive S9500 carries the “OK Compost” certificate according to EN13432 regulations for industrial composting.
- Biodegradable & compostable
- Direct food contact approval for dry, non-fatty foods
- Straightforward conversion using conventional printing techniques.



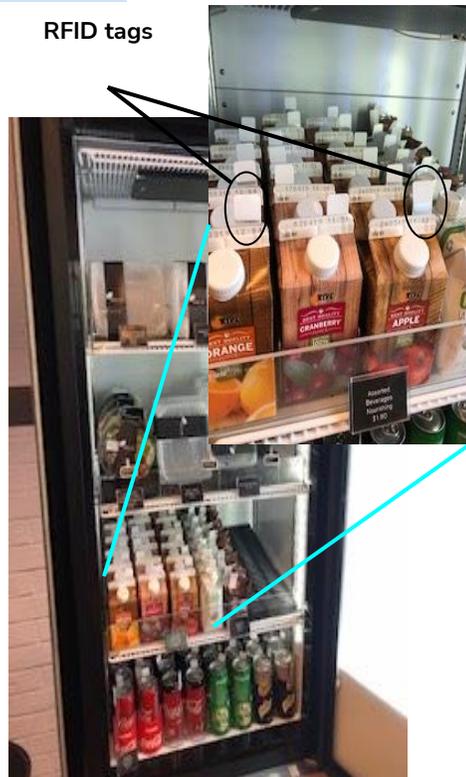
### Benefits

- Helps brand owners, retailers & converters meet growing demand for sustainable solutions.
- Addresses legislative requirements on landfill and sustainable packaging.

# How our RFID solutions enables sustainability

## Types of RFID:

- PET/Paper based inlays
- On-Metal /Flag tag
- Microwave Safe RFID labels



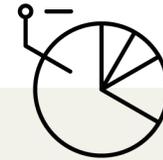
## Waste reduction

Enables waste reduction



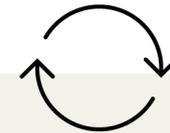
## Carbon footprint

Helps reduce carbon footprint



## Transparency

Improves transparency and traceability



## Circularity

Enables circularity

Q

&

A

# Thank you



**AVERY  
DENNISON**