

# Direct Thermal with PET Liner

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## A sustainable product designed to enhance efficiency and reduce waste

Avery Dennison's Direct Thermal PET Liner is a product exclusively crafted to ensure higher productivity levels with minimum wastage. It has been designed to improve the sustainability and, overall efficiency and productivity of value chain. The product clearly reflects the Avery Dennison commitment and sense of responsibility towards environment and labeling industry, It helps reducing overall cost of value chain through increased productivity and lower scrap, transportation and storage cost.

### Key Features

#### Increased efficiency

- ▶ Thinner construction means lower warehouse storage and transportation space required
- ▶ Reduced transportation and packaging costs
- ▶ More number of labels per roll, for same diameter roll, means less number of changeovers on applicators and printers, hence continuous longer run, lower downtime and wastage

#### Lower waste generation

- ▶ Lower Liner scrap (Liner scrap gets reduced by 45%, hence lower spent on liner inventory management cost and lower waste handling expense)

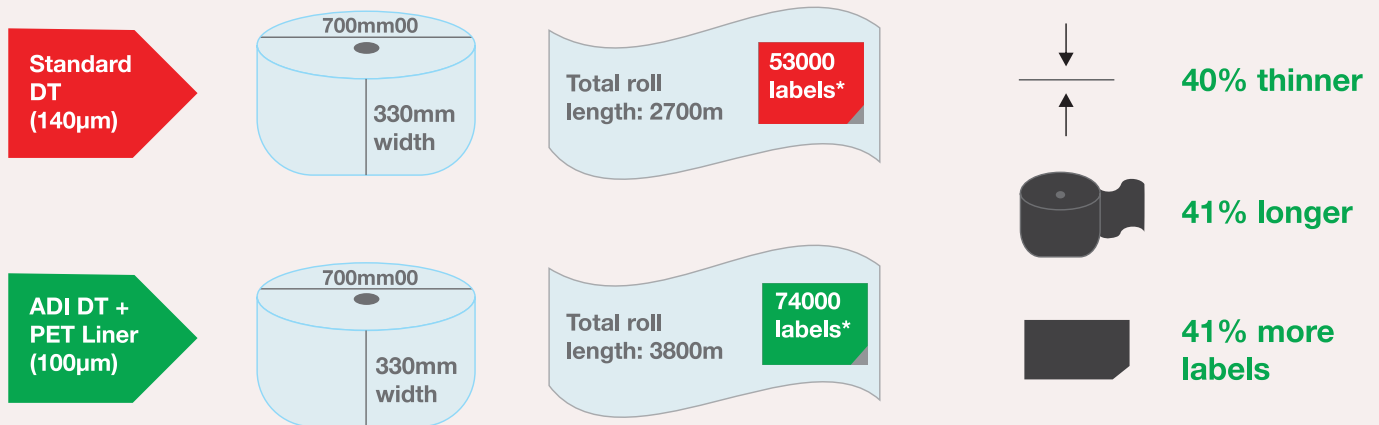
#### Sustainable and Environmental friendly solution

- ▶ Lesser absolute material consumption per label
- ▶ Lower Liner Scrap means less waste going into landfill/incineraton.
- ▶ Lower carbon foot print generation
- ▶ PET Liner is recyclable

#### Applications

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## Why PET Liner? – Standard DT vs DT + PET Liner



Label Size: 103mm x 150mm (repeat length 152.4mm) & 3" core  
 Standard DT - 70 GSMDT Face + BG40 Liner

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