

Avery Dennison  
Label and Packaging Materials

Australia & New Zealand  
August 2024

# Food & Beverage Solutions





# Packaging of Today and Tomorrow

## The evolution of packaging: Adapting to shifting consumer desires

As consumer trends constantly shift within the food and beverage sector, it becomes imperative for brands to reinvent their products to cut through the noise in an overcrowded market. Following accelerated shifts in recent years, consumers today are looking for efficiently packaged goods that promise quick preparation and suit their on-the-move lifestyles. This has led to a pivotal transformation in packaging designs that cater to a fast-paced world, blending form and function seamlessly.

As sustainability movements gain momentum, the consumer conscience weighs heavily on the environmental impact of their choices. Brands are thus compelled to underpin the lifecycle of their packaging with sustainable practices that resonate with consumer values.

There also exists a stronger desire to seek transparency about the origins and ultimate fate of the packaging they encounter. It is no longer enough for packaging to merely contain; it must also communicate, educate, and align with the ethos of environmental stewardship.



## Understanding the needs of converters and brands



### Shelf Appeal

Aesthetic appeal invariably holds a pivotal position in shaping a consumer's purchasing choices.



### Cost and Efficiency

Choosing a product that enhances productivity while meeting the budget is always a priority for converters and brands.



### Functionality

Packaging solutions that are designed to bring visions to life while offering unparalleled ease and convenience.



### Consumer Engagement

Captivate consumers by offering a narrative that goes beyond what is simply written on the label.



### Sustainability

Are the packaging materials made from recycled content? Were they responsibly sourced? Can the packaging be recycled? These questions must be answered.

# The Reign of Plastic & Glass: Pillars of the Packaging World

Plastic and glass rank among the premier choices for food and beverage packaging, thanks to their ability to preserve contents securely. Considering that packaging for food and beverages constitutes 96% of the fast-moving consumer goods sector, and is expected to witness growth of 8% from 2023 to 2027<sup>1</sup>, the importance of selecting the right labeling solutions cannot be overstated.

Containers crafted from glass and plastic provide an ideal backdrop for labels in multiple ways:

## Aesthetics

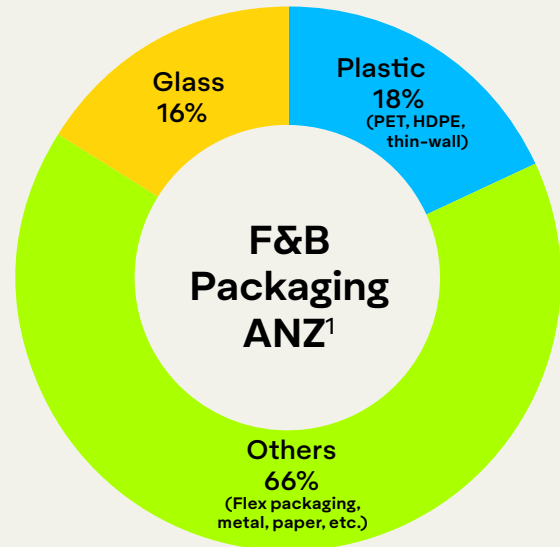
Transparency of the container helps display the color, texture, and freshness of the content, and is uncompromised with a clear label or a label that contours perfectly around its curves.

## Branding

Clarity and a high surface energy are ideal for showcasing distinctive decorations and affixing diverse labels, enabling brands to set their products apart from the rest.

## Versatility

There is a diverse selection of shapes and sizes to meet specific packaging requirements across various product categories. These can be combined with complementary labels to enhance the overall presentation.



## Glass: Reducing emissions through reusable solutions

With waste management and reduction efforts becoming prime objectives of organisations, there is an increasing need for the sustainable use of glass containers as well as label solutions that enhance their reuse and recyclability, which in tandem, can help conserve resources and minimise carbon emissions from energy-intensive glass manufacturing.

## Plastic: The future of circular packaging

Plastic offers not only convenience in manufacturing, storing, and usage but also holds promising potential for recycling back into materials suitable even for food-grade packaging. By implementing label solutions that enhance the recyclability of PET and HDPE, supported by a robust collection and recycling infrastructure, we can achieve continuous plastic bottle-to-bottle recycling, effectively closing the loop on plastics.

<sup>1</sup> Source: Euromonitor

# Let's find the right products for you.

The Avery Dennison team loves recommending exactly the right labeling solution for your specific needs.

Feel free to explore our extensive collection, and should you require further assistance, do not hesitate to get in touch with your dedicated sales representative.

Effective labelling is crucial for the success and sustainability of plastic and glass packaging. Avery Dennison offers innovative label solutions that enhance operational efficiency, shelf appeal, and overall sustainability.



### Operational Efficiency

When it comes to converters and brands, selecting a product that boosts productivity without breaking the budget is always a top priority. Our solutions offer a comparable total-applied cost to other decoration technologies, while delivering the same performance as traditional PS labels.



### Shelf Appeal

Aesthetics always play a crucial role in consumer decision-making. It's the first impression they get from the shelf. Our products are designed to be efficient without compromising on quality or appearance, ensuring that your brand stands out from the rest.



### Sustainability & Packaging Circularity

Sustainability serves as a primary catalyst for growth in numerous brands. Our commitment lies in meeting rigorous sustainability standards, while maintaining transparency in our practices and employing reliable tools to measure the positive impact of transitioning to sustainable materials.



## AD F&B Solutions

Tackle some of the toughest packaging challenges in the F&B industry with Avery Dennison's next generation portfolio — innovative fit-for-purpose label solutions specifically designed to optimize your performance and future-proof your products.

# Facestock – Papers



## High Gloss White FSC

- High gloss, cast coated paper, giving brilliant multicolour print quality and attractive gloss appearance
- Provides good edge wicking, scuff and environmental resistance when paired with a suitable varnish
- Can also be used for applications requiring overlamination
- FSC® certified



## AD MC70 FSC

- Semi gloss paper, made using 14% less materials with the strength and gloss levels equivalent to 80 GSM paper
- Carries more labels per roll<sup>1</sup>
- Can also be used for applications requiring overlamination
- FSC® certified



## AD rMC FSC

- Semi Gloss Paper with 30% post consumer recycled (PCW) content, to meet End-user demand for sustainable products.
- Comparable printing quality and converting performance as non recycled alternatives
- FSC® certified



## Carbon Footprint Comparison

Product	Carbon emissions	Savings per 1M SQM
MC 70 FSC	0.50 kgCO <sub>2</sub> E/sqm	-7%
MC 80 FSC	0.54 kgCO <sub>2</sub> E/sqm	Equivalent to 14,055km driven by an average passenger vehicle



1. When a label is thinner, one roll is able to carry more labels, providing benefits of longer machine uptime due to fewer roll changes, minimized storage space, and delivering more per transportation (less CO2 emissions).

Carbon footprint measurement is based on 1 million sqm. Scope: Cradle to Gate + Transport + End-of-Life

# Facestock – White Film



## PP60 WH NTC

- Corona treated glossy white BOPP film
- Widely adopted for dairy and juice applications
- Suitable for applications requiring moderate durability and resistance to moisture and chemicals
- Can be used in environmentally sensitive markets requiring recycling of polyolefin packs
- PP40 WH NTC available on request

## rPP60 Top White

- Recycled PP film containing 30% PIW making this a more sustainable label option helping brands achieve higher recycled content in packaging
- Suitable for applications requiring durability and resistance to moisture and chemicals
- Offered with Avery Dennison's industry-leading top coat for quality and durability<sup>1</sup>
- Can be used in environmentally sensitive markets requiring recycling of polyolefin packs



## PP60 Top Pearlized White

- Predominantly applied in market segments where rigid containers are used
- A unique pearlized white appearance offering a premium look and excellent shelf appeal

## Carbon Footprint Comparison

Product	Carbon emissions	Savings per 1M SQM
rPP60	0.43 kgCO <sub>2</sub> E/sqm	<b>-9%</b>
PP60	0.48 kgCO <sub>2</sub> E/sqm	Equivalent to <b>17,148km</b> driven by an average passenger vehicle

1. High speed print performance, strongest ink anchorage, enhanced abrasion resistance and durable print quality survives the journey of the package – from the plant to the shelf to the consumer and end-of-life.

Carbon footprint measurement is based on 1 million sqm. Scope: Cradle to Gate + Transport + End-of-Life



# Facestock – Clear and Silver Film



## PP40 Top Clear

- Clear film facestock, made using 20% less materials without compromising printing or application performance
- Carries more labels per roll<sup>1</sup>
- Offered with Avery Dennison's industry-leading top coat for quality and durability<sup>2</sup>
- Increased clarity and better blend with the substrate (due to lower caliper)



Reduction in the Use of Materials



## PP50 Top Clear

- Clear, gloss PP facestock, with a print-receptive top coat
- Suitable for applications requiring high-quality graphics with consistent functional performance during automatic application and in end use



## PP50 Top Silver

- Metalised, gloss PP facestock, with a print-receptive top coat
- Premium silver gloss film for a 'mirror effect'
- Ideal for applications requiring a luxury metallic look such as boutique condiments and jams

## Carbon Footprint Comparison

Product	Carbon emissions	Savings per 1M SQM
PP40	0.40 kgCO <sub>2</sub> E/sqm	<b>-9%</b>
PP50	0.43 kgCO <sub>2</sub> E/sqm	Equivalent to <b>14,640km</b> driven by an average passenger vehicle

1. When a label is thinner, one roll is able to carry more labels, providing benefits of longer machine uptime due to fewer roll changes, minimized storage space, and delivering more per transportation (less CO2 emissions).

2. High speed print performance, strongest ink anchorage, enhanced abrasion resistance and durable print quality survives the journey of the package – from the plant to the shelf to the consumer and end-of-life.

Carbon footprint measurement is based on 1 million sqm. Scope: Cradle to Gate + Transport + End-of-Life

# Adhesive – Films



## SRP/S692N

- High degree of clarity and “wet out” for clear filmic facestocks
- Meets APR HDPE Critical Guidance criteria
- Exhibits low bleed, enabling cleaner converting and labeling, increased machine uptime, and keeps labels dust-free.
- Complies with FDA standards for non-direct-food contact

 Enable Recyclability,  
Reuse or Compostability



## CleanFlake™

- Enables food-grade bottle-to-bottle recycling through a clean removal of the label during PET recycling
- Specially engineered for strong, long-lasting adhesion on PET substrates
- Retains the aesthetics of a standard film label
- Suitable for various PET container types including punnets and trays
- CleanFlake™ is accredited by the APR (Association of Plastic Recyclers) for its contribution to the recyclability of PET and HDPE, and is a recipient of numerous awards. Learn more about how it works.

 Enable Recyclability,  
Reuse or Compostability



## SPX

- Specially designed for use in chilled dairy applications for textured HDPE, PET and glass containers
- Complies with FDA 175.105 and German recommendations XIV as published by BfR for use in direct contact with dry and moist, non fatty foodstuffs
- Specially engineered for strong, long-lasting adhesion
- Moisture resistant

# Adhesive – Papers



## S2045

- Global general purpose hotmelt adhesive exhibiting very good tack and adhesion on a wide variety of substrates, including apolar, slightly rough and curved substrates
- Manufactured with at least 30% sustainably certified biomass
- Complies with FDA standards for non-direct-food contact



Responsible Sourced



## rET9MB

- General purpose emulsion adhesive featuring excellent tack and adhesion on a variety of substrates
- Exhibits low bleed and good die cutting and stripping performance
- Manufactured with at least 30% sustainably certified biomass and is free of any APEO
- Complies with FDA standards for non-direct-food contact



Responsible Sourced



## C2075

- Excellent cold temperature performance and moderate room temperature performance
- Good adhesion performance can be achieved on slightly frosted surfaces
- Resistant to moisture during thawing
- Suitable for a wide variety of packaging materials and in particular flexible films
- Manufactured with at least 30% sustainably certified biomass and is free of any APEO
- Complies with FDA standards for non-direct-food contact



Responsible Sourced



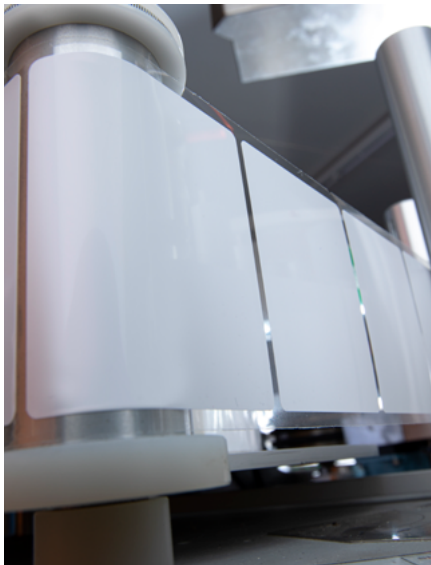
## S2049

- Exhibits excellent adhesion performance on rough and textured substrate
- Suitable for use under chilled or general purpose temperatures
- Manufactured with at least 30% sustainably certified biomass
- Complies with FDA standards for non-direct-food contact



Responsible Sourced

# Liner



## rPET23

- Contains 30% recycled materials
- The thinnest PET liner in the industry — Carries more labels per roll<sup>1</sup>
- Ideal for high-speed converting and dispensing at speed of more than 600 bottles per minute
- Enables the ‘no label look’ when paired with a clear film face material

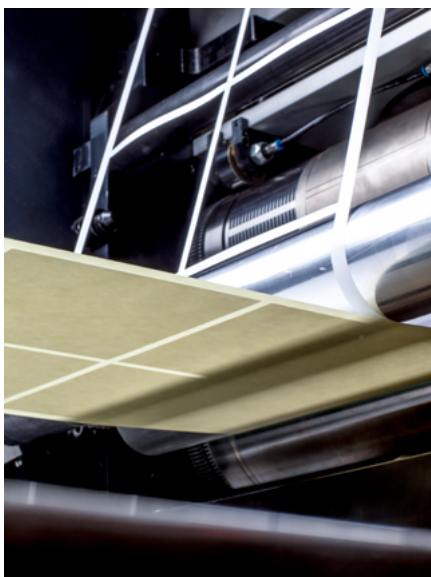
 Contains Recycled or Renewable content

 Reduction in the Use of Materials

## rPET30

- Contains 30% recycled materials
- Ideal for high-speed converting and dispensing at speed of more than 600 bottles per minute
- Enables the ‘no label look’ when paired with a clear film face material

 Contains Recycled or Renewable content



## BG33

- The thinnest glassine liner in the industry — Carries more labels per roll<sup>1</sup>
- Can be paired with prime labels without the need to change die tools
- Maintains the strength for smooth dispensing
- FSC® certified

 Reduction in the Use of Materials

 Responsibly Sourced

## BG40

- Designed for medium to high speed converting
- FSC® certified

 Responsibly Sourced

### Carbon Footprint Comparison

Product	Carbon emissions	Savings per 1M SQM
BG33	0.43 kgCO <sub>2</sub> E/sqm	<b>-6%</b>
BG40	0.48 kgCO <sub>2</sub> E/sqm	Equivalent to <b>11,356km</b> driven by an average passenger vehicle

1. When a label is thinner, one roll is able to carry more labels, providing benefits of longer machine uptime due to fewer roll changes, minimized storage space, and delivering more per transportation (less CO2 emissions).



# Product information

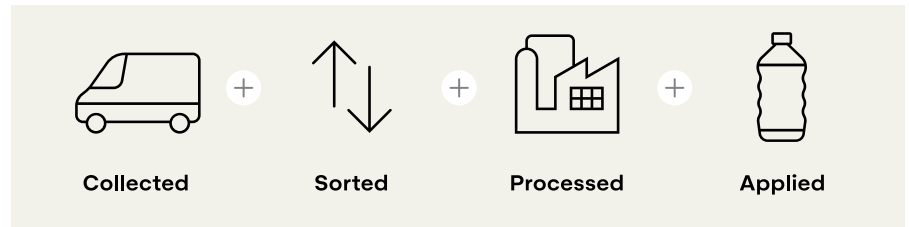
## Films

Code	Description	Reduced	Recycling	Recycled	Responsible	Functionality	Adhesive Technology	Application Products					Substrates					
								Sauces & Condiment	Edible Oil	Spreads	Non Alcoholic Beverage	Bottled Water	PET	Glass	HDPE	Food Approval		
<b>White Film</b>																		
<b>F79347.1525</b>	PP60 WH NTC S692N BG40WH N					Chilled	Emulsion	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>F79343.1525</b>	PP60 WH NTC SPX BG40WH N					Chilled	Hotmelt	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>F64226.1525</b>	rPP TOP WHITE SRP BG33WHN	✓	✓	✓	✓	General Purpose	Emulsion	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>F64228.1525</b>	rPP TOP WHITE SPX BG33WHN	✓		✓	✓	Chilled	Hotmelt	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>BW7045</b>	PP60 Top Pearlized White SR3013 BG33Wh Imp AD CleanFlake™ <sup>1</sup>	✓	✓			General Purpose	Emulsion	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Clear Film</b>																		
<b>F77001.1525</b>	PP60 WH NTC S692N BG40WH N	✓	✓	✓		Chilled	Emulsion	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>F3139.1525</b>	PP50 TC CLEAR SRP BG40WH N		✓			General Purpose	Emulsion	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>BW7052</b>	PP50 TC CLEAR SR3013 BG33Wh Imp AD CleanFlake™ <sup>1</sup>					General Purpose	Emulsion	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Silver Film</b>																		
<b>BW0272A</b>	PP 50 TC Silver S692N BG40WH					Chilled	Emulsion	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>BW0273A</b>	PP 50 TC Silver S692N rPET30			✓		Chilled	Emulsion	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

<sup>1</sup> Repositionable AD CleanFlake available

# What does it mean to be recyclable?

To be considered “recyclable”, a product has to be collected, sorted, processed, and applied – none of these processes can be missing.



## Ease of recycling various material types

	Paper and Cardboard	Glass	Metal Cans	PET	HDPE	PP	PS
Organised collection	●	●	●	●	●	●	●
Easy to separate	●	●	●	●	●	●	●
Availability of recyclers	●	●	●	●	●	●	●
Outlets for recycled materials	●	●	●	●	●	●	●
Food grade options for recyclates	●	●	●	●	●	●	●
Decoration impact on recyclability	●	●	●	●	●	●	●

Key: ● Technical challenges ● Some challenges ● Fully established

## Main plastics types, applications and recycling potential



PET



HDPE



PVC



LDPE



PP



PS



EPS

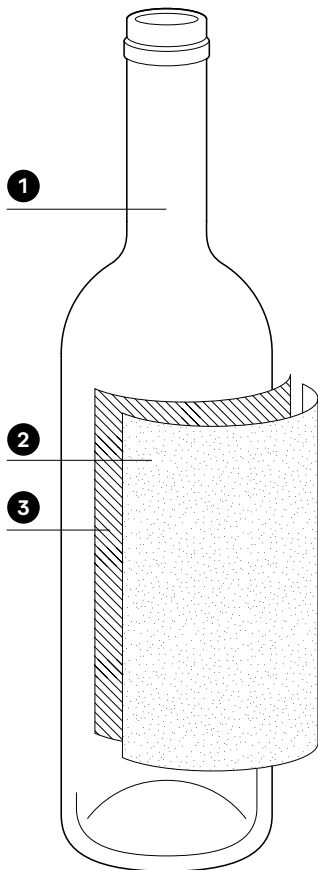


OTHER

Bottle to bottle	Bottle to bottle	Limited options	Downcycled	Downcycled	Limited options	Limited options	Limited options
Water & soft drink bottles, salad domes, biscuit trays, salad dressing and peanut butter dressings	Milk bottles/ jugs, freezer bags, dip tubs, shopping bags, ice cream containers, juice bottles, shampoo bottles, chemical & detergent	Cosmetic containers, commercial cling wrap	Squeeze bottles, cling wrap, shrink wrap, rubbish/trash bags	Microwave dishes, ice cream tubs, potato chip bags, dip tubs	CD cases, water station cups, plastic cutlery, imitation crystal glassware, video cases	Foamed polystyrene hot drink cups, hamburger take-away clamshells, foamed meat trays, protective packaging for fragile items	Water cooler bottles, flexible films, multi-material packaging

# Designing for Recyclability

Choosing the right label design for your product starts with understanding how the packaging protects your product, enhances consumer use, and enables a sustainable end-life.



1

## The container

### Product

Choosing a container starts with the requirements of your product, including safe delivery of your product to the consumer, and meeting safety requirements and compliance regulations.

### Use

Considering how consumers use your product is crucial for choosing the right container. Single-use products might do better in a plain, functional container, while products used daily may need a durable container that's more aesthetically pleasing to the consumer.

### Afterlife

The lifecycle analysis of your product should include the packaging, as governments and consumers are looking to brands to create products that enable sustainability. If the container can't be recycled or reused, consumers may choose a product with packaging that can.

2

## The label material

After the label material has met its compliance requirements, consider how its appearance will communicate the sustainability of your brand, product, and packaging. What material will convey your brand's sustainability focus best and look best on the shelf?

Ensuring the label can stand up to the use of the packaging is incredibly important for sustainability. If a label must be readable throughout the lifecycle of the product, a more durable material may be necessary. But for everyday products that consumers repeatedly buy and know how to use, perhaps a more minimal approach is appropriate.

When the product comes to the end of its life, how will the label material affect the recyclability of the packaging? For sustainable brands looking to make a meaningful waste reduction, a label that is recyclable or contains recycled content could be the right choice.

3

## The adhesive

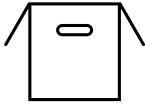

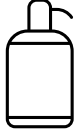
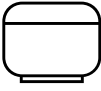
The combination of container, adhesive, and label can affect the legibility of the label, which could affect compliance, sustainability, and consumer use. If these are important to your product, you'll need to choose an adhesive that works with you.



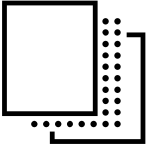

Ensuring the label stays adhered for as long as necessary is an important consideration. A member of our team can help you choose an adhesive that works with your application and helps your brand meet your sustainability goals.

A label shouldn't hinder the recyclability or reusability of the packaging material. When a product has finished its consumer life and is ready for the waste (or recycle) stream, how will the adhesive affect its sustainability? Make sure you choose an adhesive technology like CleanFlake technology that enables the recyclability of your product.



# Our sustainable solutions for each packaging substrate

	Cardboard / Corrugated Cardboard	Polyester (PET)	High Density Polyethylene (HDPE)	Polypropylene (PP)
Packaging substrate				
Key end use segments	<ul style="list-style-type: none"> <li>• Transport</li> <li>• Logistics</li> </ul>	<ul style="list-style-type: none"> <li>• Beverage</li> <li>• Food</li> <li>• HPC</li> </ul>	<ul style="list-style-type: none"> <li>• Food</li> <li>• Beverage</li> <li>• HPC</li> </ul>	<ul style="list-style-type: none"> <li>• Dairy</li> <li>• HPC (minor)</li> </ul>
Label types and technologies	<ul style="list-style-type: none"> <li>• Paper DT (PSL)</li> </ul>	<ul style="list-style-type: none"> <li>• PP (wrap around)</li> <li>• PP, Paper (PSL)</li> <li>• Sleeves</li> </ul>	<ul style="list-style-type: none"> <li>• Paper (wet glue)</li> <li>• PE, MDO, paper (PSL)</li> <li>• Sleeves</li> </ul>	<ul style="list-style-type: none"> <li>• Direct print</li> <li>• Paper (wet glue)</li> <li>• PP (PSL)</li> </ul>
Label separation process	Repulping	Sink Float	Air blow (bottle to bottle)*	Air blow
Current Avery Dennison solutions	<ul style="list-style-type: none"> <li>Paper / VI Paper Labels</li> <li>Biomass Emulsion Adhesive</li> <li>Bio-based Hotmelt Adhesive</li> </ul>	CleanFlake™ Adhesive	<ul style="list-style-type: none"> <li>Monomaterial PE/PP/PO Labels</li> <li>S692N Emulsion Adhesive</li> <li>Bio-based Hotmelt Adhesive</li> </ul>	<ul style="list-style-type: none"> <li>Monomaterial PE/PP/PO Labels</li> <li>S692N Emulsion Adhesive</li> <li>Bio-based Hotmelt Adhesive</li> </ul>

	PS	Glass	Compostable foil	(PE) Flexible packaging
Packaging substrate				
Key end use segments	<ul style="list-style-type: none"> <li>• Food</li> <li>• Beverage</li> </ul>	<ul style="list-style-type: none"> <li>• Beverage</li> <li>• Food</li> </ul>	<ul style="list-style-type: none"> <li>• Food</li> <li>• Retail</li> </ul>	<ul style="list-style-type: none"> <li>• HPC (wet wipes)</li> <li>• Food</li> </ul>
Label types and technologies	<ul style="list-style-type: none"> <li>• Direct print</li> <li>• Paper (wet glue)</li> </ul>	<ul style="list-style-type: none"> <li>• Paper (wet glue)</li> <li>• Paper, PP (PSL)</li> </ul>	<ul style="list-style-type: none"> <li>• Paper (PSL)</li> </ul>	<ul style="list-style-type: none"> <li>• PP, PET, PE (PSL)</li> <li>• Direct Print</li> </ul>
Label separation process	Brush off paper label	Washing, sorting (visual & mechanical)	Industrial composting	Monomaterial PE/PP labels are recommended in the CEFLEX Designing for a Circular Economy guidelines
Current Avery Dennison solutions	-	Wash off/ glass recycling solutions	Compostable labels	Monomaterial PE/PP labels

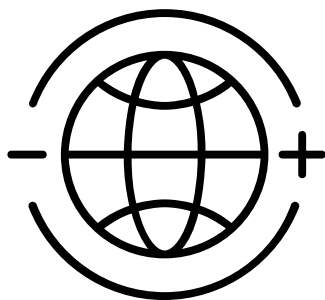
# Completing your Sustainability Story



## Taking responsibility of label waste through AD Circular

Although necessary for protecting the face and adhesive, liners are eventually discarded immediately following label application. Also, in order to achieve the desired label cut, glassine liner is unavoidable. Avery Dennison takes responsibility for managing solid waste that are generated beyond our facilities. You can rest assured that through AD Circular—our recycling program—liner and matrix waste can be recycled.

[Learn more](#) about AD Circular.



## Carbon transparency

We know that you are looking to better understand the environmental effects of the products you use. That's why we use the Avery Dennison Carbon Footprint Tool to offer a thorough measurement of the impact of our products using primary data for raw materials and operations. This allows us to quantify carbon impacts on a product level with more certainty for customer product selection, new product development and greenhouse gas (GHG) accounting.

## Who we are

As the pioneer in the pressure-sensitive industry, we bring one-of-a-kind capabilities to sustainable labeling. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our labels must perform and the technical challenges they have to meet. Whatever your product, wherever it's going, we can help you develop a sustainable label that performs.

## What we stand for

Sustainability. Innovation. Quality. Service.

In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

## Work with us

You're the expert in your business; we're the expert in labeling. Contact your local Avery Dennison representative today or visit [label.averydennison.com](https://label.averydennison.com) to find out how we can meet and exceed your needs.

## Discover more possibilities

What else do you need? Let us know and we'll help you find or develop your desired labeling solution.

Contact your trusted Avery Dennison sales representative or submit a request by scanning the code below.



[label.averydennison.com](https://label.averydennison.com)



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