

Avery Dennison  
Label and Packaging Materials  
Product Overview

Asia Pacific - ANZ  
July 2021

# rMC FSC® Recycled Paper



Labelling materials that are made using recycled content are now an excellent choice for sustainability-minded label converters and brand owners, thanks to careful selection from post-consumer waste streams and better paper manufacturing processes.

Our ClearIntent™ portfolio of sustainability-oriented products includes a recycled paper facestock made from 30% post-consumer waste. This offers converters an important differentiator, by allowing them to help their customers meet sustainability targets without compromising on print results. Our recycled paper facestock offers excellent semi-gloss appearance, equal to standard non recycled grade. It converts fast and is manufactured without chlorine bleaching. Using recycled paper also reduces the consumption of energy, water and trees, and reduces greenhouse gas emissions.

## Key features

- 30% recycled content sourced from post-consumer waste
- Leverages the “Circular Economy” concept when combined with our rBG liner (which uses 15% recycled content from liner waste)
- Achieves shelf appeal with improved environmental credentials and excellent semi-gloss appearance - equal to a conventional paper facestock
- Good print quality with digital, conventional and thermal transfer printing
- Saves resources, including water, energy and greenhouse gases (ask to see details in our Avery Dennison Life Cycle Assessment)

## Application areas

- Suitable for all kinds of label shapes and designs

## Product information

Code	Description	MOQ (m <sup>2</sup> )	Width (mm)	Location
• BT441	rMC FSC S2550-rBG40BR FSC	2000	1000	EUR
• BT442	rMC FSC S2045N-rBG40BR FSC	2000	1000	EUR
• BT618	rMC FSC R5000N-rBG40BR FSC	2000	1000	EUR
• BT942	rMC FSC S2000N-rPET23	2000	1000	EUR

• Sustainable Advantage Products

## Avery Dennison Life Cycle Assessment

Replacing 1,000,000 square metres of conventional materials with rMC FSC® paper facestock, combined with rBG40BR FSC, enables users to:



**Reduce biobased material usage up to**



The equivalent of saving 661 trees



**Reduce energy usage by**



The equivalent of saving the annual electricity usage of 6.2 households



**Reduce water usage by**



The equivalent of saving the annual drinking water for 517 people






**Reduce greenhouse gas emissions by**



The equivalent of taking 30.7 cars off the road for one year

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

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