Avery Dennison
Label and Packaging Materials
Portfolio Overview

Asia Pacific - South Asia
April 2022

Avery Dennison Sustainable Advantage

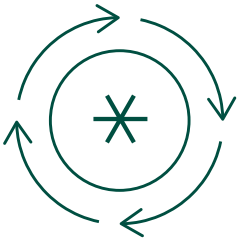
Sustainable Advantage

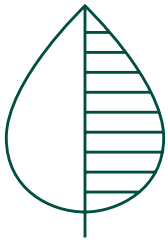
AVERY DENNISON

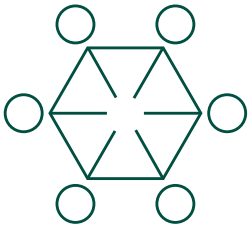
Avery Dennison
Label and Packaging Materials
Portfolio Overview

Asia Pacific - South Asia
April 2022

2030 Sustainability Goals







Goal 1:

Deliver innovations that advance the circular economy

We implement and advance technologies to enable recyclability, extend the lifespan of materials, reduce waste, increase recycled content, and integrate opportunities for circular processes across our industries. By collaborating with our customers and suppliers, we can deliver a more sustainable future.

Goal 2:

Reduce the environmental impact in our operations and supply chain

We reduce our environmental footprint by decreasing our greenhouse gas (GHG) emissions, increasing our water efficiency and protecting the forests from which our products are derived. As a leader in our industries, we engage with our suppliers, customers and value chain partners to drive change that protects our climate and ecosystems.

Goal 3:

Make a positive impact by enhancing the livelihoods of our employees and communities

We champion transparency, collaboration, equality, diversity and inclusion. Our business contributes to the economic livelihoods of people and communities across our value chain. We serve as a force for good in our operations by promoting safety and enhancing the employee experience, as well as in our communities by investing in programs that advance women's empowerment, sustainability and education.

Avery Dennison
Label and Packaging Materials
Portfolio Overview

Asia Pacific - South Asia
April 2022

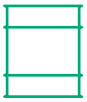
Life Cycle Assessment

Sustainability results you can measure

Avery Dennison Life Cycle Assessment Tool quantifies the environmental impacts of the labels in our sustainability portfolio across six different categories.

The scope of the analysis is from material extraction to processing by Avery Dennison, to end-of-life, which helps you easily visualize potential environmental savings, providing greater transparency of your materials' impact and stronger confidence in your decision-making.

Energy consumption



Fossil material consumption

Biobased material consumption

Greenhouse gas emissions

Water consumption

Solid waste generation

AD Circular

The Avery Dennison liner and matrix recycling program

Label waste is not always visible on the final packaging, but its impact on brand reputation is no less real.

For the effective recycling of PET and glassine liners as well as the matrix, a proper waste collection system and separation technologies must be in place.

Avery Dennison continues to add suitable recyclers to our AD Circular program, making it easier for converters and brand owners to take part in creating a circular economy and secure their sustainability credentials.

(The availability of the program may vary among Avery Dennison operating sites)

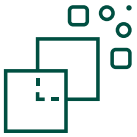
Avery Dennison
Label and Packaging Materials
Portfolio Overview

Asia Pacific - South Asia
April 2022

Enables Recyclability, Reuse, or Compostability

What we use can be used again

Solutions that enable the reuse and recyclability of packaging and the recyclability of label waste, and is compostable



CleanFlake™

Features a breakthrough adhesive that eliminates contamination of PET plastic by allowing label and container to neatly part ways during the recycling process, improving yields of recycled PET plastic.

Glass Recycling

A solution that separates the label cleanly from the glass cullets during the recycling process, removing unwanted material from entering the recycling stream, improving both the quality and availability of recycled glass.

EasyPeel

Paper & film solution for returnable glass bottles with the special adhesives that allows labels to easily detach from the bottle in a conventional manual & automatic bottle washing set up, suitable for manufacturers requiring sustainable paper or 'no label' look filmic solution for returnable bottles.

Compostable Labels

Biodegradable and compostable solution approved for direct contact for dry, non-fatty foods, which enables standard conversion using conventional printing techniques.

Avery Dennison
Label and Packaging Materials
Portfolio Overview

Asia Pacific - South Asia
April 2022

Reduction in the Use of Materials

Use only what is necessary

Thinner facestock, adhesive, or liner that uses less raw materials to be manufactured

ThinkThin Portfolio

A complete selection of thinner labelling materials ranging from rigid to fully conformable films, paper facestocks, as well as paper and filmic liners.

PP40 Silver

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

Flexiprint

Flexiprint, an innovative co-extruded Polyolefin based filmic product providing conformable face for tube and semi conformable containers at standard price position. Best Printing and Die cutting Performance. Thinner conformable packaging solution for the greatest sustainability advantage: 32% more labels per roll compared to PE85

PP50 Cav Wh & PET36

Excellent ink anchorage, facilitates high speed printing and shorter web paths. Low adhesive build up on press and applicators resulting in improved efficiency.
Optimized products resulting in reduced carbon footprint.

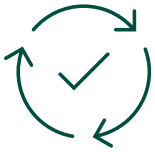
Avery Dennison
Label and Packaging Materials
Portfolio Overview

Asia Pacific - South Asia
April 2022

Contains Recycled or Renewable Content

Give a second life to what has already been used

Facestocks and liners that include post-industrial waste or post-consumer recycled content

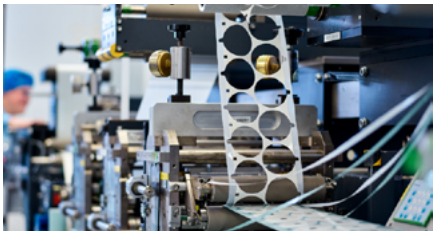


rMC FSC®

Facestock made from 30% recycled post-consumer paper waste, paired with rBG liner (uses 15% recycled content from liner waste), offering a sustainable alternative with similar appearance and print performance.

Recycled Wine Labels

A range of paper facestocks, with 30% to 100% recycled content, and unique finishes ready to inspire creativity.



rPET Liner

Made partially from recycled PET plastic, rPET liner is the thinnest filmic liner currently in the market (23 microns), with PET liner recycling options available.

rPE

Made with 30% recycled PE resin, reduces reliance on fossil-fuel based films, consumes fewer resources, helps keep plastic out of the waste stream, and gives packaging a more authentic look.

rPP

Made with 30% recycled PP resin, rPP is designed for brands that seek to increase the recycled content of their packaging without the need to alter brand aesthetics.

Avery Dennison
Label and Packaging Materials
Portfolio Overview

Asia Pacific - South Asia
April 2022

MarbleBase

Facestock made with up to 80% calcium carbonate from marble mining and 20% recycled HDPE.

Biomass Adhesive

A hotmelt adhesive that consists of 30% raw materials originating from renewable resources, providing a more sustainable solution for paper labels.

Wine Labels

Sustainable wine facestocks from responsibly sourced materials made from crop waste.

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

FSC® Certified

The industry's widest selection of facestocks certified by the Forest Stewardship Council®, with more than 80% of the paper products purchased made with FSC certified wood fiber.

Avery Dennison
Label and Packaging Materials
Portfolio Overview

Asia Pacific - South Asia
April 2022

Sustainable Advantage

Find more sustainable label solutions at label.averydennison.com

Connect with us on:

AVERY DENNISON