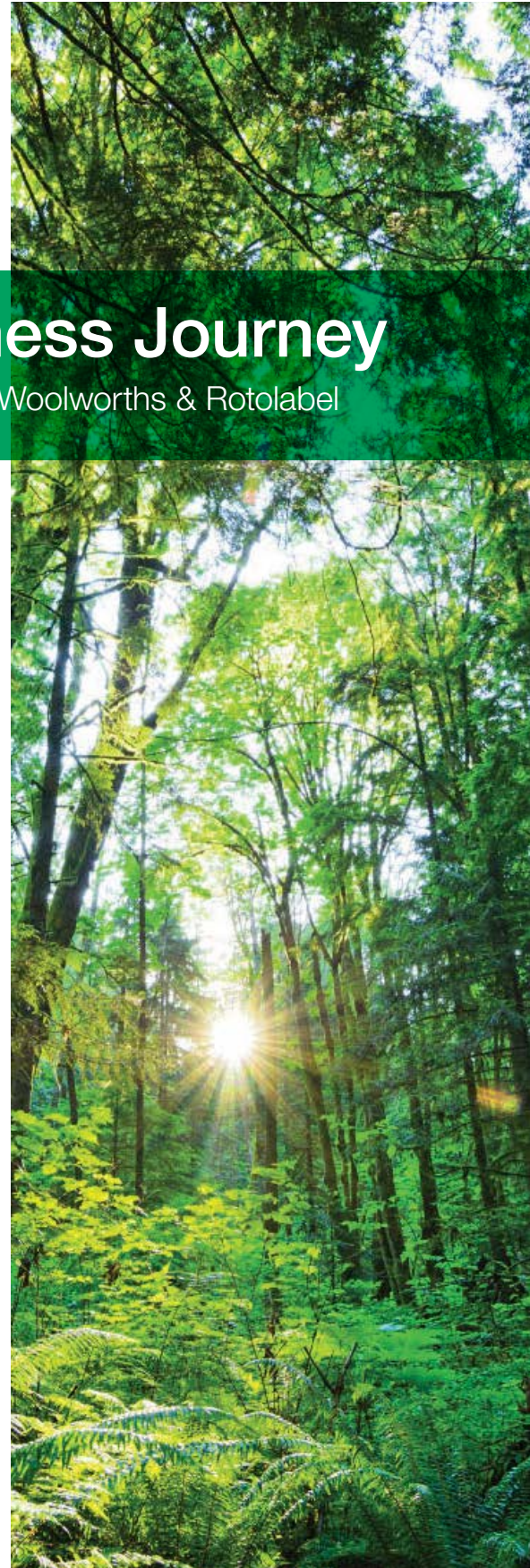


*Avery Dennison shares Woolworths commitment for a sustainable future. The local team collaborated with Rotolabel, the leading supplier of labelling solutions in southern Africa, to provide Woolworths with FSC-certified labels.*



# Labels For A Good Business Journey

A sustainability collaboration between Avery Dennison, Woolworths & Rotolabel

## WHY SUSTAINABILITY MATTERS TO WOOLWORTHS

Headquartered in South Africa, Woolworths is a food, clothing and home retailer with a focus on long-term supplier relationships and a responsibility to influence change along its supply chain.

Sustainability is important to the Group as the retail sector continues to be in the spotlight for its direct and supply chain impacts.

The "Good Business Journey" is Woolworths sustainability strategy to find solutions and create shared value in its supply chains in order to make a difference in its communities, country and world.

## LABELLING SOLUTIONS FROM RESPONSIBLY SOURCED MATERIALS

Woolworths had expressed an unmet need to its suppliers for sustainable sourcing of paper products and were very specific in their requirement for responsibly sourced materials certified by Forest Stewardship Council™ (FSC) as labels on its private label food products.

FSC is considered to be the most rigorous, credible forest certification system available. The FSC™ chain-of-custody (CoC) certification process traces the path of products from forests through the supply chain.

Woolworths customers continue to show a strong and growing interest in environmentally responsible and ethically sourced products.

## THREE-PARTY COLLABORATION FOR A SUSTAINABLE FUTURE

Avery Dennison shares Woolworths commitment for a sustainable future. When the company received its CoC certification for its operations in South Africa, the local team collaborated with Rotolabel, the leading supplier of labelling solutions in southern Africa, to provide Woolworths with FSC-certified labels.

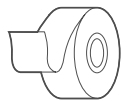
Avery Dennison has 170 FSC™-certified products available to customers at a cost neutral price position, enabling brands like Woolworths to switch from their existing paper material to FSC-certified materials without a significant premium to their consumers.

Working closely, Avery Dennison supplied Rotolabel with the Fasson® portfolio of FSC-certified materials which offered great shelf appeal, economy and durability. Fasson® Semigloss is supercalendered, lightweight with enhanced opacity, smoothness and brightness, particularly suited for high volume retail applications.

The company also supplied Fasson® Thermal Top Coated paper for high quality variable information printing where durability is required.

Rotolabel converted these FSC-certified materials into labels customised to Woolworths requirements.





**Tom McLaughlin, Responsible Sourcing, Woolworths Food said:**

*“One of Woolworths five strategic commitments for 2020 is to responsibly source all key commodities. Paper is a key commodity. Its use is often associated with deforestation issues, biodiversity loss and human rights issues.”*

By using these FSC-certified labels supplied through a transparent chain-of-custody programme, Woolworths consumers are assured that the labels on their purchased product had been sustainably sourced.

**Marcel Cote, Director, Strategic Marketing, Label and Graphic Materials, South Asia Pacific and Sub-Saharan Africa, Avery Dennison said:**

*“This outcome was only possible because all three parties – Woolworths, Rotolabel and Avery Dennison – shared the commitment to create a sustainable future together. I hope that this example of effective value chain collaboration sets a trend which sees brands actively making a positive environmental impact through responsible paper sourcing.”*

**Grant Watson, Executive, National Sales, Rotolabel said:**

*“We are proud to help brands like Woolworths transform their products into consumers’ must-haves by doing the right thing – incorporating environmentally responsible practices in all levels of our business and working with suppliers who source materials from reputable mills using only responsible forestry practices.”*



WOOLWORTHS



**Notes:**

Rotolabel is Forest Stewardship Council® certified (FSC-C119866) – wherever possible, our products are manufactured from materials that are responsibly sourced. Avery Dennison Pty Ltd in South Africa is a holder of Forest Stewardship Council™ Chain-of-Custody (CoC) certificate number SGS-COC-010380.



The Avery Dennison ClearIntent Portfolio of products offer meaningful improvements in sustainability over other Avery Dennison products. Choosing Avery Dennison ClearIntent Portfolio products can help printers, packagers, and brand owners move toward their own sustainability goals.

For more details, visit [label.sapssa.averydennison.com/sustainability](http://label.sapssa.averydennison.com/sustainability) or email [lgm.ap.sapssa.marcom@averydennison.com](mailto:lgm.ap.sapssa.marcom@averydennison.com)

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Label and Packaging Materials

**South Asia Pacific and Sub-Saharan Africa**  
460 Alexandra Road  
PSA Building, #28-02/03  
Singapore 119963  
+65 6349 0333

**North Asia**  
5th Floor, Hongye Park  
1801 Hongmei Road,  
Xuhui District 200233,  
Shanghai, China  
+86 21 3395 1888

**Europe**  
Willem Einthovenstraat 11  
2342 BH Oegstgeest2300  
AA Leiden  
The Netherlands  
+31 85 000 2000

**Latin America**  
Rodovia Vinhedo-  
Viracopos, KM 77  
CEP 13280-000  
Vinhedo - SP, Brazil  
+55 19 3876 7600

**North America**  
8080 Norton Pkwy  
Mentor, OH 44060  
+1 800 944 8511