

Recycled Content Labels

Give a second life to what has already been used.





Recycled content label solutions are one of the important packaging considerations for meeting brand owners' sustainability goals and complying with emerging regulations.

Avery Dennison introduces a range of labels made partially with recycled plastic resins, reducing the reliance on fossil fuel-based films and helping lay the foundation of a "closed-loop" system.

Recycled Polyethylene (rPE) Label

rPE facestock is made with 30% post-consumer recycled PE resins. Therefore, it inherently contains more impurities than conventional PE film, giving it an earthy, authentic packaging look and feel, signaling simplicity and a commitment to the environment, all without compromising printing and dispensing performance. Printing partly covers the impurities while some remain visible. The different aesthetics help brand owners to emphasise the 'sustainability' message of the product on-shelf.

rPE is available in white and clear films, top coated and non-top coated, and are an excellent choice for home and personal care products, suitable for labelling on curved, contoured and squeezable containers.

Recycled Polypropylene (rPP) Label

rPP label is made with 30% post-industrial recycled PP resins. This product is designed for brands that seek to increase the recycled content of their packaging without the need to alter brand aesthetics, as it delivers the exact look and feel of a conventional PP label, as well as equal print quality and application performance.

rPP label is available in white and offered with a top coat. It is paired with our thinner FSC sourced BG33 liner, offering greater sustainability advantage. rPP is ideal for a wide range of home and personal care, cosmetics, food and beverage applications.








Key Features

- Films made partially with recycled plastic resins help drive a circular economy
- Reduced dependence on fossil fuels (see Life Cycle Assessment below)
- Innovative and sustainable label solutions for brands that seek to reduce their environmental impact
- Consistent printing and application performance

Applications

- Home & personal care
- Cosmetics
- Food

Comparative Avery Dennison Life Cycle Assessment

| |  fossil material consumption |  biobased material consumption |  water consumption |  energy consumption |  greenhouse gas emissions |  solid waste generation without liner recycling |  with liner recycling |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| 1MM m² | | | | | | | |
| rPE80 Clear/ S692N/BG40 vs PE85 Clear/ S692N/BG40 | -29% | - | -10% | -10% | -5% | -1% | -43% |
| rPP Top White/ S692N/BG33 vs PP60 Top White/ S692N/BG40 | -30% | -12% | -11% | -13% | -13% | -10% | -53% |

Based on the Avery Dennison Life Cycle Assessment (LCA), using 1,000,000 square meters of our recycled content label in place of conventional label.

Product information

| Code | Description | Location |
|-------------------------------------|------------------------------------|----------|
| Recycled Polyethylene (rPE) | | |
| BS098 | rPE80 Clear S692N BG40WH FSC | Europe |
| BS099 | rPE80 White S692N BG40WH FSC | Europe |
| BS165 | rPE80 Top Clear S692N BG40WH FSC | Europe |
| BS166 | rPE80 Top White S692N BG40WH FSC | Europe |
| Recycled Polypropylene (rPP) | | |
| BW7032 | rPP Top White/S692N/BG33Wh Imp FSC | ASEAN |



Find more sustainable label solutions at label.averydennison.com