

Avery Dennison
Label and Packaging Materials
Product Overview

Asia Pacific - ANZ
August 2021

rPET Liner

PET film liners made from
recycled content

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 award-winning (Environmental and Sustainability Award 2019) recycled PET (rPET) liners, made 30% with carefully sorted recycled post-consumer PET bottle flakes.

Converters and brand owners can reduce waste and the reliance on fossil fuel-based films, helping lay the foundation of a "closed-loop" system while securing their sustainability credentials, all without compromising on converting and dispensing performance or design aesthetics, versus conventional liners. As virgin PET liners continue to phase out, you can find a growing number rPET options in the Avery Dennison portfolio.

Avery Dennison Life Cycle Assessment

Replacing 1,000,000 square metres of virgin PET30 liner with recycled rPET30 liner enables users to:



Reduce fossil material usage by 30%
= 30 barrels of oil



Reduce greenhouse gas emissions by 15%
= 3.6 cars off the road per year



Reduce energy usage by 11%
= annual electricity used by 3.9 households




Product information

Code	Description
• F64694.1525	PP50 SILVER TCN S692N rPET30N
• F12497.1525	ARCTIC PLUS FSC S2030 rPET30
• F02888.1525	Estate #8 PE FSC S2030 rPET30N
• F10823.1525	Cast Gloss Elite FSC S2030 rPET30

*Mix & Match solutions available with various facestocks paired with hotmelt and emulsion adhesives

• Sustainable Advantage Portfolio

Find more sustainable label solutions at label.averydennison.com

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