

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 (Refer details as in below Avery Dennison Life Cycle Assessment)

Applications

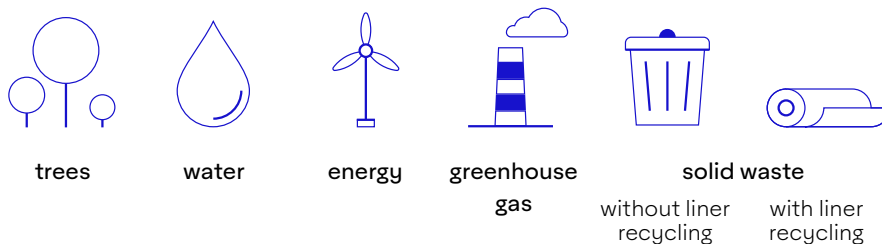
- Suitable for all kinds of label shapes and designs

Product information

Code	Description	MOQ (m ²)	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

• ClearIntent™ Products

Avery Dennison Life Cycle Assessment



1MM m²

	trees	water	energy	greenhouse gas	solid waste without liner recycling	solid waste with liner recycling
rMC FSC S2550-rBG40BR FSC vs MC Prime FSC/S1010/BG40Wh Imp FSC	-26%	-6%	-8%	-15%	-3%	-40%

Find more sustainable label solutions at label.averydennison.com



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