



ThinkThin Paper

More sustainable and efficient labelling solutions

ThinkThin papers enable thinner, cost-effective labels without compromising brand image. They also reduce waste, storage and freight costs while delivering productivity improvements.

KEY FEATURES

- > Suitable for use in food, home & personal care, pharmaceuticals and industrial applications
- > Thinner than Industry Standard
- > Less Waste
- > Less Freight and Storage
- > Longer Roll Lengths = Less Roll Changes
- > FSC certified products





Comparative Avery Dennison™ Greenprint* Results



MC Primecoat BG40WH vs **MC Primecoat MC PET23**

Impact	271% more	38% less	36% less	14% less	15% less	33% less
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Product Details

Product Code	Description	Key Feature Component
F18420.1500	MC Primecoat FSC S2045N PET23	High strength, FSC certified semi gloss paper, suitable for a wide range of promotional and industrial label applications where attractive appearance in multi colour work is required

* Avery Dennison™ Greenprint methodology is a life cycle-based environmental performance assessment tool. It provides cradle to output gate plus end of life comparative assessment of materials used for the scenario described in this assessment. The results provide directional indication of improvement over an existing product and should not be interpreted as a product footprint data. Results may be displayed with several significant figures, but do not imply a corresponding level of precision. Supporting data is based on a combination of primary data when available and industry average information.



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/sustainability or email lgm.ap.sapssa.marcom@averydennison.com

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