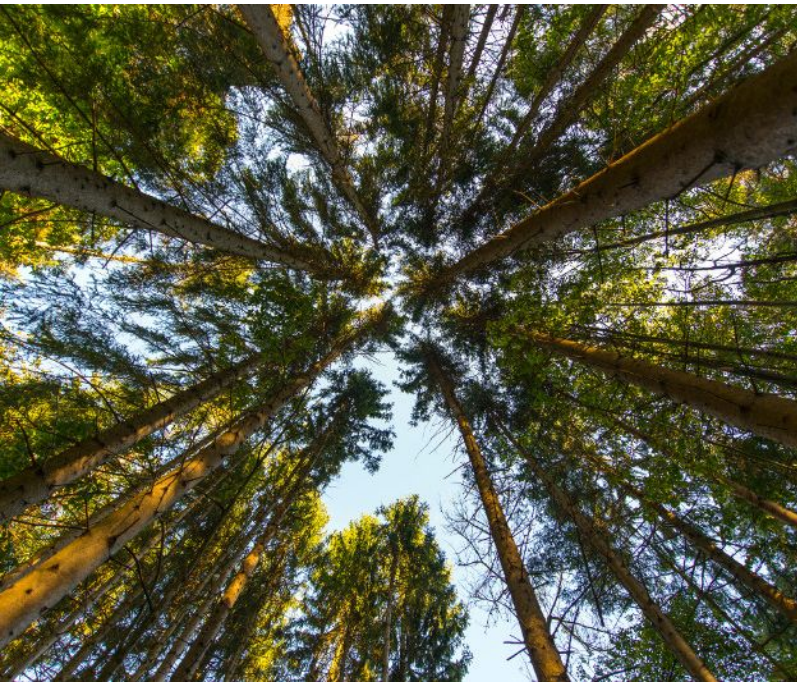# Introduction to Avery Dennison Sustainability Portfolio

Products and Services that Meet Your Every Sustainability Need

More brands are moving toward sustainable packaging so that they can meet consumer demand, stay ahead of regulations and improve the environment, especially when it comes to single use packaging. The materials in our ClearIntent Portfolio make it easy to improve the environmental impact of packaging without sacrificing performance — and in many cases, without paying more

Avery Dennison can help achieve your sustainability goals with various products and services, while also advancing a circular economy.

Fossil Material
Amount of **fossil content** in the raw materials (barrels of oil)

Trees
Number of **trees** used to make the raw materials

Water
Amount of **water** use (liters or gallons)

Greenhouse Gas
Measure of **greenhouse gas** emissions (tonnes of CO2)

Energy
Measure of primary **energy** used (kWh or MJ)

Solid Waste
Amount of **solid waste** generated (tonnes)

Greenprint™

Avery Dennison Greenprint is a product life cycle assessment (LCA) methodology that helps you understand the environmental consequences of your labeling and packaging decisions.

Greenprint tool analysis quantifies a label's impact, making it easier for brand owners to make informed environmental decisions through product comparisons and create a powerful differentiator for their business.

Every Avery Dennison Greenprint provides environmental impact data across six categories – fossil material, trees, water, greenhouse gas, energy, and solid waste – ensuring brand owners that they are selecting the best products to help the environment.
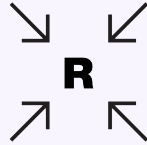
ClearIntent Portfolio

The ClearIntent Portfolio is a broad range of sustainable solutions that meets at least one of three sustainability standards:

Responsible Sourcing

Products are sourced throughout a supply chain that cares for its people and the environment.

FSC® certified materials
Bio-based PE
MarbleBase
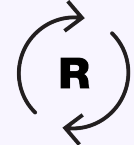
Reduction of Materials

Using only what is necessary.

Think Thin™
Global MDO
DT Linerless
BG33 Glassine Liner
Clear Cut Technology™

Improves Recyclability

What we use can be used again.

CleanFlake™
Glass Recycling
Wash-off
Mix & Match
Recycling Services

Increase Recycled Content

Give a second life to what we have already used.

Post Consumer Waste Paper
Grape By-product Cane Fibre Waste
rPET Liner

Avery Dennison applies concrete, measurable criteria to ensure that products meet these standards.

Liner Recycling Program

As governments tighten plastic waste regulations, increasing demand for waste reduction programs and recyclable packaging solutions, Avery Dennison is continuously innovating and expanding the Liner Recycling Program for glassine and PET liners.

Now active in South Africa, Australia, India and Thailand, the program helps you easily take part in addressing one of the major concerns faced by the label industry today. It provides converters and end users with benefits that create value to their business and the environment by ensuring their waste is recycled in a sustainable way, instead of being incinerated or sent to landfill.

For more information,
please visit the Avery Dennison SAPPSA Sustainability Website

Our Game Plan: 2025 Sustainability Goals

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