

Avery Dennison
Label and Packaging Materials
Technical Guide

Europe
May 2021

AD Circular Liner Recycling Services Technical Guide

Circular



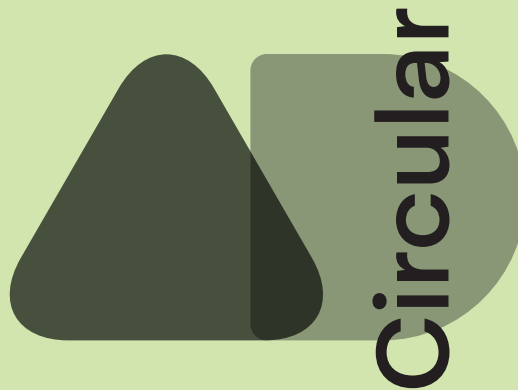


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Congratulations on taking an important step for the environment.

By signing up for AD Circular, you'll help to reduce the tons of label waste that goes to landfills every year. This guide contains all the information you need to register for the program (if you haven't already), schedule collection of your used label liners, and prepare your liners for collection.

Why use AD Circular?



- It's easy
- It's transparent
- It's cost-effective
- It works with any liner from any company
- It can move you closer to your sustainability goals and requirements
- It tracks the amount of waste you recycle and the amount of CO2 you avoid as a result
- It supports a circular economy

Who uses AD Circular?

We created AD Circular for brands and other label users—anyone who applies labels to packaging and has leftover label liners. Right now, companies in Belgium, Denmark, France, Germany, Netherlands, Poland, Sweden, Spain and the United Kingdom can register for AD-Circular. Sign-up will be available for other countries in the near future.

If you're a converter in one of the countries listed above, you can use AD Circular if your liner waste conforms to the specifications described in this guide. You can also sign up to be a collecting hub for your customers. Please contact your Avery Dennison representative for more information.

What kind of liners can be collected with AD Circular?

All PET and Glassine liner, regardless of their origin. If you've got them, we'll take them.

What does AD Circular cost?

AD Circular is comparable in cost to local waste management services, and likely costs the same or less as what you're paying to dispose of liners currently. It is a prepaid service*. Upon registering, you can choose:

- Service duration of three, six or 12 months
- The average tonnage of liner to be picked up, which will determine the number of pallets picked up.
- Your estimated available storage space for used liners, which will determine how frequent and what size the pick-ups will be.

Cost for the service will also depend on the country where you're located and the size of your average pick-up.

- * Please note: AD Circular is a standalone service. If you have existing payment terms with Avery Dennison, they will not apply to AD Circular.

Renewing your service

Once your registration is approved, the terms of your service remain in place until one of three elements in your service plan is exceeded: pallet count, pickup count, or service duration. We'll notify you in advance when your subscription is about to end, and you can easily renew your service on the AD Circular website.

How you'll know when it's time to renew your service

Let's say you have a three-month subscription for four pickups of 50 pallets. You will reach the limits of your service in one of three ways:

- 2 pickups of 25 pallets each.
(Limit reach based on pallet count).
- 4 pickups of 7 pallets each.
(Limit reach based on pickup count).
- 2 pickups of 10 pallets each, over the course of 3 months.
(Limit reached based on service duration).

Remember, it's easy to set the terms of your subscription when you register, and easy to renew and adjust your terms via the AD Circular website. We'll remind you when it's time to do so.



How to Register Registering up for AD Circular is easy. Here's how.

In your web browser, visit: label.averydennison.com/adcircular. Click the “Register Now” button in the upper right of the home screen. When the dialog box asks if you're a brand owner in one of the countries AD Circular serves, click “Yes.” You'll be taken to a registration page.

Step 1

On the registration page, fill in all the required information about you and your company ①
When all the fields are complete, click the “Next” button in the lower left of the screen ②

The screenshot shows the 'Registration for AD Circular Program' form, specifically the 'Company Information' section. The form includes fields for Country, Company Name, Tax ID, Company Address Line 1, 2, and 3, City, State, and Zip Code. There is a checkbox for 'All Address same as the company'. Below this is the 'Requester details' section with fields for Name, Role, E-mail address, and Phone Number. A 'Next' button is located at the bottom left. On the right side, there is a 'Steps' progress indicator with '1 Company Information' selected, and a 'Registration review' section showing 'Subscription detail', 'Number of pallets', and 'Final calculated price'.

Step 2

On the new screen, choose the duration of your AD Circular service. Choose 3, 6 or 12 months and choose your average pickup size, which determines pick-up frequency and the cost of your service ①

Provide the name and contact information of the person with the authority to agree to our Terms & Conditions. (This might be you or someone you work with) ②

When you're finished, click “Next” in the lower left ③

The screenshot shows the 'Registration for AD Circular Program' form, specifically the 'Duration' and 'Contract key person' sections. The 'Duration' section has a dropdown menu for 'Please select a duration' and a checkbox for 'Trial Period'. The 'Contract key person' section has fields for 'Person to sign the contract', 'E-mail address', and 'Phone number'. A 'Next' button is located at the bottom left. On the right side, there is a 'Steps' progress indicator with '1 Company Information' and '2 Subscription Information' shown, and a 'Registration review' section showing 'Subscription detail', 'Number of pallets', and 'Final calculated price'.

Step 3

Now enter the details of your collection and the pickup address ① (You can schedule pickups at more than one address).

When you've finished filling in all the details, click "Save." ②

The screenshot shows the 'Registration for AD Circular Program' form, specifically the 'Company Information' step. A red circle with the number '1' points to the 'Pick-up Address' field, which contains 'Test street 1, 24150, Test City, France'. Below this, there is a checkbox labeled 'Pick-up address same as the company address' which is checked. The form asks to 'Please select which applies to your situation:' with two options: 'PET' (checked) and 'Glassine'. For 'PET', the 'Storage per 12 Months' is '16' and the 'Estimated n° of pallets' is '33'. For 'Glassine', the 'Storage per 12 Months' is empty and the 'Estimated n° of pallets' is '-'. There is a 'Pallet Storage availability per site' dropdown set to '12 x 23'. A table shows 'Total number of pallets' as '33' and 'Estimated Collections' as '2'. The 'Collection site calculated price' is '€2,499'. A summary table at the bottom shows 'PET' with '33' and 'Glassine' with '0'. On the right, a 'Steps' sidebar shows '1 Company Information' (active), '2 Subscription Information', and '3 Site Information'. Below that, a 'Registration review' section shows 'Subscription detail: 0 Months + 0 Pickups', 'Number of pallets: 0', and 'Final calculated price: €0'.

The screenshot shows the 'Opening Hours and days box collection site' form. A red circle with the number '2' points to the 'Save' button at the bottom. The form has sections for 'Days of the week' (with 'Sunday', 'Wednesday', and 'Friday' selected), 'From' (09:00 AM) and 'To' (09:00) times, and an 'Add' button. Below this is a 'Work days' section. The 'Site contact person' field is empty. The 'E-mail address' and 'Phone number' fields are also empty. The 'Box Delivery' section asks 'Do you also need a box delivery for packaging from waste?' with 'Yes' and 'No' buttons. The 'Box Delivery Address' section has a checkbox 'Box delivery address same as pickup address' which is checked. At the bottom, there is a 'Save' button and a 'Back' button.

Step 4

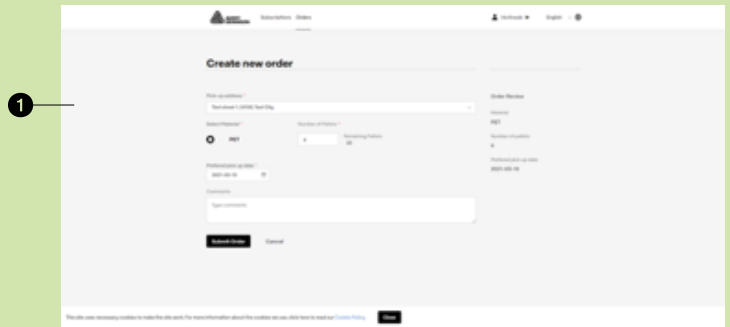
Confirm your registration on the summary page. You will receive an email confirming that your registration has been received.

Once your registration is processed, the person you designated to receive the Terms and Conditions will receive them by email. Once they have accepted the Terms and Conditions, your registration will be activated, and an invoice will be sent to you.

Once we receive payment, we'll ship you boxes for collecting used liners, and you can begin scheduling pickups

How to schedule a pickup

Log on to the AD Circular website. Click the “Order Overview” tab, then click “Create New Order” ❶ and fill in the required information.



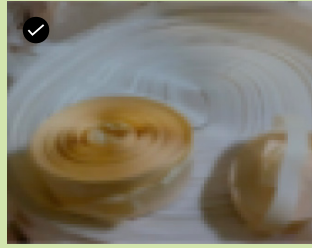
How to prepare liners for pickup



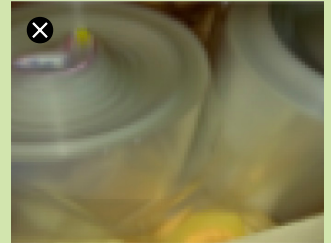
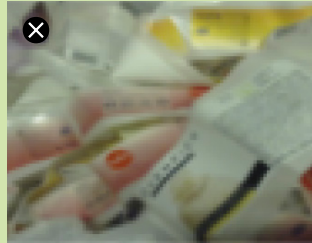
To help our recycling partners quickly and efficiently transport your used liners, boxes of liners must conform to these guidelines:

- The liner must be on rolls without cores and must fit in the boxes provided.
- The material must be free from contamination prohibiting the recycling of the material. Quality control will be performed upon reception at the recycler, and non-conforming material can be refused, resulting in extra costs. On average, contamination of the material cannot exceed 2% of the offered volume (detailed specifications per liner type are available)
- Minimum pick up quantity: three (3) pallets
- Outer box dimensions: 791mm (w) x 593mm (d) x 988mm (h)
- Maximum pallet weight: one ton (2 boxes).
- Pallets must be EUR pallet or same size
- Only one type of liner per pallet (PET or Glassine. Sort 8 Classification: Avery Dennison - Internal PET and Glassine into the boxes labelled “PET” and “Glassine” as appropriate.
- Boxes must be fully filled to assure stability during transport.
- Boxes must be wrapped with a film to prevent loss of material.

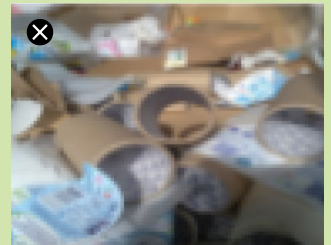
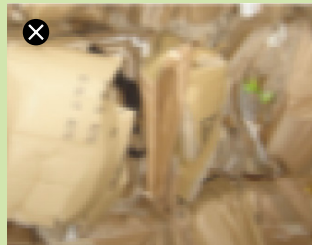
Glassine liner:
what's in and what's out



Release liners in all colors and shades, all suppliers



No labels, minimal label contamination and no plastics

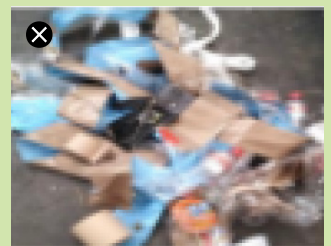
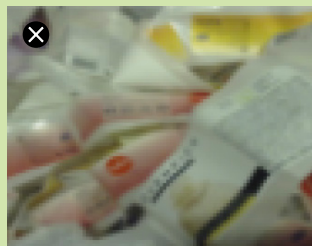


No cardboard and no cores

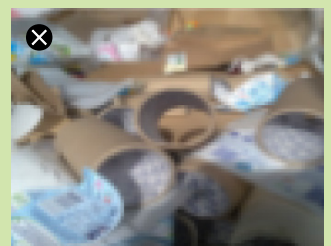
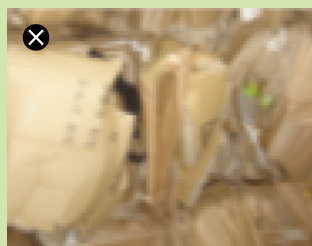
PET liner:
what's in and what's out



Pet liners only, all suppliers



No labels, no glassine liners or general trash



No cardboard and no cores



More questions?

We welcome your questions and comments. Send them to: adcircular@eu.averydennison.com. We'll get back to you within 24 hours.

Thank you for joining us in our commitment to a circular economy. AD Circular is just our latest contribution toward the establishment of a circular economy, and one of the many ways we're enabling the recycling of labels and packaging and advancing the use of recycled materials.

Read more about our sustainability-oriented products and services at label.averydennison.com/sustainability.

Connect with us on:    

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