

AD RDX™ for Paper and Film Labels

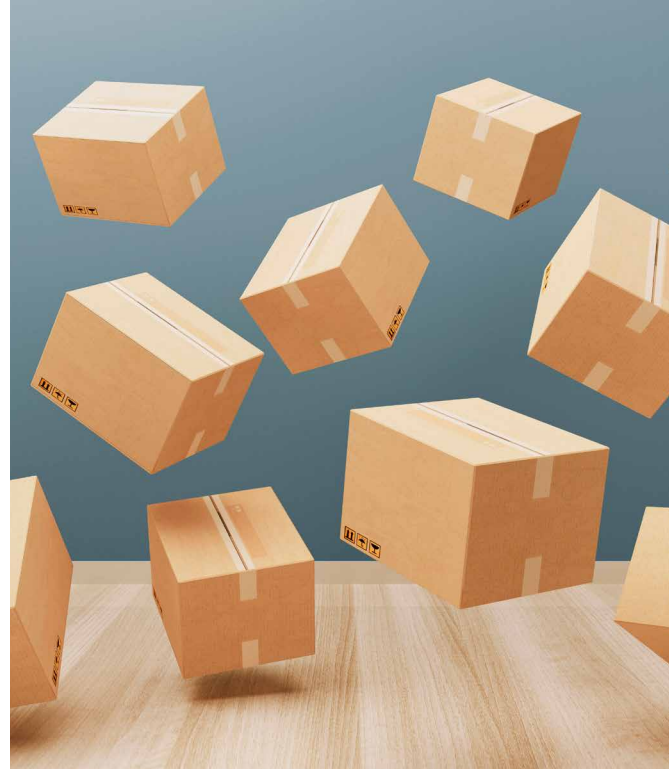


Unleash the
power of less

Today, more and more, there's an increase in demand for labeling solutions across multiple applications and segments. At the same time, this demand also means more waste and a higher carbon footprint.

As the inventors of self-adhesive labels, at Avery Dennison we have a powerful legacy of creating pioneering solutions, so to address this challenge we developed the new AD RDX™ portfolio for Paper and Film. Our aim: harness innovation to reduce the impact of label materials on the environment.

The benefits of using AD RDX are: less materials, less resources, less waste, less transport and less storage than conventional products, thus reducing environmental impact while also increasing operational efficiency and productivity.



With AD RDX,
less is more

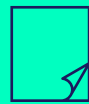
AD RDX's innovative technology creates incredibly high-performing paper and film products that significantly reduce the usage of natural resources — that means less oil, water, trees, energy and CO₂ emissions.

AD RDX reduces:

- Carbon footprint
- Downtime and changeovers
- Storage space and costs
- Transportation costs
- Disposal costs (less waste)
- Packaging tax

AD RDX increases:

- Sustainability footprint
- Operations efficiency (more labels per roll)
- Productivity (less roll changeover)
- Positive impact on the environment



10%

Paper

Reductions of at least 10% can be expected for CO₂ emissions and also for tree and water usage.



20%

Film

Reductions of at least 20% can be expected for CO₂ emissions and also for oil and water usage.

The broadest
sustainable range with
the highest service

Offering both paper and film products, AD RDX provides the widest range of cutting-edge sustainable face materials on the market. Additionally, our streamlined production platform ensures that we can offer our highest service levels and standards.

Reducing the carbon
footprint for a positive
impact

We use an environmental impact tool to calculate CO₂ and water savings made using AD RDX products. In this way, we provide guidance to our customers and partners to help them understand the positive impact of their choices.

With AD RDX,
less is more

Committed to always meeting our customers' unique needs, our sustainable AD RDX Paper and Film solutions include:

- Semi-gloss prime paper labels
- Direct thermal and thermal transfer variable information labels
- Squeezable and conformable films
- Rigid filmic labels



Key features

Reduction and Productivity

- Reduced usage of natural resources (less oil, water, trees, energy and CO₂ emissions)
- More labels per roll, fewer changeovers
- Less materials, less storage and less transportation
- Lower packaging tax for using lightweight alternatives

Innovation and Sustainability

- Broadest range of innovative, sustainable face materials on the market
- Lower impact on the environment than conventional label materials
- Environmental impact tool to calculate carbon footprint
- Cutting-edge technology to create greener solutions

Applications

Food + Beverage/Home + Personal Care/Transport
+ Logistics/Retail + Office/Pharmaceutical

Product List

	Code	Product Name
VI Paper	BS444	Thermal Eco RDX FSC S2000NG-BG30BR FSC
	BS539	Thermal Eco RDX FSC S2045N-BG30BR FSC
	BS206	Thermal 200RDX/L FSC S2045N-BG30BR FSC
	BS462	Thermal 200RDX/L FSC S2000NG-BG30BR FSC
	BZ210	Thermal 200RDX/F FSC S2045N-BG30BR FSC
	BS207	BTAG Top RDX FSC/PP S2000N-BG40WH FSC
	BS208	BTAG Top RDX FSC/PP S2000N-BG30WH
	BF386	LCJ Flex RDX FSC S2012HTC-HF60 FSC
Paper	BZ900	MC RDX FSC S2000NG-BG30BR FSC
	BK710	MC Light RDX FSC S2000NG-BG40BR
	AL319	MC Light RDX FSC S2045N-BG40BR
Film	AO376	Global MDO Top Clear RDX-S7000-rPET23
	AO377	Global MDO Top White RDX -S7000-rPET23
	AU005	Global MDO Top Clear RDX-S7000-BG40WH FSC
	AU006	Global MDO Top White RDX-S7000-BG40WH FSC
	AQ849	PP40 Cavit Top White RDX-S692N-BG40WH FSC
	AR823	PP40 Cavit Top White RDX S7000-rPET23
	AP480	PP40 Top Clear RDX S7000-rPET23
	BS111	PP40 Top Clear RDX S692N-BG40WH FSC
Digital	BK970	Demand Jet Matt RDX FSC S2000N-BG40WH FSC
	BY133	Demand Jet Matt RDX FSC S2045N-BG40WH FSC
Pharma	BZ613	Demand Jet Matt RDX FSC S2000NP-BG40WH FSC
	BT637	PP40 Top Clear RDX S692NP-PET30
	BW834	PP40 Top Clear RDX S697 LUM-PET36
	AY612	Thermal60 Top K8 FSC RDX S2000NP-BG40BR
	BX745	Thermal60 Top K8 RDX FSC S717P-BG40WH FSC
	BD730	LCJ Flex RDX FSC S692NP-BG40WH FSC

Discover the power
of less

At Avery Dennison, we harness innovation to create sustainable solutions that reduce the impact of label materials on the environment. To learn more about how AD RDX uses less to make positive changes, contact your local sales representative or visit label.averydennison.com.

The Sustainable
ADvantage



AD RDX™ is a part of our flagship products and solutions portfolio **Sustainable ADvantage**, which helps to set the benchmark for innovation, sustainability and regeneration across the entire supply chain.



For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.



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