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**For Immediate Release**

## **AVERY DENNISON WINS SUSTAINABILITY AWARD FOR RECYCLED PET LINER**

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**OEGSTGEEST, the Netherlands — September 25, 2019** — Avery Dennison won the Environmental and Sustainability Award for its recycled PET (rPET) liner at the 2019 Label Industry Global Awards ceremony held in Brussels, Belgium. This is the second consecutive year Avery Dennison has been recognized with this prestigious award for its advances in sustainable labeling products and services.

The Environmental and Sustainability Award, part of the Global Label Industry Awards program, is one of the label industry's highest accolades, presented during the Labelexpo Europe show in recognition of a specific sustainable label product or process introduced to the industry in 2018.

“Avery Dennison is honored to be recognized for this advance in sustainable label materials,” said Jeroen Diderich, vice president and general manager for Label and Graphic Materials EMEA. The liner, which uses 30% PET post-consumer waste (PCW), meets technical qualifications while maintaining quality and performance for label design, printing, and application. The post-consumer waste liner portfolio is the latest in a broad range of sustainable labeling solutions aimed at reducing waste, not only throughout the company’s operations, but across the entire label and packaging materials value chain.

Avery Dennison is focused on creating real-world sustainability solutions, which includes ‘closing the loop’ by using post-consumer waste to create new products. The rPET portfolio offers four constructions, including one that uses ‘switchable’ CleanFlake™ Adhesive Technology, designed to enable label materials to separate cleanly from the PET bottle during the recycling process. This ultimately helps avoid contamination in the recycling process to ensure the PET can be converted into usable material.

“We designed the rPET portfolio to help converters and brands meeting the increasing demand for sustainable solutions that incorporate recycled content and promote recycling. We’re pleased to see this award as proof that Avery Dennison is creating materials designed to solve the sustainability challenges that matter most to the label industry,” said Diderich.

To learn more about rPET liner or any of the Avery Dennison ClearIntent™ Portfolio of sustainable products, visit [label.averydennison.com](http://label.averydennison.com).

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### **About Avery Dennison**

Avery Dennison Corporation (NYSE: AVY) is a global materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company’s products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical and retail applications; tags, labels and embellishments for apparel; and radio-frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, the company employs approximately 30,000 employees in more than 50 countries. Reported sales in 2018 were \$7.2 billion. Learn more at [www.averydennison.com](http://www.averydennison.com).

### **About the Label Industry Global Awards**

The Label Industry Global Awards were created in 2004 to celebrate innovation and excellence. They are the label industry’s highest accolades, presented annually during Labelexpo. The Environmental and Sustainability Award recognizes a specific sustainable product or process introduced by a converter or supplier company in the label industry in 2018. The winner goes to a company that has introduced a specific product or process and maintained the most sustainable and environmentally acceptable working practices into their purchasing and manufacturing operations and can demonstrate key materials, production and performance or consumer benefits.

### **For more information:**

Avery Dennison  
Amy White  
T: +44 7718581605  
[amy.white@eu.averydennison.com](mailto:amy.white@eu.averydennison.com)

EMG  
Inka Finne  
T: +31 164 317 019  
[ifinne@emg-marcom.com](mailto:ifinne@emg-marcom.com)



Avery Dennison wins Sustainability Award for recycled PET liner. (Photo: Avery Dennison, PR435)

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