

When it comes to sustainable labels, less is more.

AD RDX™ Global MDO: A squeezable, more sustainable alternative to PE films

Reduce your environmental impact and gain efficiency with our AD RDX™ Global MDO filmic label construction. It's thinner, lighter, and clearer than conventional PE films and requires less energy, water, and material to produce. Because it's thinner, it's also possible to fit more labels per roll, meaning fewer changeovers and reduced storage and transport costs.

Global MDO labels offer:

- Improved carbon footprint
- Increased productivity and reduced costs
- 2x as many labels per roll*
- Recyclability for colored HDPE packaging and PET bottles**
- White or clear finish, for a “no-label” look
- Lighter label reducing the plastic packaging tax

To find out more about Global MDO and the rest of our AD RDX™ product range, click [here](#).

* Compared to PE85, with just 10% diameter increase

** Global MDO-S7000(ER) approved for colored HDPE packaging recycling by RecyClass: Global MDO Clear combined with AD CleanFlake™ enables recycling of PET bottles



Avery Dennison Carbon Trust results for Global MDO:

Carbon savings***



22%

Water savings***



30%

*** By switching from PE85 CLEAR S692N BG40WH FSC to GMDO CLEAR S7000ER BG40WH FSC, according to AD Carbon Trust tool on October 3, 2023