

Putting waste in its place.



Discover circular PP made with 90% post-consumer recycled content

Our chemically recycled rPP films use post-consumer waste to create label solutions for more circular polypropylene labeling. This product range has a double sustainability impact: it enables recycling of waste which would otherwise be burned or landfilled, and it reduces the amount of fossil fuel used. It's also chemically identical to virgin PP, so customers get the best-in-class performance they expect from Avery Dennison while also increasing the sustainability of their products.

Chemically recycled PP:

- Contains up to 90% post-consumer recycled content (based on mass balance approach)
- Has properties and appearance identical to conventional PP
- Is approved for direct food contact
- Is compatible with PET and HDPE recycling
- Is ISCC PLUS certified

To find out more about the products in this range, [click here](#).



99% less
Fossil Material
barrels of oil*



69% less
Energy
kWh*



72% less
Greenhouse Gas
tonnes GHG*



25% less
Solid Waste
tonnes*

* Life Cycle Assessment (LCA) for rPP60 Top Clear ISCC (99% PCR) vs. PP60 Top Clear.

