

Small. Yet Significant.

A guide to navigating sustainable labeling for home and personal care brands



Helping you navigate sustainable labeling



“With the right strategy, the small — yet undeniably significant — label can help deliver upon the goals you set to benefit the planet.”

Alena Maran
Director Strategy & Sustainability
Avery Dennison

Increasingly, brands in the home and personal care (HPC) sector are facing immense pressure from both consumers and policymakers to radically reform the way they design, create and communicate packaging. Consumers are responding to a desire to positively impact the planet, but often through a lens of conflicting information, skewed data and sustainability myths.

At Avery Dennison EMENA, we're seeking to address these challenges through more sustainable product offerings across our Sustainable ADvantage range, improving data and strengthening customer loyalty with digital labels, and working closely with customers to ensure the right solution for their product, region, legislation and brand.

Labels play a small yet significant role in making packaging more sustainable. We've created this guide to help you more easily navigate packaging reform in the HPC industry. It includes the latest trends and drivers in packaging, with a focus on labels, as well as guidance on how the right labeling choices can help you reach your sustainability targets.

Additionally, we'll inform you about the latest sustainability themes that are driving fundamental changes in our industry, EcoDesign best practices and innovations for HPC, and the long-term benefits from investing in sustainable materials.

Our experts at Avery Dennison are here to act as your partners and advisors in navigating sustainability — we're ready to explore the world of packaging closely with you.

Alena

Note: Avery Dennison is not affiliated with any of the brands shown in this guide.

Trends

The future is shifting in HPC packaging trends:

Single use → **Reusable and refillable formats**

Plastics → **Fiber-based solutions**

Rigid plastics → **Flex packs/pouches**

Multi-layers → **Monomaterial**

Trend 1:

Virgin plastic reduction

Studies show that more than 75% of all virgin plastics suitable for recycling are lost — a massive lost opportunity for recycling. But the industry is rapidly changing. Today, almost all large brands have sustainable packaging targets by 2030.

“Of the 8,300 million tonnes of virgin plastic produced [worldwide] up to the end of 2015, 6,300 million tonnes has been discarded. Most of that plastic waste is still with us, entombed in landfills or polluting the environment.”

Kelly Oakes
[BBC Future Planet](#)

P&G case study

P&G is targeting two key sustainability goals by 2030 to drive greater circularity in packaging.

[Source](#)

50%

reduction in virgin petroleum plastic resin in packaging

100%

recyclable or reusable packaging

Trend 2:

Refillable and reusable packs

Consumers are driving significant change in the increasing demand for sustainable packaging. As a result, many of the world's leading brands aim to make their packaging 100% reusable or recyclable by 2025.

“CPG brands found reusable packaging particularly favorable, with 50% of home care and 48% of personal care companies selecting that option as the ultimate solution to sustainable packaging. Packaging materials that can be recycled infinitely like paper (31%) or returned to the earth, like compostable packaging (23%), were also rated highly.”

Jesse Martinez
Global Product Manager for Home,
Personal and Professional Care
Jabil

Happier case study

British eco-friendly dental brand Happier is developing the world's first refillable toothpaste dispenser with biodegradable refill capsules made of aluminum and 50% recycled plastic.

Source



Trend 3:

Formats featuring less packaging and natural resources

There's an ever increasing consumer demand for virgin plastic and for products that use less natural resources. This means thinking creatively in ways that aren't always expected.

Water: The new luxury Water is set to become a precious commodity as consumption outstrips supply. The more consumers become aware of this, the more [beauty] brands will need to change how they manufacture and formulate products to limit their dependence on water.

Mintel

Head & Shoulders case study

Joining a growing trend for less plastic and waterless products, Head & Shoulders has moved to reduce its plastic packaging by introducing shampoo bars.

Source



By 2025, two thirds of the world's population may be facing water shortages.

Source

Drivers

As legislation regarding sustainability is continuously evolving in the packaging industry, at Avery Dennison we closely follow how these new policies are driving packaging reform — together, we can enable circularity.

Motivating change in the HPC segment

Labels may be small, but choosing the right type of label is key to avoiding disruptions in the recycling process.

Because legislation regarding sustainability is constantly evolving, we all need to make smarter and more sustainable packaging decisions.

At Avery Dennison, our innovative label solutions rise to the challenge and help HPC brands transform the way they design, create and communicate packaging to help you achieve your sustainability targets.

In this regard, we've identified four sustainability themes that are driving packaging reform.

“Innovations that comply with both current and future policies will fulfill the vision for circular packaging.”



Emilie Bartolini
Government Affairs Manager
Avery Dennison

The Avery Dennison approach to new legislation

Theme	Future considerations	Avery Dennison approach
1. EcoDesign for sustainable products	The European Commission intends to revise the EcoDesign Directive and broaden its scope beyond energy-related products. The updated scope would set new product performance requirements such as reparability, durability, reusability and recyclability.	– We’ve adopted a holistic <u>EcoDesign methodology</u>, based on the life cycle approach. – We take into consideration EcoDesign guidelines in our product innovations, making each new product iteration more sustainable than its predecessor. – We work closely with customers to educate them on packaging compatibility and design for recycling best practices.
2. Packaging circularity	The aim is to reduce the complexity of packaging materials, including the number of materials and polymers used.	– We offer <u>labeling solutions</u> designed to enable recycling, help you consume fewer natural resources, reduce carbon emissions, cut waste, and move toward a more circular sustainable economy.
3. Mobilizing the potential of digitalization	Using digital tracking solutions improves recyclability, waste management and prevention (a digital product passport is on the horizon).	– We offer intelligent labeling solutions that infuse digital triggers into standard labels that help track the lifecycle of your products using <u>atma.io</u> connected cloud.
4. Recycled content	To improve recycling rates in the EU, the European Commission wants to set mandatory recycled content targets for packaging. For example, there will be a deadline by which plastic bottles will be required to feature a certain amount of recycled PET.	– We offer labeling solutions made of up to 100% recycled facestock.

Considerations

Labels are small, but if you don't choose the right ones they can contaminate recycling streams and require large amounts of natural resources to produce or transport. By addressing this conflict through innovation, at Avery Dennison we're helping brands move ever closer to a future of sustainability.

Why labels are small yet significant



Adis Sophie Frémont
Ecosystem Engagement Manager
Avery Dennison

“Brands are beginning to realize the impact of labels and adhesives as they continue on their EcoDesign journey.”

To have less of a negative impact on the environment, brands in the HPC segment should consider labels that enable recycling or package reuse. This means the label must be one or more of the following:

- **Same material** as the primary package/container (monomaterial)
- **Separable** from the package/container during the recycling process (for example, using AD CleanFlake™ technology)
- **Compostable** together with the package/container of the product

Facestock considerations:

- **Labels that reduce material usage:**
Consider choosing label solutions that require less natural resources or that are thinner.
- **Label with the highest % of recycled content:**
Recycled content is available for paper, PP and PE.
- **Labels with renewable materials:**
Choose materials from certified renewable sources, which today are not only available for paper but also for filmic labels and adhesives.
- **Labels that are responsibly sourced:**
Sustainability is not just about the materials — it's also related to human rights, biodiversity, water scarcity and more. Check for certification schemes like ISCC for recycled materials to ensure responsible sourcing.

Why labels are small yet significant

There are multiple material considerations when it comes to choosing the right label for your packaging in order to enable recycling and reuse. Equally, the adhesive, liner and inks shouldn't be overlooked.



Adhesive considerations

Labels are applied via adhesive and pressure (pressure sensitive labels = PSL), and choosing the correct adhesive is an important part of enabling packaging recyclability. You may consult us or your local label converter for advice on which adhesive to choose depending on application environment (e.g., cold, humid, wet, warm) and end of life (e.g., wash off, peel off, permanent, UV protected).

Liner considerations

PSL labels are supplied on a liner as an integral part of the construction, which traditionally contributes to around 30% of the overall construction. Look for liners made with less materials, contain recycled or renewable materials, or that are easily recyclable.

Ink considerations

Inks should not bleed into the recycling process and they should follow the European Printing Ink Association (EUPiA) guidelines. In some cases, a caustic-resistant varnish or overlamine can be used (PET recycling) to protect the ink.

Note: European packaging recyclability (EPR) standards have been set by various associations, helping you to define the most appropriate label material for the primary packaging — for example, check the RecyClass website. Always refer to local recycling guidelines, as these will vary according to local and technical regulations regarding collecting, sorting and local EPR schemes.

Decorative solutions for recycling



“We’re committed to reducing plastic and packaging waste by turning it into valuable raw materials through recycling. Even small components have a big impact on the recyclability of the complete packaging.”

Krzysztof Krajewski
Packaging Sustainability Director, Hygiene
Reckitt

Packaging Substrates	PET	HDPE	PP	Glass	Metal	Cardboard
Key end-use segments	Beverage, Food, HPC	Beverage, Food, HPC	Dairy, HPC	Beverage, Food	Beverage	Transport, Logistics
Label types and technologies	– PP, Paper (PSL) – PP (Wrap around) – Sleeves	– PE, MDO, Paper (PSL) – Paper (Wet glue) – Sleeves	– PP (PSL) – Direct print – Paper (Wet glue)	– Paper, PP (PSL) – Paper (wet glue)	– Film, paper (PSL) – Direct print	– Paper DT/TT (PSL)
Current Avery Dennison solutions	– AD CleanFlake™	– Monomaterial – rPE – AD BioRenew™ PE – PVDC-free reclosure – AD RDX™	– Monomaterial – rPP – AD BioRenew™ PP – PVDC-free reclosure – AD RDX™	– AD CleanFlake™ – AD RDX™	– AD RDX™	– Paper/VI-labels – Recycled paper
Available product guides	Link	Link	Link	Link	Link	Link

EcoDesign

Taking into account product needs, aesthetics, consumer requirements and the overall sustainability of labels and packaging, at Avery Dennison we help simplify EcoDesign to benefit all stages of a product's life cycle.

Simplifying EcoDesign

At Avery Dennison, we're here to help you navigate the steps and considerations involved in EcoDesign so that you can achieve your sustainability targets more easily. By working closely with industry experts such as RecyClass on EcoDesign best practices, we enable brands to make the right sustainable choice when choosing their labels.



“Label selections following EcoDesign are a win-win for your bottom line and the planet.”

Flor Peña Herron
Senior Sustainability &
Circular Economy Manager
Avery Dennison

Four steps to getting started

Step 1: Consider the container

What is the container and what are you packaging? How will it be used?

For example: HPC products are used daily — whether they're made of PET, HDPE or PP, they require durable yet aesthetically pleasing labels that enable recyclability.

Step 2: Consider the label material

When the product reaches the end of its life, how will the label material affect the recyclability of the packaging?

For example: Consider going monomaterial with products from our AD RDX™ portfolio.

Step 3: Consider the adhesive

Is it removable, does it wash off, or does it use AD CleanFlake™ technology?

For example: An HDPE shampoo bottle — it needs to be durable enough for everyday use with a label that does not wash off. Consider RecyClass approved Avery Dennison filmic labels, which are approved for the most commonly used recycling method in Europe (cold wash).

Step 4: Consider the label design

Ink weight — will your design involve heavy usage? Is your design making it easier for the consumer to recycle?

EcoDesign benefits

“Eighty percent of the decisions you make during the design phase will determine how sustainable your product will be in the end.”

Rob Groen in 't Wout
Marketing Director Paper & Film
Avery Dennison



Less materials and energy
Manufacturing using fewer materials and less energy protects resources and reduces CO2 emissions.

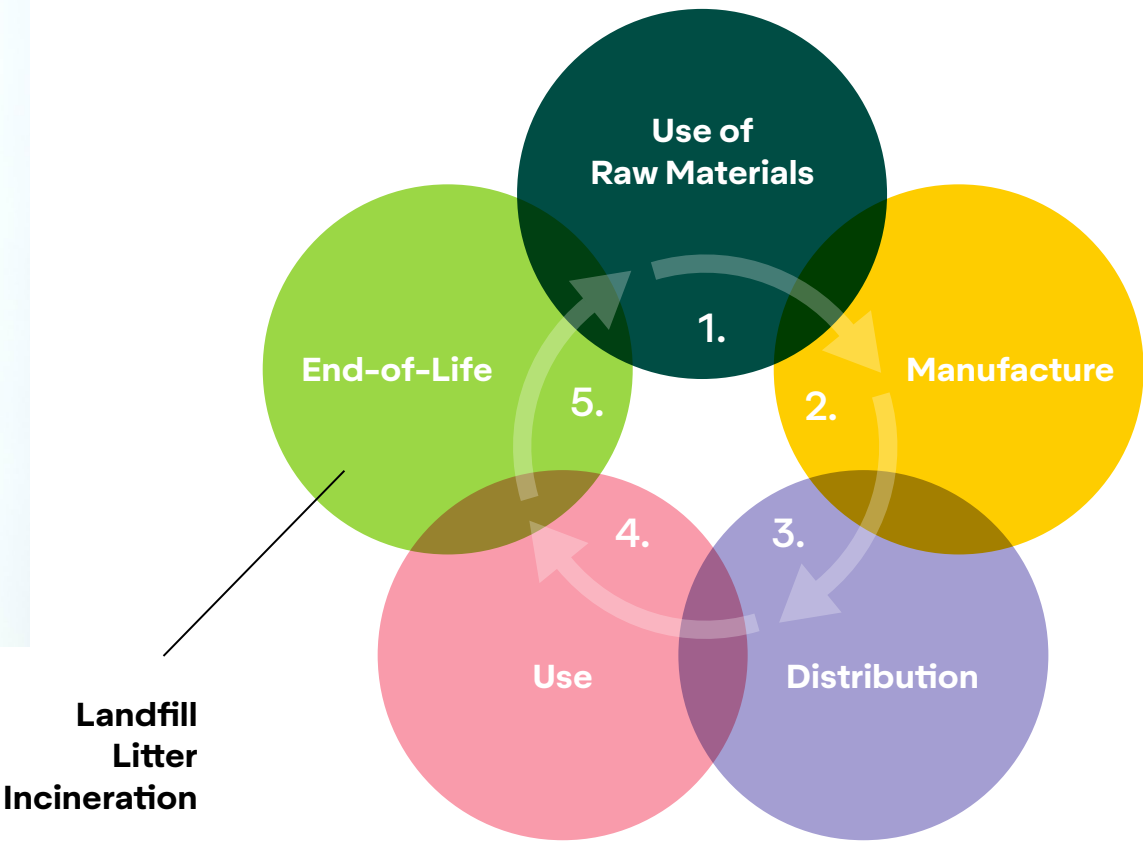
More environmentally friendly
Using a single type of bio-material and/or biodegradable materials, whether natural or derivative, is the more sustainable choice.

Maximized product life cycles
Sustainable materials are long-lasting and can help maximize the useful life of a product.

Optimized sustainability
Technological innovations help optimize product efficiency and sustainability.

Happier customers
More sustainable and hence more attractive products satisfy an increasingly demanding public.

Competitive advantage
Sustainable products provide added value and give companies a competitive edge by showing their commitment to the environment.



EcoDesign use cases

Using the right materials can elevate product appeal, brand story and sustainability goals.

Avery Dennison can help you design the packaging of the future using labels from our Sustainable ADvantage portfolio.



Use case 1
Biome Beauty

Our label material
AD CleanFlake™
with recycled PP
face materials

Sustainability
Label featuring CleanFlake™
technology enabling PET
recycling (can be offered
with thinner materials to
reduce carbon footprint)

Substrate
PET

Aesthetic
Standard clear,
slight sheen

EcoDesign use cases

Using the right materials can elevate product appeal, brand story and sustainability goals.

Avery Dennison can help you design the packaging of the future using labels from our Sustainable ADvantage portfolio.



Use case 2
Oi! Creatures

Our label material
rPP195 clear

Sustainability
Facilitates monomaterial recycling

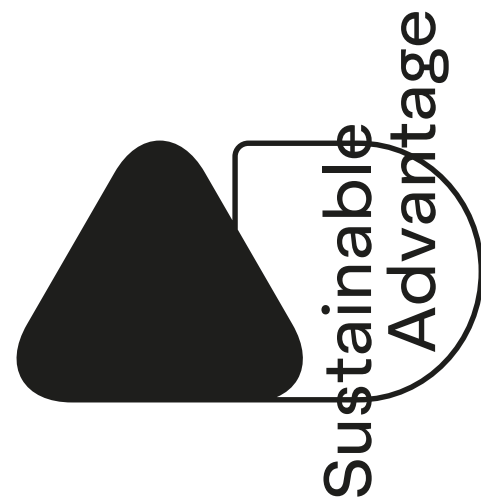
Aesthetic
Standard clear, slight sheen

Performance
reclosure facilitates product longevity, thus minimizing waste

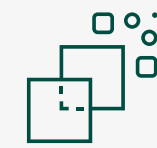
Substrate
PP

Discover our Sustainable ADvantage portfolio

At Avery Dennison, you can count on us to work closely with you to choose the best sustainable solution for your packaging challenges. We offer solutions that make it easy to improve the environmental impact of packaging and elevate your sustainability credentials without sacrificing performance – and, in many cases, without paying more.



Our Sustainable ADvantage portfolio is created according to EcoDesign principles and features four categories:



Enable reuse, recycling or compostability



Label with recycled or renewable content



Reduce material usage



Source responsibly

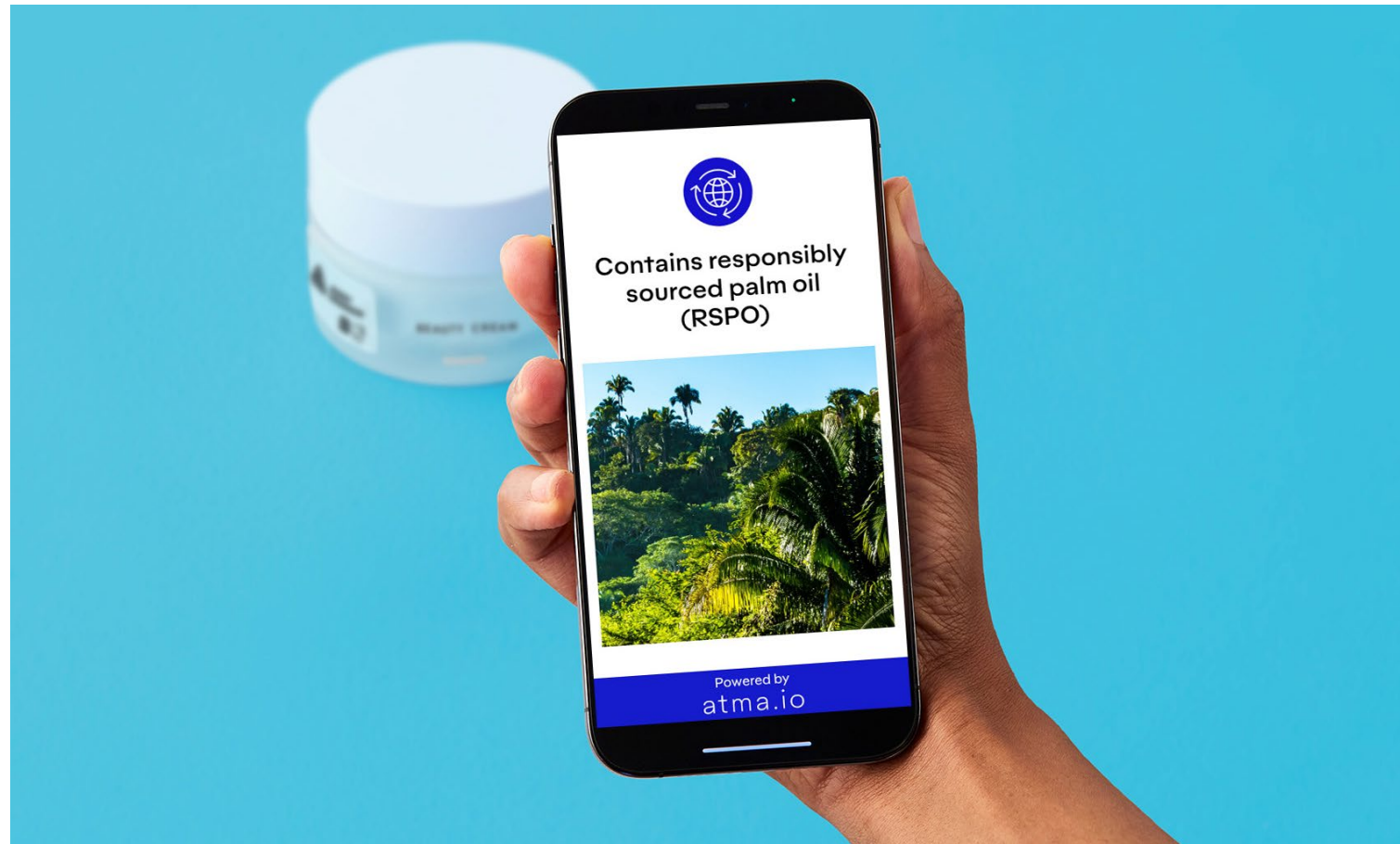
[Contact us](#) or view our [Innovation Guide](#) to discover more about our full range of Sustainable ADvantage products and solutions.

Learn more about **[Small. Yet Significant.](#)**

Innovation

To help enable circularity for brands in the HPC segment, Avery Dennison leverages connected packaging to tell the brand's sustainability story — from how it's recycled to how it's sustainably sourced and more.

Connected products



Pairing physical items with a digital ID create connected products from supply to end of life. A connected product cloud, with a constant data flow, tracks, stores and associates all events to a digital twin of the physical item throughout the product's journey and lifetime.

Avery Dennison's atma.io — an easy-to-integrate platform to create, manage and assign unique digital IDs to everyday items — unlocks the power of connected products and provides unparalleled end-to-end transparency. From source to consumer and beyond to enable circularity, it's a single source of truth for brands, supply chains and consumers.

Using NFC tags or QR codes, HPC brands can leverage connected packaging to tell the brand's sustainability story — including how it's recycled and sustainably sourced. RFID can also be used to help connect the entire supply chain, increase efficiency, reduce waste and promote more efficient carbon footprint sourcing.

To learn more about how atma.io can help you make the bridge between billions of physical objects and the digital world, watch our [video](#).

Interested in how our digital solutions can support your business and sustainability efforts? [Contact us](#).

“Connected packaging helps brands to enable circularity — as well as communicate their product and its sustainability story — thus developing a deeper and more personal connection with consumers.”

Noam Assael
Director of Business Ventures
Avery Dennison

Benefits

From both a business value and a growth perspective, the benefits from investing in sustainable materials are many. By helping HPC brands achieve their sustainability targets, at Avery Dennison we can help reduce waste management costs and better engage with consumers to increase brand loyalty.

Long-term benefits of sustainable materials

Avery Dennison products help brands reach their sustainability targets and commitments. The example shown here demonstrates how AD CleanFlake™ technology can reduce weight and help brands save on fees versus a standard PSL label or sleeve.

EcoDesign packaging fees: AD CleanFlake example

	Fee beverage PET bottle 330 – 500ml		Fee personal care PET bottle 500ml		
Bottle weight	20 grams		36 grams		
Type of decoration	Standard PSL or sleeve	AD CleanFlake (passes KIDV recycle check)	Standard PSL or sleeve	AD CleanFlake (passes KIDV recycle check)	
Packaging fee per kg	Full: €0.70/kg	Reduced: €0.44/kg	Full: €0.70/kg	Reduced: €0.44/kg	
Fee per bottle	€0.014	€0.009	€0.025	€0.016	
Saving per one million bottles	—	€5,000	—	€9,000	

The business case for sustainability

Studies show that sustainable products grow 5.6 times faster than regular products.
The result is that from all angles of business, the benefits are many.

Investors

78% of global investors say they place more emphasis on sustainability now than they did five years ago.

[Source](#)

Employees

There's 16% higher employee productivity in firms with greater social responsibility performance.

[Source](#)

Consumers

57% of consumers are “less likely” to buy products in harmful packaging.

[Source](#)

Suppliers

50% of companies see supplier decarbonization as a priority.

[Source](#)

Regulations

The Paris Accord to limit temperature rise to 1.5°C was ratified by 189 parties.

[Source](#)

Your partner for sustainable labeling solutions

With an abundance of labeling solutions and a focus on driving sustainability in the labels and packaging industry, at Avery Dennison EMENA we help brands and manufacturers meet their environmental goals. Whether you need an eco-friendly solution for an existing application, or if you're looking to reinvent your packaging to be more sustainable, we want to work with you.

Who we are:

We bring one-of-a-kind capabilities to sustainable labeling, combining decades of innovation with deep knowledge of regulatory and legal requirements. We also know about the real-world conditions in which our labels must perform and the technical challenges they must meet. Whatever your product, wherever it's going, we can help you develop a sustainable label that performs.

What we stand for:

Sustainability. Innovation. Quality. Service. In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

Work with us:

You're the expert in your business; we're the expert in labeling. Our team of experts and Ecosystem Engagement Managers can help you on your sustainable packaging journey.

Contact us to find out how Avery Dennison can meet and exceed your needs.

Learn more about **Small. Yet Significant.**

#InnovateWithAD

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Yet Significant.



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