

Tackling the Matrix and Liner Waste Problem



Our new AD Circular™ program aims to get waste out of landfills and into the recycling process.

Sustainability has been one of the primary drivers of change in our industry in recent years. Driven by evolving consumer needs, regulatory fiat, and our ambitious corporate sustainability goals, we've made great strides to make many elements of packaging and labeling more aligned with a notion of a circular economy. Our efforts have included using more recycled materials, along with materials that themselves are easily recyclable.

AD circular makes matrix and liner recycling affordable for your business

Now, we're excited to introduce the AD Circular™ program for matrix and liner waste. This new offering allows converters to tap into a network of qualified recycling providers stretching across North America. These providers can work to create a cost-effective recycling solution that's tailored to the needs of each participating converter's business.

Because AD Circular will accept any material from any manufacturer, we estimate the program has the potential to recycle 286 kilotons of liner and divert 230 kilotons of matrix from landfills in North America annually.

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Enabling Liner Circularity

In addition to AD Circular, we've entered into an agreement with Mitsubishi Chemical Group's Polyester Film division. Mitsubishi has developed a closed-loop process for PET liner recycling and will recycle film liners collected through Avery Dennison customers. The company will then add the recycled content into the film liner it manufactures, moving towards circularity and helping to meet the growing demand for film liners with recycled content.

Matrix and liner waste account for over half of a label construction

With all the strides our industry has made around sustainability, matrix and liner waste has remained a challenge. Invisible to most end-use consumers and perhaps an afterthought for many brand owners, these waste products nevertheless account for over half of the material in a typical label construction. Much of it ends up in landfills — to the tune of hundreds of millions of tons annually.

We've introduced the AD Circular™ program to help remove the cost barriers that currently limit liner recycling and matrix landfill diversion while increasing the availability of film liners with recycled content. It's a significant milestone in our goal of diverting waste from landfills and, we believe, a giant step forward for our industry.

Get started with AD Circular

We invite you to learn more about AD Circular and sign up for the program. It's easy to start: Just visit label.averydennison.com/adcircular and complete the online form to let us know you're interested. Questions? Please reach out to your Avery Dennison representative.

label.averydennison.com

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