



Avery Dennison® Greenprint™: High Performance Primax® and FasClear® vs 3 Mil MDO Creating Impact on the Shelf and Beyond

Avery Dennison GreenPrint in Action

By switching from a label made of 3.0 Mil MDO with S692N adhesive to a High Performance Primax and FasClear with ClearCut adhesive, customers can reduce environmental impacts from 4% to 19% across the categories of fossil material, water use, energy use, greenhouse gas emissions and solid waste generated.

Label Components

3 Mil MDO Label	High Performance Primax and FasClear Label
Facestock: 3 Mil MDO	Facestock: 2.5 Mil High Performance Primax and FasClear
Adhesive: S692N	Adhesive: S7000

Both labels studied utilized different but comparable label components. These included:

- > **Adhesive:** Both filmic facestocks utilize an acrylic emulsion adhesive: S692N and S7000
- > **Facestock:** Both 3 Mil MDO and High Performance Primax and FasClear utilize a machine direction oriented facestock.

Packaging has been taken into account for each transport step. Packaging components that have been reused a significant number of times are not taken into account in the calculation. Mass related impacts, notably transportation, also varied with the weight variations and have been accounted for.

Life Cycle Scope

