

Introducing the AD Circular program — our latest contribution toward the establishment of a circular economy, and one of the many ways we're enabling the recycling of label waste and advancing the use of recycled materials.



Circular



Landfilling matrix and liner waste isn't sustainable. Ideally, all that waste would be collected, recycled, and used as material for new labels and products—a circular approach.

Avery Dennison is connecting converters and brands with vetted recycling providers throughout the US who can offer opportunities for landfill diversion, recycling, and circularity.

Through AD Circular, we connect you with recycling providers nearby who can evaluate your entire waste stream, focusing on solutions for liner recycling or matrix landfill diversion. They'll develop a custom and cost-effective approach to all your recycling needs, addressing concerns like limited floor space, material storage, labor capacity, and more.

Any material, from any manufacturer.

With AD Circular, you can recycle any liner and divert all matrix from landfill, regardless of origin.

Good for the planet—and for your sustainability credentials.

AD Circular lets you help stem the tide of label waste and increase the supply of recycled label material. It also strengthens your own sustainability story and helps you achieve your goals for recycling, reducing greenhouse gas emissions, and more.

How to get started with AD Circular:

1. Sign up for AD Circular through the form at label.averydennison.com/adcircular
2. Once you've completed the form, our team will connect you with the best recycling provider for your needs
3. A custom plan will be created for you
4. Get started diverting and recycling waste

label.averydennison.com

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