



About Avery Dennison™ Greenprint



FOSSIL MATERIAL



TREES



WATER



ENERGY



GHG



SOLID WASTE

Environmentally responsible labeling and packaging can make for a greener world – and a greener bottom line, too.

That's why Avery Dennison has created Avery Dennison™ Greenprint – a product life cycle assessment (LCA) methodology that helps our customers understand the environmental consequences of their labeling and packaging decisions.

By quantifying the impact of functional labeling and packaging made from fewer and more sustainable materials, we spark innovation and promote more meaningful decision-making.

“Responsible packaging can produce impact in the environment and the bottom line. Our Avery Dennison™ Greenprint analysis quantifies a label's impact so brand owners will be able to make informed environmental decisions and create a powerful differentiator for their businesses.”

Rosalyn Bandy, Sustainability Director,
Avery Dennison Materials Businesses

A Greener Path To Market

The goal? Improved label performance and environmental footprint.

Every Avery Dennison™ Greenprint provides environmental impact data across six categories:

- > Amount of fossil content in the raw materials (barrels of oil)
- > Number of trees used to make the raw materials
- > Measure water use (liters or gallons)
- > Measure of greenhouse gas emissions (tonnes of CO₂)
- > Solid waste generated (tonnes)
- > Measure of primary energy used (kWh or MJ)

Making sustainability quantifiable.

Avery Dennison™ Greenprint also provides CPG companies with sustainability facts that consumers can easily understand. For example, Avery Dennison™ Greenprint can translate a recycled label design into the number of trees saved... creating a powerful sustainability story that can elevate a company's brand and accelerate its product sales.