

Recycled Content Liners

Liners with recycled content: closing the loop for a more sustainable, circular economy

With an ever-greater focus on sustainability, converters and brand owners increasingly demand solutions that can help them to play a key role in the circular economy. They need ways to reduce waste and secure their sustainability credentials.

The waste generated while dispensing labels is not visible on the final packaging, but its impact on brand reputation is no less real, and dealing responsibly with that waste has important benefits. Consumers' perceptions of a brand are enhanced when sustainability is shown to be improved in all aspects of the final packaging.

Liner materials made using recycled content offer an excellent choice for sustainability-minded label converters and brand owners. They help to close the recycling loop, using carefully selected material from post-consumer waste streams.

