



Change The Future.

Check the recycled paper solutions

€24 Billion

Organic food industry sales in the EU in 2014

x2 Growth

more than 2 times faster growth than overall packaged food market

In comparison, food and non alcoholic beverage total segment increased by

Only 13%

7% CAGR

7% Compound Annual Growth Rate forecast until 2020 in Europe



110% consumption increase

of organic product per capita between 2005 and 2014



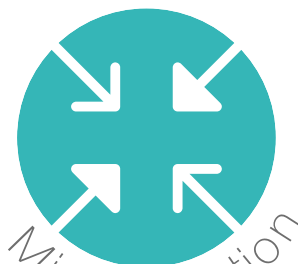
ORGANIC PACKAGING



Personalization



Consumer demands packaging reflecting **personal** and **social values**



Minimalization

Minimize the amount of **material used**

Sustainability



Find environmentally friendly materials for labelling

Introducing FSC® Recycled Paper Facestock



Saving environment

Conserves natural resources



Answering to an unmet need

Supports end-users in achieving their sustainability goals



Delivering high performances

Compatible with several printing technologies and offers an excellent printing quality



Converter

Be a sustainable partner to brand owners

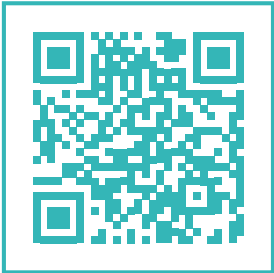
- > Differentiate and set a new standard in a highly competitive business
- > Exceptional print quality (Flexo, Thermal Transfer...) and conversion speed
- > Similar brightness, whiteness and opacity as non recycled grade

End-Users

Contribute to your sustainability targets with labels

- > 100% recycled facestock containing up to 30% recycled liner
- > Similar labelling process and liner recycling program available
- > Close the loop and make a difference in the world

Activation through communication



The full range of sustainable products can be found on label.averydennison.eu/clearintnt

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