



**Compete with
compostability.**

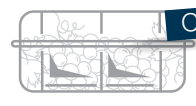


400 DAY
 =
146 YEAR
 of fruit & vegetables

Suggested by the **World Health Organisation**



Plastic Bag



Clamshell



Flexpacks

150
 Packaging units
 every year
 (Sold by Kg)*

740
 Million
 citizens in EU



Legislation:
 Italy and France
 banned all
 plastic bags



11.000.000
 packs produced in the EU market

1%* packed in
 compostable
 packaging = **1.1**
 Billion
 packs



* Based on assumption made by Avery Dennison

Change the Future.

A fully certified adhesive and label construction

The simple way for converters to differentiate with more sustainable food labelling solutions in a double-digit growth segment (bio-plastics YoY growth at least 20%)*.

FSC®-certified facestocks and the 'OK Compost'-logo for the S9500 adhesive and Thermal Eco L10 construction enable compelling brand messages. End-users also benefit from reductions in landfill taxes – EN 13432 compliance means unsold foods can enter the municipal compost waste stream.

The benefits for a **converter**

- > Rapid differentiation
- > Positioning converters in sustainable packaging
- > Double-digit growth segment
- > Full technical support

The benefits for an **end-user**

- > Brand messages: renewable sourcing and FSC®-certified facestocks
- > Boosts shelf appeal with familiar 'OK Compost' logo
- > Avoids high landfill taxes from unsold foods

Biodegradable materials

Natural resources



Packaging & label



Landfill decomposing



Breaks down completely



Releasing nutrients



Compostable materials

* Source <http://www.european-bioplastics.org/market/>

Why change to Avery Dennison?

Our compostable range is expanding. It includes an 'OK Compost'- certified compostable adhesive and label - with competitive pricing, and the expert technical support needed to make sustainable applications succeed.

Activation through communication



There is more to see at label.averydennison.eu

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