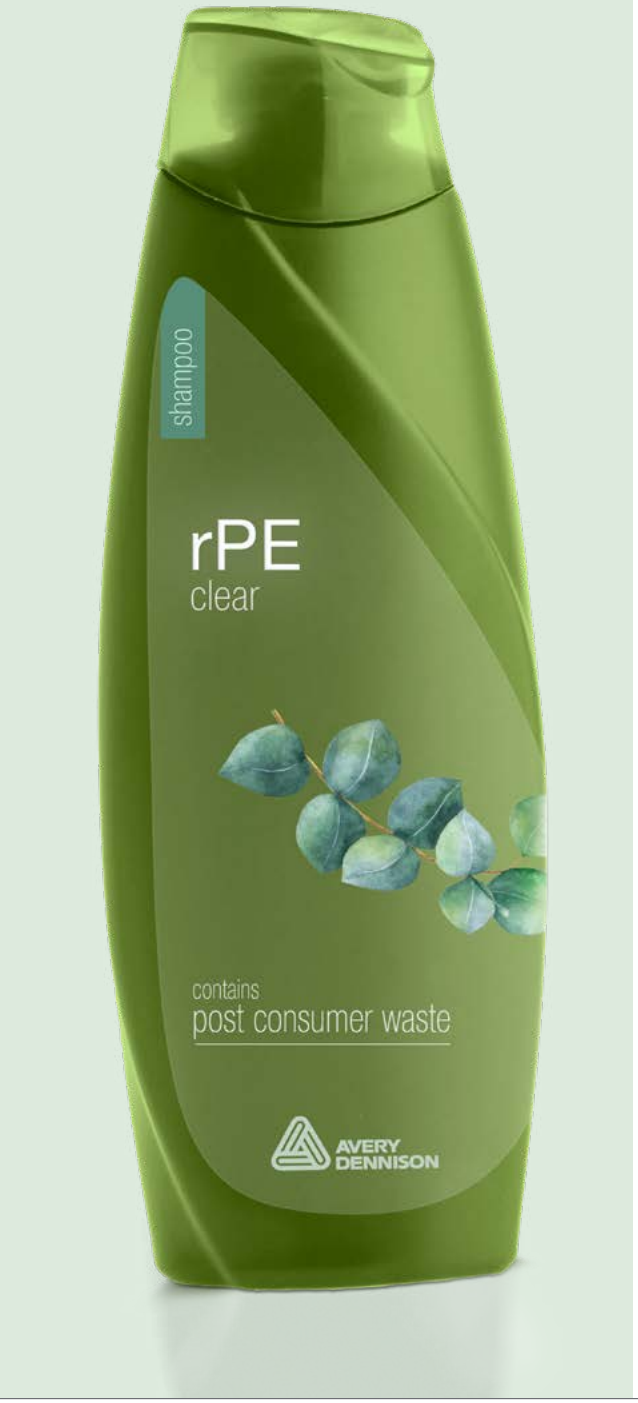


Recycled Content PE labels

PE films with recycled content are an important resource for meeting brand owners' sustainability goals and complying with emerging regulations.

Designed for sustainability-oriented brands, rPE is made with 30% recycled PE resin, reducing reliance on fossil-fuel based films and helping to lay the foundation of a "closed-loop" plastics economy.

Using Avery Dennison rPE filmic facestocks consumes fewer resources, helps to keep plastic out of the waste stream, and gives packaging a more authentic look. Films are available in white and clear, topcoated and non-topcoated, and are an excellent choice for home and personal care products.

Recycled PE film inherently contains more impurities than conventional PE film, which gives the film an 'earthy', slightly variable look from batch to batch, signalling simplicity, and a commitment to the earth. All without compromising performance during printing, dispensing or application.

Printing partly covers the impurities (gels) in the film, allowing some impurities to remain visible. The different aesthetics help to emphasise the 'sustainability' of this product on the shelf.

Application areas

- Wide range of home & personal care, cosmetics and food applications
- Suitable for labelling curved and contoured substrates
- Suitable for labelling conformable / squeezable containers

Key features

- Made with 30% post-consumer PE waste
- A slightly less uniform appearance, signalling authenticity
- Good printing quality with both digital and conventional inks
- Offered with our proven TC7007 topcoat in Clear and White
- Reduces dependence on fossil fuels (see GreenPrint)

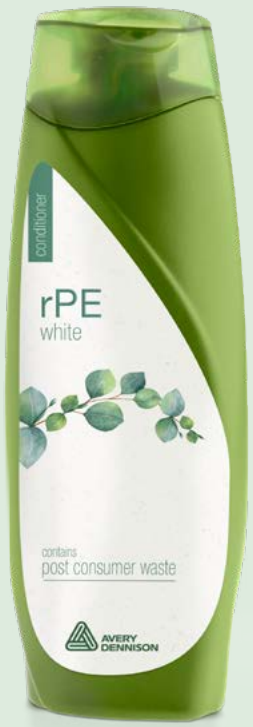
Product information

Code	Product description	Service	MOQ (SQM)
BS098	rPE80 Clear S692N-BG40WH FSC	2M FTO	2000
BS099	rPE80 White S692N-BG40WH FSC	2M FTO	2000
BS165	rPE80 Top Clear S692N-BG40WH FSC	2M FTO	2000
BS166	rPE80 Top White S692N-BG40WH FSC	2M FTO	2000

ClearIntent™
Avery Dennison Sustainable Portfolio

GreenPrint™

The Greenprint tool is based on a life cycle assessment (LCA), using 1,000,000 square meters of our recycled PE in place of conventional PE, enables users to:



Reduce water usage by
10%
– The equivalent of annual drinking water for 1,452 people

Reduce energy usage by
11%
– Equivalent to the annual electricity usage of 15.2 households

Reduce fossil material usage by
29%
– The equivalent of 214 barrels of oil

Reduce greenhouse gases by
6%
– Equivalent to taking 9.7 cars off the road for one year

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For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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