

Vegan Certified Range



Customer presentation

January 2022



Problem Statement



Problem Statement:

As consumers increasingly embrace social causes, they seek products and brands that align with their values. **Increased awareness** about **animal cruelty, health and environmental benefits** drive the trend for veganism and vegan products.

- In 2021 alone The Vegan Society registered an impressive 52.000 products with The Vegan Trademark (+50% versus previous year).
- **Looking back:** 85% of retailers report increased sales of responsible & sustainable products over the past five years.
- **Looking forward:** 92% of retailers expect sales in responsible & sustainable products to increase in the next five years.
- Existing labelling solutions only consider the facestock to be free of substances derived from animal origin.
 - Animal testing and the use of animal GMO is not considered.
 - The adhesive and liner are in most cases not considered.

Target Audience



Target audience:

- **Converters:** Existing business & new customers who wants to offer eco-friendly (cruelty-free and vegan) label solutions.
- **Brand owners:** Manufacturers and retailers in the Food, Beverage, HPC like cosmetics brands promoting cruelty-free and vegan products.

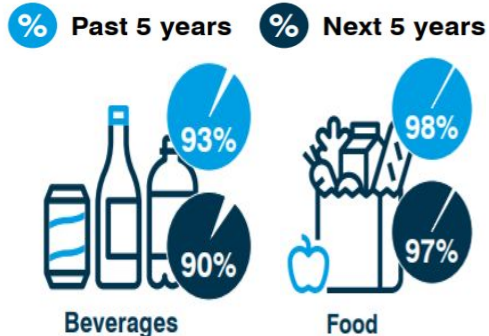
Companies such as: L'Oréal, The ordinary, Unilever, Flora, Alpro, Asda, Aldi, LUSH, Mars, Costa Coffee, Nestle, New Look, Veganz and Caffè Nero

[Reminder: Veganism doesn't just apply to food!](#)

Why Vegan Labels?

Growth in the sales of responsible products

Retailers see a continuous rise in demand for responsible and sustainable sourced products, and are realigning their strategies to support this demand.



% of retailers who experienced growth and expect growth in the future

Additional value to product offering

Offering vegan solutions set brands apart from those that merely pay attention to ethics.

'The proportion of sustainable products in our assortment has increased immensely during the last few years.'

Consumer demand in this area has significantly increased. Customers pay attention to agri-product growing conditions, delivery routes and quality.'

Sustainability is a quality feature for many products, to which consumers increasingly pay attention.'

Food products retailer, Germany

Eco-friendly more and more indispensable in many industries

Animal-free products is being piqued in other sectors. For example: Tesla removed animal-based leather as an option for its seats..



Sustainable sourcing commitments exist among 76% of 550 retailers interviewed by the EU

Our offering



NEW! Vegan Certified labels

Avery Dennison Certified Vegan labels strengthen a brand owner's responsible sourcing story and can also help them achieve their sustainability commitments.

The certification* is proof of:

- No animal origin
- No animal testing
- No animal GMO (Genetically Modified Organisms)

* This does not mean all our non Vegan products do not comply, only a selected number were assessed.



Certified products



Expertise Vegan Europe, better known under the label [Eve Vegan®](#) is an international control and labelling body dedicated to vegan products, services and vegan farming.

- EVE Vegan certification = no animal origin + no animal testing + no animal GMO
- Avery Dennison has 7 certified label constructions (**face + adhesive + liner**) with EVE Vegan certification.
- 6 facestocks, 3 adhesives and 2 liners already available. Others will be evaluated upon business potential.

Our offering



Code	Descr.	Application
BY435	VELLUM EXTRA FSC SV1050-BG40BR	General Purpose SV1050 (vegan equivalent of S2045N)
CH421	@MC PRIMECOAT SV1050-BG40BR	
BX012	COTTON TOUCH FSC SV3050-BG45WH FSC	<u>Textured/wine materials</u> with SV3050 (vegan equivalent of S2047N)
BX011	rCRUSH GRAPE FSC SV3050-BG45WH IMP FSC	
BX010	LINEN FSC SV3050-BG45WH IMP FSC	
BX009	ARTISAN BLANC FSC SV3050-BG45WH IMP FSC	
BW688	@VELLUM EXTRA FSC SV5050-BG40BR	Applications on <u>rough surfaces</u> , where higher adhesion is required SV5050 (vegan equivalent of S445N)



Thank you



**AVERY
DENNISON**