

rMDO

Recycled content film facestock

MDO films with recycled content are an important resource for meeting brand owners' sustainability goals and complying with emerging regulations. Designed for sustainability-oriented brands, rMDO is made with 30% recycled content resin, reducing reliance on fossil-fuel based films and helping to lay the foundation of a "closed-loop" plastics economy.

Using Avery Dennison rMDO 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 and are an excellent choice for home and personal care products. Recycled MDO film inherently contains more impurities than conventional MDO films, which gives the film an 'earthy', slightly variable look from batch to batch, signaling 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 emphasize the 'sustainability' of this product on the shelf.

rMDO is available with AD CleanFlake™ adhesive technology, which enables the recycling of rigid plastic packaging.



Product Information

Application Areas

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

Key features

- Made with 30% post-consumer waste resin
- A slightly less uniform appearance, signaling authenticity
- Good printing quality with both digital and conventional inks
- Offered with our proven TC-2000 topcoat

Spec#	Product Description	Service Program
B7814	rMDO White/S7000ER/92M PET	Custom
B7805	rMDO Clear/S7000ER/92M PET	Custom

label.averydennison.com

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