

# Bio-based PE Film

## A sugar-sweet opportunity



### Bringing bio-based labels to life

It's a question often posed by package designers, sustainability managers and label makers alike: Can plastic packaging and labels be made from a renewable resource rather than from fossil fuels? By reaching out to collaborate across our value chain, we showed that the answer is yes.

Brazil-based Braskem is one of the world's leading makers of polyethylene, or PE, the petroleum-based plastic used in packaging for millions of products worldwide. In 2010, Braskem began marketing Green PE, a resin made mostly from sugarcane. Several companies soon adopted the resin for their packaging; Seventh Generation, a well-known maker of environmentally safe, plant-based household

products, employed Green PE in some of its bottles. But no one was using Green PE to make a film label, and thus create a complete bio-based package. We decided to see if it could be done.

The Avery Dennison bio-based PE film portfolio is the latest edition to their extensive range of sustainably sourced materials. The material's facestock is made mostly from sugar cane ethanol, certified under the Bonsucro® scheme. The material converts in a similar way to conventional polyethylene (PE), ensuring easy requalification and providing functionality and performance of a conventional PE label. The Avery Dennison bio-based PE film is available in white and clear.



## Portfolio Characteristics

- > A facestock made entirely from sugar cane ethanol
- > Functions and converts similarly to conventional polyethylene (PE)\*\*
- > Enables clean polyolefin container recycling
- > Certified under the Bonsucro scheme

## Applications

- > Any application currently using white or clear standard PE85
- > Premium applications in food and beverage
- > Home and personal care (HPC) applications
- > Applications where sustainable sourcing is the differentiator

## Products

Spec#	Product Description
BC449	PE85 BIOB WHITE S692N BG40WH
BD380	PE85 BIOB CLEAR S692N BG40WH

For more information about how to deliver improved sustainability with outstanding shelf impact, go to [label.averydennison.com/sustainability](http://averydennison.com/sustainability).

The Avery Dennison ClearIntent Portfolio is a line of products that offers meaningful improvements in sustainability over other Avery Dennison products. Choosing Avery Dennison ClearIntent Portfolio products can help customers make a positive environmental impact and move towards their own sustainability goals.

For a product to qualify for the Avery Dennison ClearIntent Portfolio, it must meet at least one of three sustainability standards:

- > **Responsibly Source:** a significant amount of the product's content is verified to come from sustainably sourced materials;
- > **Reduce:** the product offers comparable or superior performance using less materials; or
- > **Recycle:** the product is recyclable, made of recycled content, or enables recycling.

Avery Dennison applies strict, measurable criteria to ensure that products meet these standards. In addition to meeting at least one of these three sustainability standards, products only qualify for the Avery Dennison ClearIntent Portfolio after verifying that they also have a positive net environmental benefit over comparable Avery Dennison products. This makes it easy for our customers to rest assured that by choosing a product in the Avery Dennison ClearIntent Portfolio, they are choosing the best Avery Dennison product to help our planet and the environment.

Bio-based PE fits into the responsibly sourced portion of our ClearIntent portfolio as it is a film made from plant-based resin.

No matter what you need, Avery Dennison makes your dollars work hard for you and the planet.

For more information on our ClearIntent standards, please visit <http://label.averydennison.com/en/home/label-solutions/sustainability/sustainable-products/standards.html>

\*The Nielsen Global Survey on Corporate Social Responsibility, 2014: "Global consumers are willing to put their money where their heart is when it comes to goods and services from companies committed to social responsibility"

\*\* Due to the nature of the resin, special care is required for optimal conversion on the press. We recommend the dies should be sharp and not damaged for the die cutting process

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use

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