

# Eco Portfolio

A selection of label solutions engineered to improve productivity, lower costs, and improve sustainability in eCommerce applications

Those doing business in eCommerce know that productivity is key. Label solutions that empower you to do more with less can help you improve bottom lines and grow profit margins.

The Avery Dennison Eco Portfolio has been developed for this dynamic. It's a growing selection of high quality label solutions that are engineered to be thinner than standard constructions. Made for a wide range of common eCommerce applications, Eco Portfolio solutions help converters, brand owners, and distributors alike increase their productivity, reduce costs, save warehouse and freight space, and improve their sustainability.



## Product Information



### TTC Eco

TTC Eco is a top-coated thermal transfer label construction with a 2.1 mil FSC®-certified paper facestock, and 1.5 mil SCK liner. With 33% more labels per roll and a lower cost per MSI than other thermal papers, this product offers benefits across the board, including reduced cost, increased productivity and improved sustainability



### DT Eco

Created as a “sister product” to TTC Eco, DT Eco is a thin, 2.1 mil, non-topcoated, direct thermal printable facestock, made with FSC®-certified paper. That facestock is married to our S1550 pressure-sensitive adhesive, a general purpose product designed for reliable adhesion to corrugated cardboard and superior adhesion to plastic surfaces. The liner is our 25#SCK, a bleached, calendered, kraft stock featuring high internal strength, toughness, and tear resistance.

Product Information



**Increased Productivity**

- 33% more labels per roll with thinner construction
- For Converters**
- 20k ft of material on the same roll size as a standard 15k ft roll
  - More up time on converting assets
  - Less changeovers
  - Warehouse space savings with 5k more feet of labeling material per roll
- For Brand Owners**
- 750' on the same size roll as a standard 500' roll
  - More labels in each box of printer-sized rolls received
  - 50% more labels per roll for industrial desktop printers
- For Distributors**
- More labels per roll allows label rolls to match thermal ribbon length



**Reduced Cost**

- Lower price/MSI than other thermal transfer papers
- Reduced spend on corrugated boxes by 33%
- 33% less freight costs with more material in one truckload and lower shipping cost



**Improved Sustainability**

- About 40% landfill waste reduction from liner waste
  - Less emissions from trucks and less fuel used with more labels per truckload
  - FSC®-certified paper facestock
- GreenPrint Information**
- 16% less fossil materials
  - 27% less tons of biobased materials
  - 21% less gallons of water
  - 24% less energy used
  - 27% less greenhouse gas emissions
  - 26% less tons of solid waste

Spec#	Product Description	Width/Length (In./Ft.)	Location
54341	TTC ECO/S1550/1.5 M SCK 20K	EXACT	GFD
B2884	DT ECO/S1550/1.5 M SCK 20K	EXACT	GFD

[label.averydennison.com](http://label.averydennison.com)

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