

rDT

To help meet the evolving needs of brands in the logistics and ecommerce segments, Avery Dennison is launching a family of recycled non-topcoated and topcoated FSC-certified direct thermal papers containing 15% recycled content in North America.

With more brands focused on sustainability, the new rDT portfolio not only provides a facestock made with recycled content but is paired with our C4500 hot melt adhesive, which contains 45% renewable content and is a USDA Certified Biobased product.

When compared to standard Direct Thermal papers, rDT offers equal converting performance. The readability, appearance and overall aesthetics are also on par with our standard grades. Plus it's paired with a thinner liner and reduces the overall thickness of the construction to help create a positive environmental impact, according to the Avery Dennison Environmental Impact Tool.



Product Information

Spec#	Product Description	Width/Length (In./Ft.)	Location	Service Program
B7335	rDT 300LD/C4500/1.7Mil SCK	EXACT™/5000	PTC	EXACT
B8729	rDT 200GP/C4500/1.7Mil SCK	EXACT™/5000	PTC	EXACT

PTC = Peachtree City, GA

To learn more about rDT, or to explore the portfolio of recycled solutions available in Avery Dennison's Sustainable ADvantage portfolio, visit: label.averydennison.com/sustainability