

Introducing the AD Circular program — our latest contribution toward the establishment of a circular economy, and one of the many ways we're enabling the recycling of label waste and advancing the use of recycled materials.

Circular



Landfilling matrix and liner waste isn't sustainable. Ideally, all that waste would be collected, recycled, and used as material for new labels and products—a circular approach, one better for the environment, better for your sustainability goals, and better for complying with changing regulations.

Avery Dennison is connecting converters and brands with vetted recycling providers throughout the US who can offer opportunities for landfill diversion, recycling, and circularity.



With AD Circular, you can help contain label by-product waste and increase the supply of recycled label material.

Through AD Circular, we connect you with recycling providers nearby who can evaluate your entire waste stream, focusing on solutions for liner recycling or matrix landfill diversion. They'll develop a custom and cost-effective approach to all your recycling needs, addressing concerns like limited floor space, material storage, labor capacity, and more. We'll work with them to track metrics showing how much matrix is being diverted or liner is being recycled, the amount of CO2 emissions avoided as a result, and more.

Any material, from any manufacturer.

With AD Circular, you can recycle any liner and landfill divert any matrix, regardless of origin.

A premium service without the premium cost.

AD Circular is focused on finding solutions at a comparable cost to what you're paying now to dispose of your label matrix or liners. Depending on your location and the amount of waste, it might even cost less.

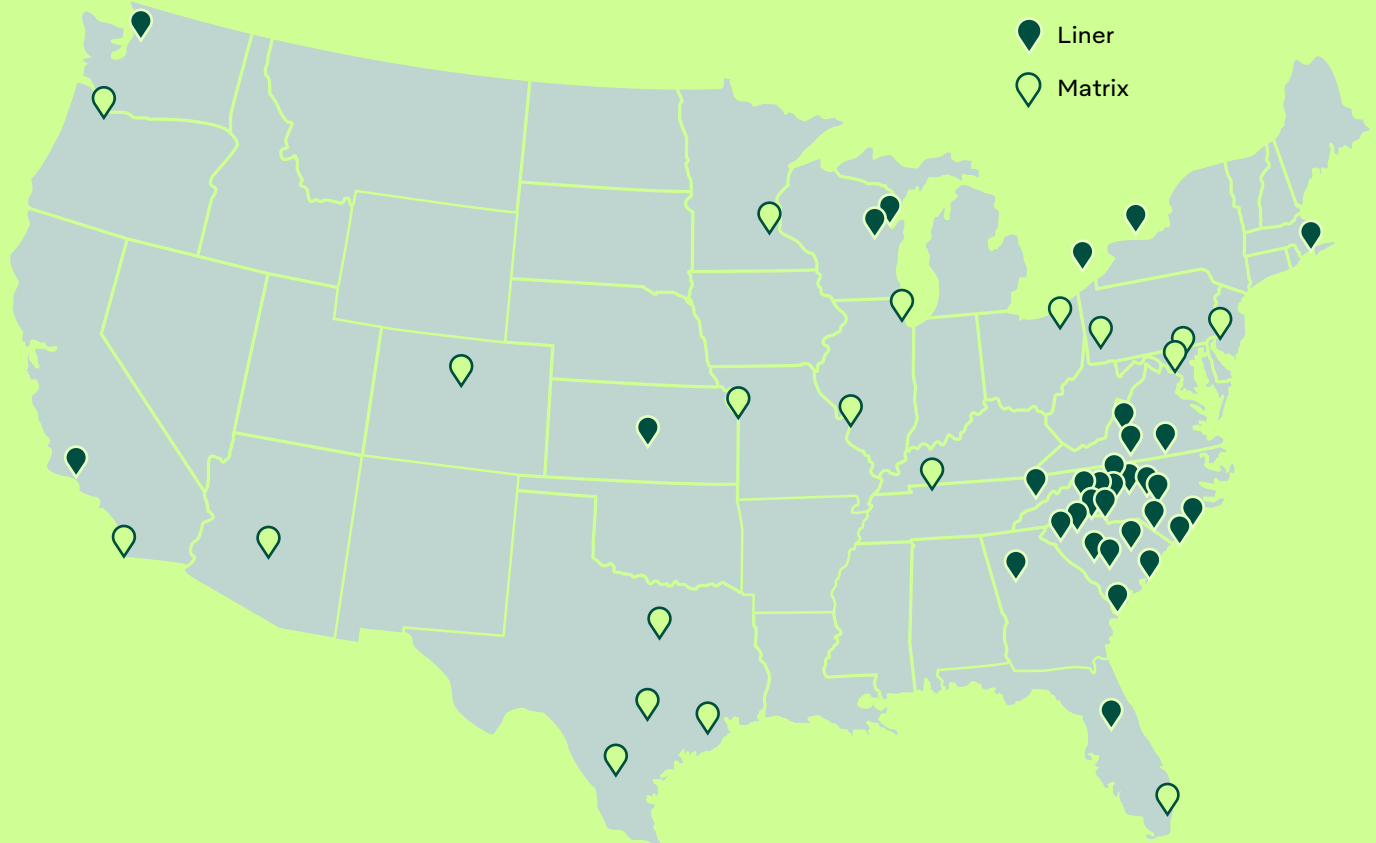
Good for the planet—and for your sustainability credentials.

AD Circular lets you help stem the tide of label waste and increase the supply of recycled label material. It also strengthens your own sustainability story and helps you achieve your goals for recycling, reducing greenhouse gas emissions, and more.

How it works

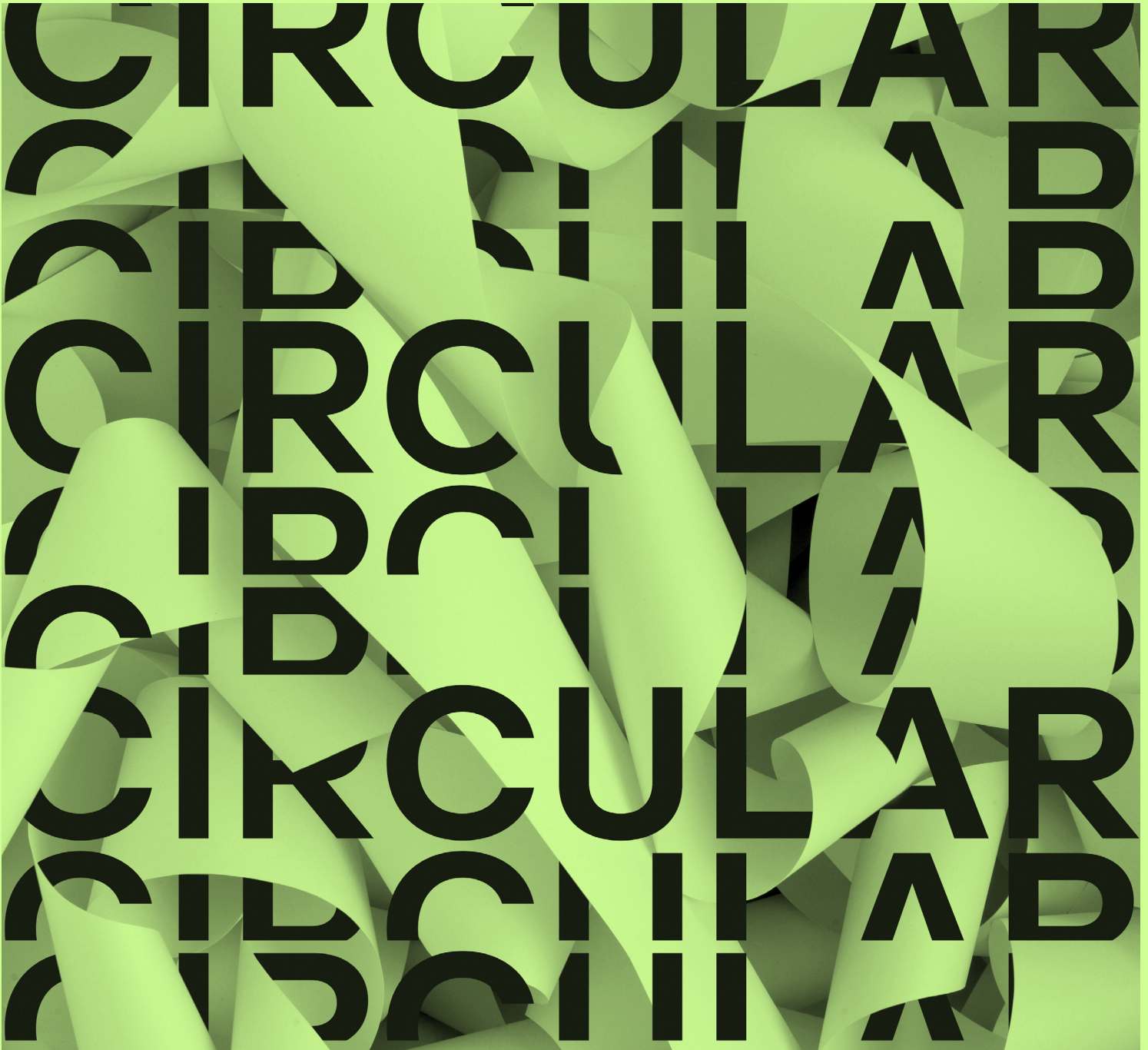
1. Sign up for AD Circular through the form at label.averydennison.com/adcircular
2. Once you've completed the form, our team will connect you with the best recycling provider for your needs
3. A custom plan will be created for you
4. Get started diverting and recycling waste
5. Share the AD Circular certificate and the good news on your platforms!

Our providers continue to evaluate locations throughout the US - the below locations have recycling and landfill diversion options nearby



Register for AD Circular now.

Learn more and sign up online at: label.averydennison.com/adcircular



Part of Avery Dennison's commitment to a circular economy

AD Circular is just our latest contribution toward the establishment of a circular economy, and one of the many ways we're enabling recycling of labels and packaging and advancing the use of recycled materials. Read more about our sustainability-oriented products and services at label.averydennison.com/sustainability

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label.averydennison.com

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