

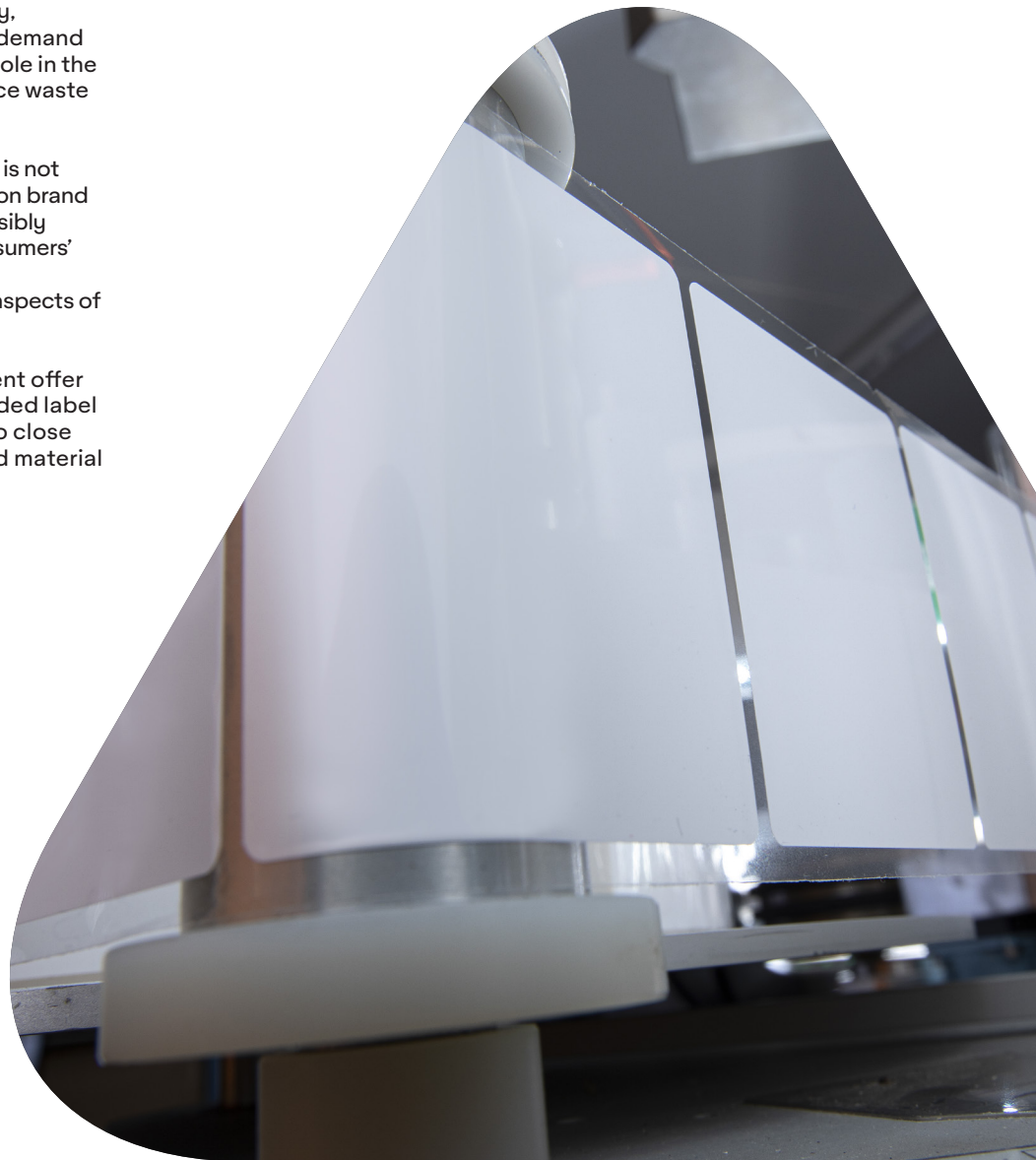
# Recycled Content Liners

Liners with recycled content: closing the loop for a more sustainable, circular economy

With an ever-greater focus on sustainability, converters and brand owners increasingly demand solutions that can help them to play a key role in the circular economy. They need ways to reduce waste and secure their sustainability credentials.

The waste generated while dispensing labels is not visible on the final packaging, but its impact on brand reputation is no less real, and dealing responsibly with that waste has important benefits. Consumers' perceptions of a brand are enhanced when sustainability is shown to be improved in all aspects of the final packaging.

Liner materials made using recycled content offer an excellent choice for sustainability-minded label converters and brand owners. They help to close the recycling loop, using carefully selected material from post-consumer waste streams.





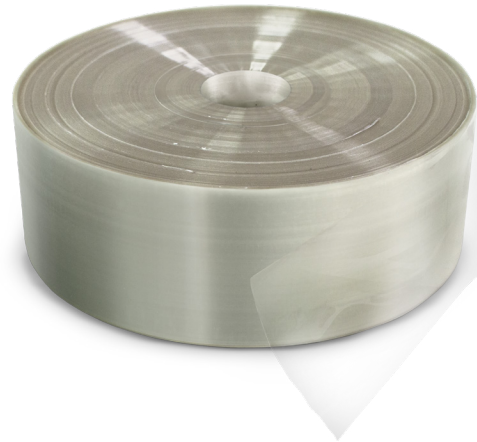
### Our solution: rPET liners

Avery Dennison Recycled Content Liners are now available to meet the sustainability challenge. Our rPET liner contains post-consumer-waste recycled content, and are offered across a broad range of products.

Recycled liners offer converters an important differentiator, allowing them to help their customers meet sustainability targets by using recycled content - all without compromising on converting performance or visual aspects.

#### Key features

- rPET contains >30% recycled post-consumer waste (PCW) from PET bottles
- No compromise on conversion and dispensing performance versus conventional liners
- Suitable for all label dispensing processes (same as conventional liner)
- Liners with recycled content have improved sustainability credentials (e.g. water, energy, fossil fuel) vs conventional liners
- Plays a key role in the circular economy by closing the loop



## Products

Spec#	Product Description
<b>Paper</b>	
54485	54# SG FSC/AT20N/1.2M rPET
<b>Film</b>	
B7779	2.0 Mil Clear TC/S7400ER/92M 30%rPET
B7784	2.4 Mil White TC/S7400ER/92M 30%rPET
B7737	1.6 Mil Clear NTC/S7000ER/92M 30%rPET
B7747	2.4 Mil White TC/S7000ER/92M 30%rPET

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