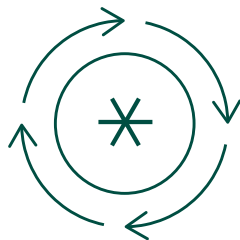


Avery Dennison Sustainable ADvantage



2030 Sustainability Goals



Goal 1:

Deliver innovations that advance the circular economy

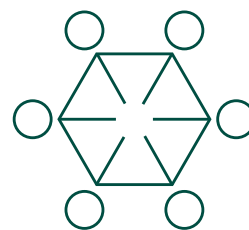
We implement and advance technologies to enable recyclability, extend the lifespan of materials, reduce waste, increase recycled content, and integrate opportunities for circular processes across our industries. By collaborating with our customers and suppliers, we can deliver a more sustainable future.



Goal 2:

Reduce the environmental impact in our operations and supply chain

We reduce our environmental footprint by decreasing our greenhouse gas (GHG) emissions, increasing our water efficiency and protecting the forests from which our products are derived. As a leader in our industries, we engage with our suppliers, customers and value chain partners to drive change that protects our climate and ecosystems.



Goal 3:

Make a positive impact by enhancing the livelihoods of our employees and communities

We champion transparency, collaboration, equality, diversity and inclusion. Our business contributes to the economic livelihoods of people and communities across our value chain. We serve as a force for good in our operations by promoting safety and enhancing the employee experience, as well as in our communities by investing in programs that advance women's empowerment, sustainability and education.

Completing your end-to-end sustainability story.

Yes, our label materials are designed with sustainability in mind. But what you see is only a fragment of the entire story. We also tackle what's not always clearly visible in the value chain.



Managing label waste through AD Circular

Although necessary for protecting the face and adhesive, liners are eventually discarded immediately following label application. Also, in order to achieve the desired label cut, matrix waste is unavoidable. Avery Dennison takes responsibility for managing solid waste that are generated beyond our facilities. You can rest assured that through AD Circular—our recycling program—liner and matrix waste can be recycled.



Carbon transparency with the Carbon Trust

We know that you are looking to better understand the environmental effects of the products you use. That's why we have partnered with the Carbon Trust to develop a bespoke carbon footprinting tool that offers a more thorough measurement of the impact of our products using primary data for raw materials and operations. This allows us to quantify carbon impacts on a product level with more certainty for customer product selection, new product development and greenhouse gas (GHG) accounting.

Enables Recyclability, Reuse, or Compostability

What we use can be used again

Solutions that enable the reuse and recyclability of packaging and the recyclability of label waste, and is compostable



CleanFlake™

Features a breakthrough adhesive that eliminates contamination of PET plastic by allowing label and container to neatly part ways during the recycling process, improving yields of recycled PET plastic.



Glass Recycling

A solution that separates the label cleanly from the glass cullets during the recycling process, removing unwanted material from entering the recycling stream, improving both the quality and availability of recycled glass.



EasyPeel

Paper & film solution for returnable glass bottles with the special adhesives that allows labels to easily detach from the bottle in a conventional manual & automatic bottle washing set up, suitable for manufacturers requiring sustainable paper or 'no label' look filmic solution for returnable bottles.



Compostable Labels

Biodegradable and compostable solution approved for direct contact for dry, non-fatty foods, which enables standard conversion using conventional printing techniques.

Reduction in the Use of Materials

Use only what is necessary

Thinner facestock, adhesive, or
liner that uses less raw materials
to be manufactured



ThinkThin Portfolio

A complete selection of thinner
labelling materials ranging from rigid
to fully conformable films, paper
facestocks, as well as paper and filmic
liners.



PP40 Silver

The thinnest film label, ideal for high-
speed labelling needs.



Flexiprint

Flexiprint, an innovative co-extruded
Polyolefin based filmic product
providing conformable face for tube
and semi conformable containers at
standard price position. Best Printing
and Die cutting Performance. Thinner
conformable packaging solution for the
greatest sustainability advantage: 32%
more labels per roll compared to PE85



PP50 Cav Wh & PET36

Excellent ink anchorage, facilitates high
speed printing and shorter web paths.
Low adhesive build up on press and
applicators resulting in improved
efficiency.
Optimized products resulting in
reduced carbon footprint.

Contains Recycled or Renewable Content

Give a second life to what has already been used

Facestocks and liners that include post-industrial waste or post-consumer recycled content



rMC FSC®

Facestock made from 30% recycled post-consumer paper waste, paired with rBG liner (uses 15% recycled content from liner waste), offering a sustainable alternative with similar appearance and print performance.



Recycled Wine Labels

A range of paper facestocks, with 30% to 100% recycled content, and unique finishes ready to inspire creativity.



rPET Liner

Made partially from recycled PET plastic, rPET liner is the thinnest filmic liner currently in the market (23 microns), with PET liner recycling options available.



rPE

Made with 30% recycled PE resin, reduces reliance on fossil-fuel based films, consumes fewer resources, helps keep plastic out of the waste stream, and gives packaging a more authentic look.



rPP

Made with 30% recycled PP resin, rPP is designed for brands that seek to increase the recycled content of their packaging without the need to alter brand aesthetics.



MarbleBase

Facestock made with up to 80% calcium carbonate from marble mining and 20% recycled HDPE.



Biomass Adhesive

A hotmelt adhesive that consists of 30% raw materials originating from renewable resources, providing a more sustainable solution for paper labels.



Wine Labels

Sustainable wine facestocks from responsibly sourced materials made from crop waste.

Responsibly Sourced

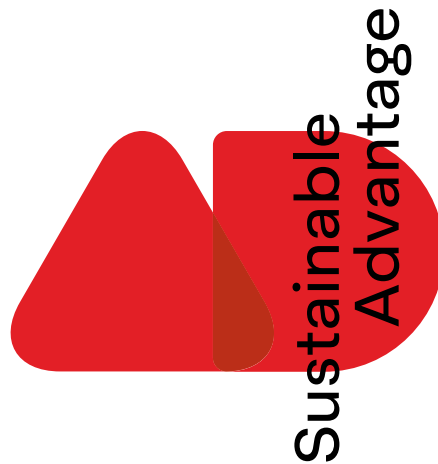
Products sourced from a supply chain that shows care for people and the environment

Film made from renewable alternatives and paper certified by the FSC® or other organizations



FSC® Certified

The industry's widest selection of facestocks certified by the Forest Stewardship Council®, with more than 80% of the paper products purchased made with FSC certified wood fiber.



Find more sustainable label solutions at label.averydennison.com

Connect with us on: 