

# rDT

Uncoated direct thermal paper  
made with recycled content



## Introducing the first rDT in the market






Avery Dennison’s non top-coated rDT contains 15% post-consumer recycled waste and is the first recycled direct thermal paper label in the market.

As one of the latest additions to the Sustainable Advantage portfolio, rDT is free of BPA and uses FSC®-certified facestock, paired with our BG33 white liner, a thinner and lighter product made from reduced material consumption. rDT is another step toward increased sustainability benefits that helps you stay ahead of regulations with no compromise on printing and conversion performance, barcode readability, appearance, or price.

## Sustainability-focused in more ways than one

rDT contributes to a circular economy by reducing environmental footprint in many ways. With Avery Dennison Life Cycle Assessment, its positive impact can be measured across different categories.

### Environmental impact based on 1,000,000 m<sup>2</sup> of rDT vs previous DT:

					
Biobased material consumption	Water consumption	Energy consumption	Greenhouse gas emitted	Solid waste generation	
<b>-15%</b>	<b>-8%</b>	<b>-9%</b>	<b>-10%</b>	<b>-7%</b> without liner recycling	<b>-40%</b> with liner recycling
Saves 405 trees	Saves annual drinking water for 1,429 people	Saves annual electricity used by 9.9 households	Reduces annual GHG emissions by 26.8 cars	Reduces annual waste generated by 4 households	Reduces annual waste generated by 22 households

## Key features

- First recycled non-top coated direct thermal paper label in the market
- BPA-free, white, uncoated woodfree paper with a thermosensitive layer
- Contains 15% post-consumer waste
- FSC certified paper facestock
- Liner made from less material consumption
- Equal performance, readability, appearance, and price to standard product

## Application areas

- Transportation, logistics, eCommerce, retail, any other short-term shipping label

## Product information

Code	Description	Location
• F33547.1525	rDT300LD BPAF FSC S2049 BG33WH NF	ANZ

- Sustainable Advantage Portfolio

Find more sustainable label solutions at [label.averydennison.com](http://label.averydennison.com)



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