

Avery Dennison  
Label and Packaging Materials  
Product Overview

Asia Pacific - ANZ  
February 2022

# rPP

Polypropylene labels  
made with recycled content



Increasing recycled content in the manufacturing of labels is not only an important packaging consideration for meeting brand owners' sustainability goals but has become an obligation for packaging industry players toward building a circular economy while complying with emerging regulations.

Avery Dennison is taking the lead in responding to the rising needs in the sustainability landscape by replacing all our virgin PP labels with those containing recycled plastic resins, helping lay the foundation of a closed-loop system.

## Recycled polypropylene (rPP) label

Avery Dennison rPP label is made with 30% post-industrial recycled PP resins which brands can use with confidence and without compromising aesthetics, performance, or the cost of conventional PP label.

Available in white with a top coat, rPP is paired with FSC certified liner for a greater sustainable advantage, ideal for a wide range of applications in home and personal care, cosmetics, food and beverage and more.

## Key features

- Made with 30% post-industrial recycled PP resins
- Paired with FSC certified liner
- Equal aesthetics and performance to conventional PP label

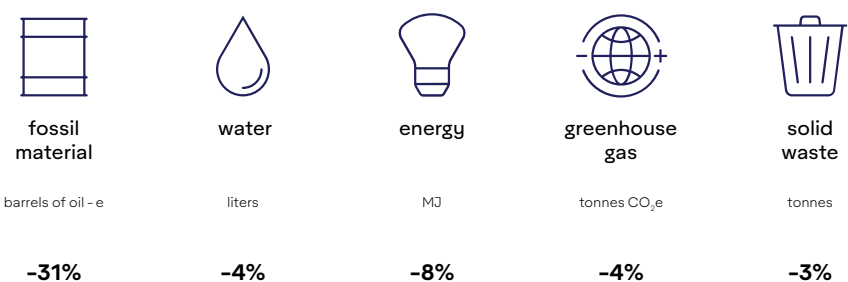
## Application areas

- Home & personal care
- Cosmetics
- Food and beverage

## Avery Dennison Life Cycle Assessment

1MM m<sup>2</sup>

PP Top White SRP BG40WHN  
vs  
rPP Top White SRP BG40WHN



## Product information

Code	Description	Service Program		Width (mm)	Length (m)
		AU	NZ		
• F64126.1525	rPP Top White SRP BG40Wh FSC	EXACT	Full deckle	1525	2000
• F64128.1525	rPP Top White SPX BG40Wh FSC	EXACT	Full deckle	1525	2000

- Sustainable Advantage product

The service program details how the product is sold to the market.

### EXACT

Items are sold in any width with fixed lengths that vary for each program.

### FULL DECKLE

Signifies the product is sold with the complete web width and the minimum length of 1000 metres.



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

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