

# Avery Dennison® Recycled Paper Facestock

Paper Facestock consisting of 100% post-consumer waste

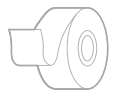
*Labelling materials containing recycled content are now a great choice for label converters and brand owners - thanks to careful selection from post-consumer waste streams and modern paper manufacturing processes.*

## KEY FEATURES

- > 100% post consumer waste recycled facestocks
- > Similar whiteness, brightness and opacity to conventional paper facestock
- > Savings in natural resources, water, energy, greenhouse gasses and waste (details in Avery Dennison GreenPrint™ assessment)
- > Achieve shelf appeal with excellent environmental credentials

## RECOMMENDED USES

- > Exceptional print quality with conventional and thermal transfer printing
- > Suitable for all kinds of label shapes and designs



## Portfolio Characteristics

Product Code	Product Description	% Recycled Content	MOQ (sqm)	Service
Prime Paper				
BE896	MC FSC Recycled S2000N-BG40BR IMP	100	970	EXACT 2000LM
BE897	MC FSC Recycled S2045N-BG40BR IMP	100	970	EXACT 2000LM
BG772	MC FSC Recycled R5000N-BG40BR	100	2000	FTO 2M
BK854	MC70 FSC Recycled S2550-BG30BR FSC	100	2000	EXT, FTO 2M
BK855	MC70 FSC Recycled S2060N-BG30BR FSC	100	2000	FTO 2M
BK856	MC70 FSC Recycled S2045N-BG30BR FSC	100	2000	EXT, FTO 2M
VI				
AE932	LCJ FSC RECLD S2012HTC-KRAFT FSC RECL	100	1000	FTO 2M
BG724	TT SUPERIOR RECLD FSC S2045N-B40BR IMP FSC	100	2000	FTO 2M

## Prepare for the future



- > Conserves natural resources
- > Similar whiteness, bright appearance, opacity as their non-recycled counterparts
- > Produces exceptional print quality with conventional and thermal transfer printing

- » Reduce **biobased materials** up to 59% the equivalent of saving 1.867 trees
- » Reduce **energy usage** by 18% the equivalent of saving the annual electricity usage of 27 households
- » Reduce waste generated by 16% the equivalent of eliminating the annual **waste generated** by 21 households.
- » Reduce **green-house gases** by 20% the equivalent of taking 20 cars off the road for one year.
- » Conserve natural resources by reducing **water usage** up to 31% the equivalent of saving the annual drinking water for 4.059 people

	<b>FOSSIL MATERIAL</b> barrels of oil-e	<b>TREES</b> trees-e	<b>WATER</b> liters	<b>ENERGY</b> MJ	<b>GHG</b> tonnes CO <sub>2</sub> -e	<b>SOLID WASTE</b> tonnes
Redesigned	63	183	8,435,245	5,445,028	393	208
Original	63	446	12,230,816	6,624,448	489	248
Difference	0	(263)	(3,795,571)	(1,179,420)	(96)	(40)
Impact	-	59% Less	31% Less	18% Less	20% Less	16% Less

BASED ON 1000000 m<sup>2</sup>

Results may be displayed with several significant figures, but do not imply a corresponding level of precision

Data Source: Avery Dennison LCI database, comparison between AA005(MC Primecoat S2000N BG40BR) vs BE896 (MC FSC Recycled S2000N BG40BR IMP)



The Avery Dennison ClearIntent Portfolio of products offer meaningful improvements in sustainability over other Avery Dennison products. Choosing Avery Dennison ClearIntent Portfolio products can help printers, packagers, and brand owners move toward their own sustainability goals.

For more details visit [www.label.averydennison.eu/sustainability](http://www.label.averydennison.eu/sustainability)

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