



Brand owners are seeking sustainability gains hence the demand for sustainable sourced raw materials is growing rapidly. Products derived from plant-based sources avoid using scarce petroleum resources, in the same way as standard PE, and prevent pollution from fossil fuel extraction.

A 2015 research by Nielsen revealed that 66% of consumers is willing to pay extra for Sustainable Goods (under Millennials 73%)\*.

## Made from ethanol

This bio-based PE filmic facestock is made from sugar cane ethanol. The resin used to produce the facestock is Bonsucro® certified, and the material converts in a similar way to conventional polyethylene (PE)\*\*. This film is available in white and clear and can easily be exchanged for fossil-based PE. Additionally, plant-based PE film can be recycled in the same way as standard PE.

## Key benefits

- ▶ Uses existing production methods – with easy requalification
- ▶ Helps brands communicate positive brand values
- ▶ Helps reduce dependency on fossil fuels by protecting scarce resources and therefore helps reduce the carbon footprint by using plant biomass

## Application areas

- ▶ Any application that currently uses white or clear standard PE85
- ▶ Premium applications in food and beverage
- ▶ Home and Personal Care (HPC)
- ▶ Applications where sustainable sourcing is the differentiator

\* <https://www.nielsen.com/us/en/press-room/2015/consumer-goods-brands-that-demonstrate-commitment-to-sustainability-outperform.html>.

\*\* Due to the nature of the resin, special care is required for optimal conversion on the press. We recommend the dies should be sharp and not damaged for the die-cutting.

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## Product information

<sup>1</sup> Business days  
EXT = Fasson® EXACT™ service

<u>Code</u>	<u>Product description</u>	<u>MOQ</u> (SQM)	<u>Lead time</u> (EX WORKS) <sup>1</sup>
BC449	PE85 BIOB White S692N-BG40WH FSC	2000	7 business days (EXT)
BD380	PE85 BIOB Clear S692N-BG40WH FSC	2000	7 business days

This bio-based PE labelling film is the first self-adhesive polyethylene material with a very high bio-based content (white minimum 80%, clear minimum 95%).



For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website [label.averydennison.eu](http://label.averydennison.eu) or contact your local Avery Dennison sales representative.

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