



## Compliance and Sustainability Zone

As our industry continues to evolve to meet the demands of brand owners and the end customer, we have found two key areas where we can provide great thought leadership and service to converters: Sustainability and Compliance. Avery Dennison distributes information on both with complete transparency – sharing with customers product safety information and the direct effect on the environment.

Converters working with Avery Dennison will appreciate we're adding more sustainable products to our portfolio. We're enhancing our support, making it even easier for you to access our wealth of compliance and sustainability information. And we're leading our industry to identify ways to help us all reduce our environmental footprint.

### CleanFlake™ portfolio helps you meet growing need for recycling-compatible labels

Each year, an estimated 560 million PET bottles are wasted due to labels that are incompatible with the recycling process. These bottles are recycled into lower-quality plastics, or simply deposited into landfills. At the same time, demand for high-quality recycled PET is growing.



Our CleanFlake Adhesive Technology eliminates the incompatibility, allowing pressure-sensitive labels to separate cleanly from PET bottles. The resulting pure PET flakes can be 100 percent recycled into food-grade bottles and thermoform containers. This increases the overall recycling yield and the availability of rPET. And, it helps you meet the growing demand for recycling-compatible labels.

The portfolio, which previously launched for film products, has now expanded to include paper facestocks, enabling converters to offer CleanFlake technology for film and paper labels. The portfolio features a proprietary adhesive that's compliant with the EU's REACH (Regulation, Evaluation, Authorization, and Restriction of Chemicals) regulation. The products are easy-to-use, and otherwise identical to other pressure-sensitive materials. Converting requires neither new nor retooled equipment.

### Greenprint offers a quantifiable look at product sustainability

Avery Dennison Greenprint is a product screening lifecycle assessment methodology and tool. Designed to help you meet consumers' growing desire for quantifiable sustainability from the brands they buy, the analysis can now be done in real time allowing for customers to utilize the tool during material selection.

Greenprint helps you measure the environmental impact of labeling and packaging design decisions on the environment. It can compare the production and lifetime use of multiple products against six metrics:



FOSSIL MATERIAL  
barrels of oil



TREES  
trees



WATER  
gallons



ENERGY  
kWh



GHG  
tons of CO<sub>2</sub>



SOLID WASTE  
lbs

Results are easy to access and understand. You can even export results into a document for printing.

### Avery Dennison ADvantage: Complete Compliance is a one-stop shop for compliance information

Complete Compliance helps converters and brand owners navigate the complex waters of regulatory, trade, and compliance issues. Through tools, training and support, it offers guidance for regulatory data and certifications to ensure products meet the demands of specific applications.

The easy-to-use, Avery Dennison Compliance portal is the centerpiece of this offering. And, we're expanding it to offer product specific data. You can export and print that data in a compliance letter in real time. The portal will also remain your clearinghouse for information on a broad range of compliance topics and specific global regulations.