

Avery Dennison
Label & Packaging Materials — Europe

June 2021
AD-Public

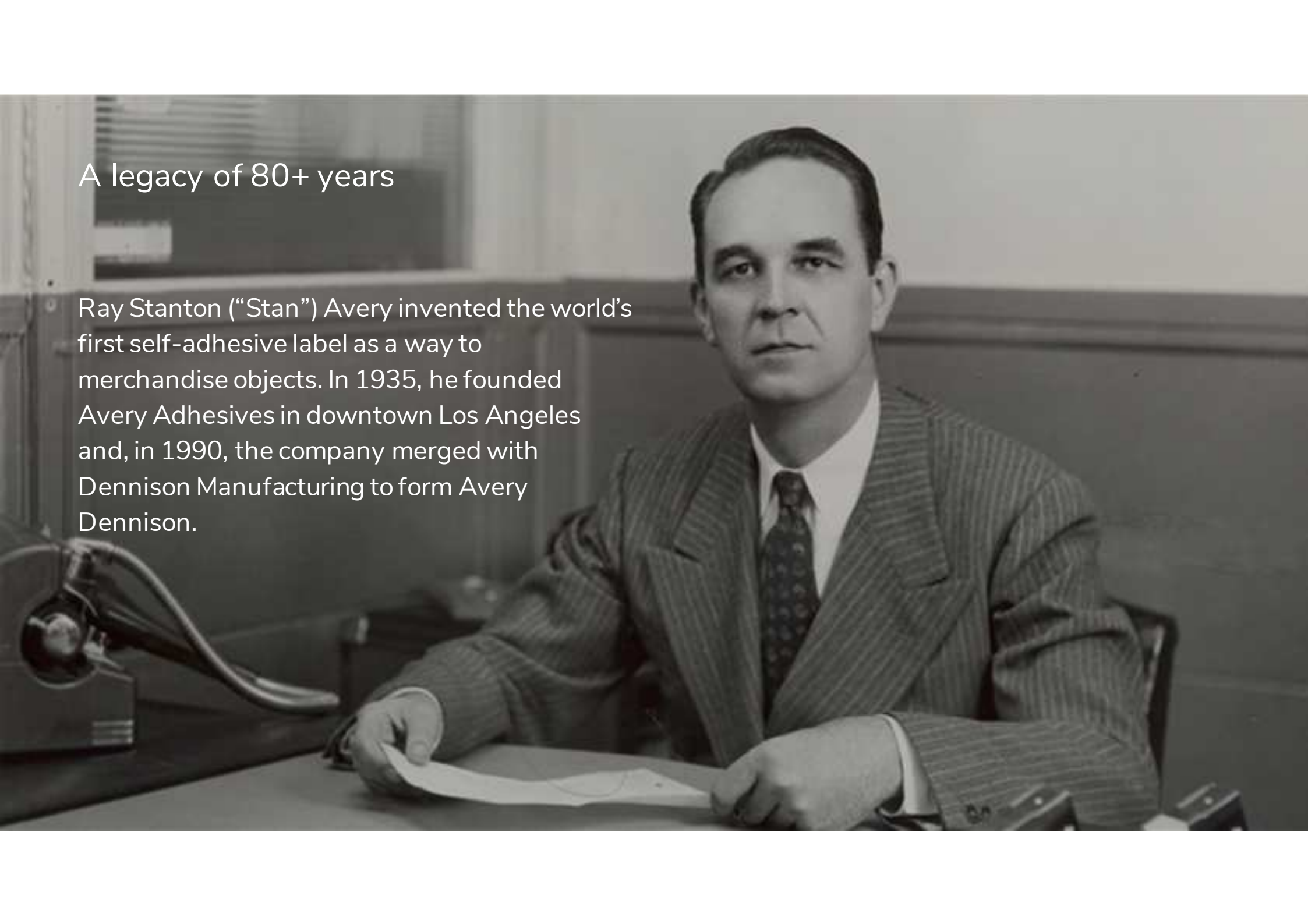
Sustainability



Agenda

1. Avery Dennison
2. Our Commitment
3. Sustainable Labelling Product Portfolio
 - a) Enable Recycling
 - b) Recycled Content
 - c) Responsibly Sourced
4. EcoDesign
5. Q&A





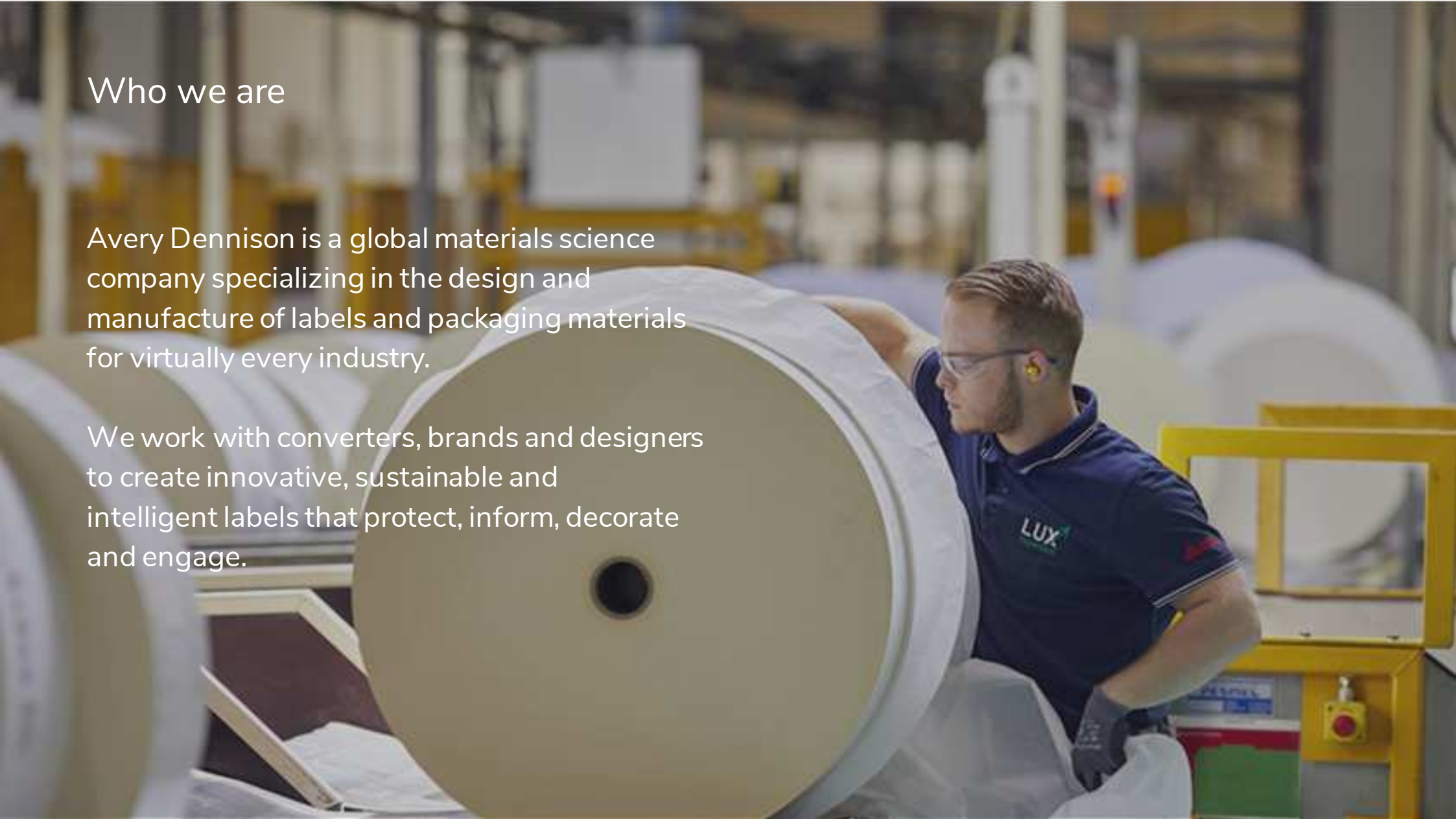
A legacy of 80+ years

Ray Stanton (“Stan”) Avery invented the world’s first self-adhesive label as a way to merchandise objects. In 1935, he founded Avery Adhesives in downtown Los Angeles and, in 1990, the company merged with Dennison Manufacturing to form Avery Dennison.

Who we are

Avery Dennison is a global materials science company specializing in the design and manufacture of labels and packaging materials for virtually every industry.

We work with converters, brands and designers to create innovative, sustainable and intelligent labels that protect, inform, decorate and engage.



Our businesses at a glance



2019 Sales

\$4.7 bil. **Label and Graphic Materials**

- Label and Packaging Materials
- Graphics Solutions
- Reflective Solutions



\$1.7 bil. **Retail Branding and Information Solutions**

- Tickets, Tags, Labels, and Embellishments for Retail Apparel
- Radio-Frequency Identification
- Printer Solutions

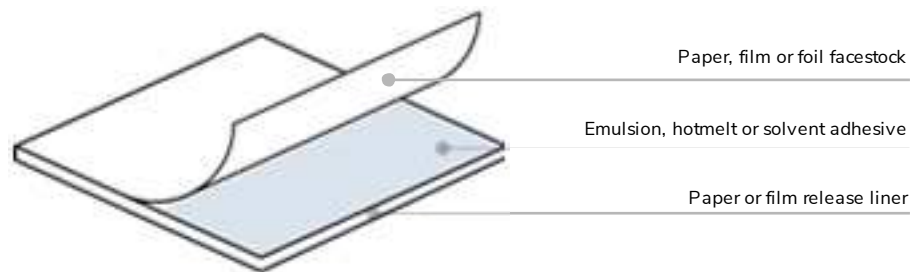


\$674 mil. **Industrial and Healthcare Materials**

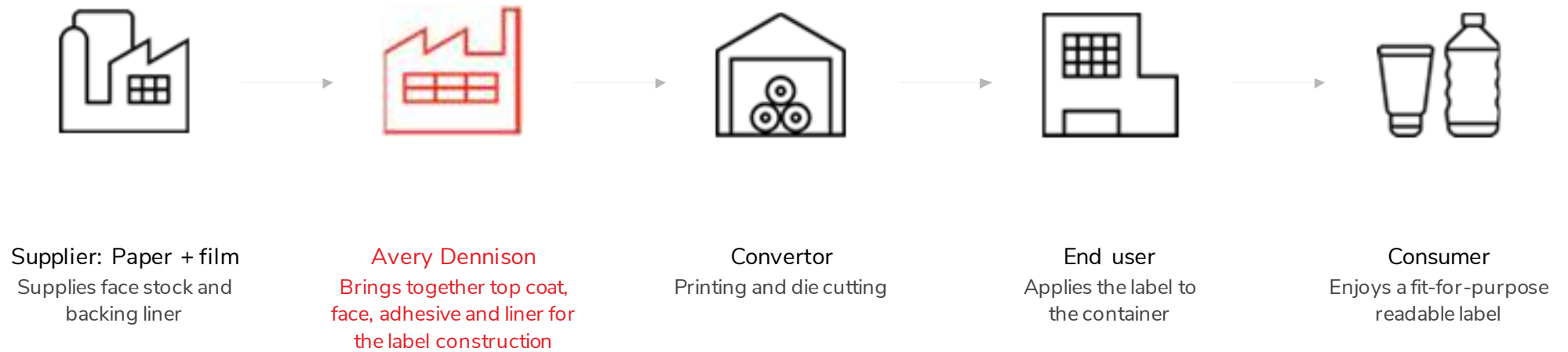
- Performance Tapes
- Adhesives
- Fastener Solutions
- Medical Solutions

What we do

We produce and supply label stock material to our customers in the label conversion industry who then convert this into (un)printed label which is applied on any type of end use application.



Where we sit within the supply chain



Our commitment to
sustainability

Our 2030 sustainability goals

Goal 1: Deliver innovations that advance the circular economy

We implement and advance technologies to enable recyclability, extend the lifespan of materials, reduce waste, increase recycled content and integrate opportunities for circular processes across our industries. By collaborating with our customers and suppliers, we can deliver a more sustainable future.

Goal 2: Reduce our environmental impact in operations and supply chain

We reduce our environmental footprint by decreasing our greenhouse gas (GHG) emissions, increasing our water efficiency and protecting the forests from which our products are derived. As a leader in our industries, we engage with our suppliers, customers and value chain partners to drive change that protects our climate and ecosystems.

Goal 3: Make a positive social impact by enhancing the livelihood of our people and communities

We champion transparency, collaboration, equality, diversity and inclusion. Our business contributes to the economic livelihoods of people and communities across our value chain. We serve as a force for good in our operations by promoting safety and enhancing the employee experience, as well as in our communities by investing in programs that advance women's empowerment, sustainability and education.

Sustainable Labelling Product Portfolio

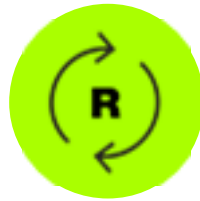


Sustainable labelling product portfolio



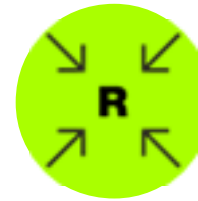
Enables recycling, reuse or compostability

What we use can be used again



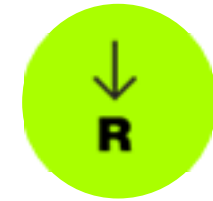
Contains recycled content

Give a second life to what we have already used



Reduction in the use of materials

Use only what is necessary



Responsibly sourced

FSC certified and responsibly sourced papers, renewable films and chemicals



Sustainable labelling product portfolio

Enables recycling, reuse or compost



CleanFlake™ Technology



Compostable Labels



Glass Recycling



MultiCycle



Reclosures solutions: PP and PE



Reclosures solutions: Oxygen Barrier

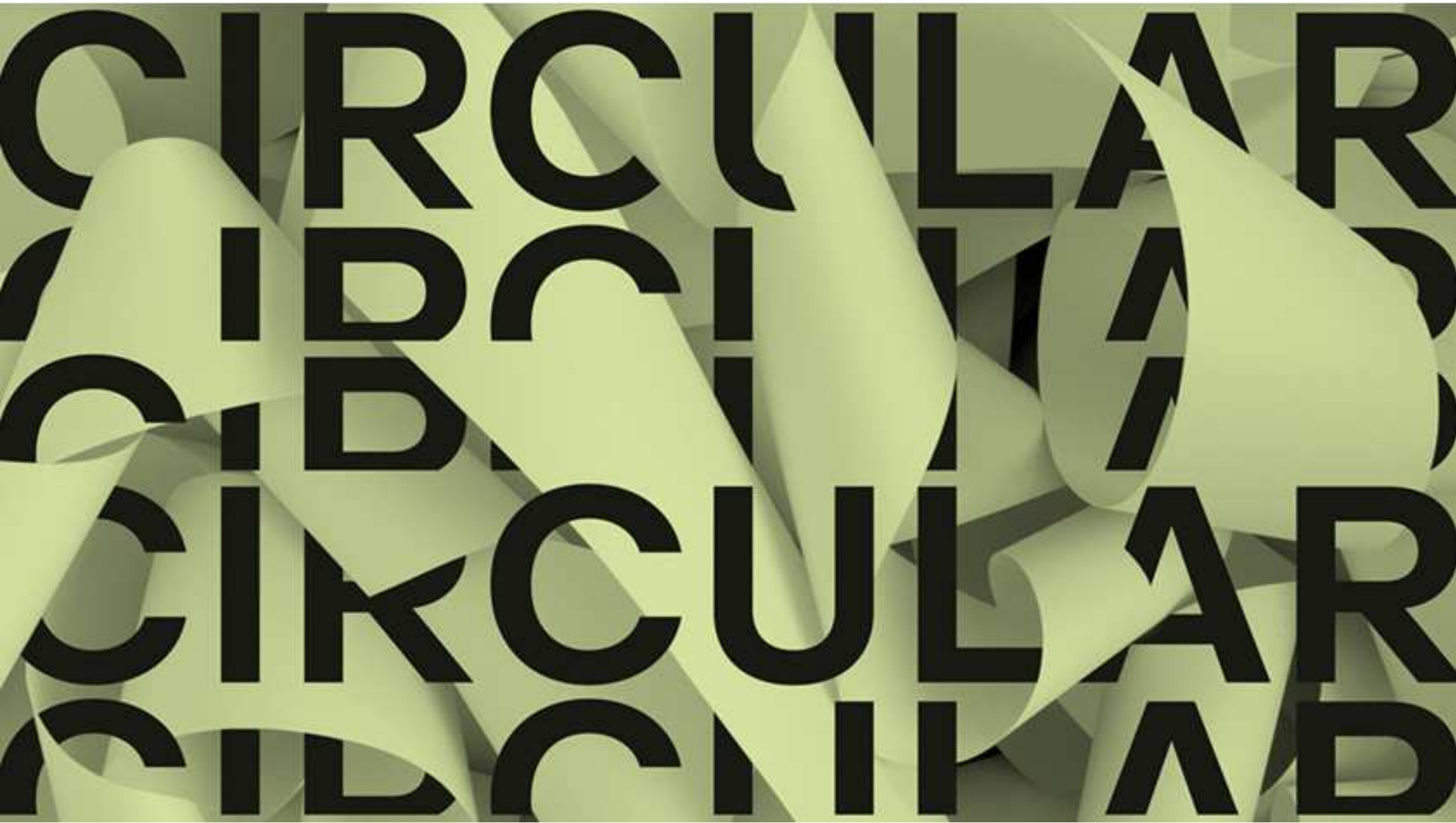


Wash-off paper adhesives



Wash-off filmic labels

Working together
to reduce waste
and create a circular
economy



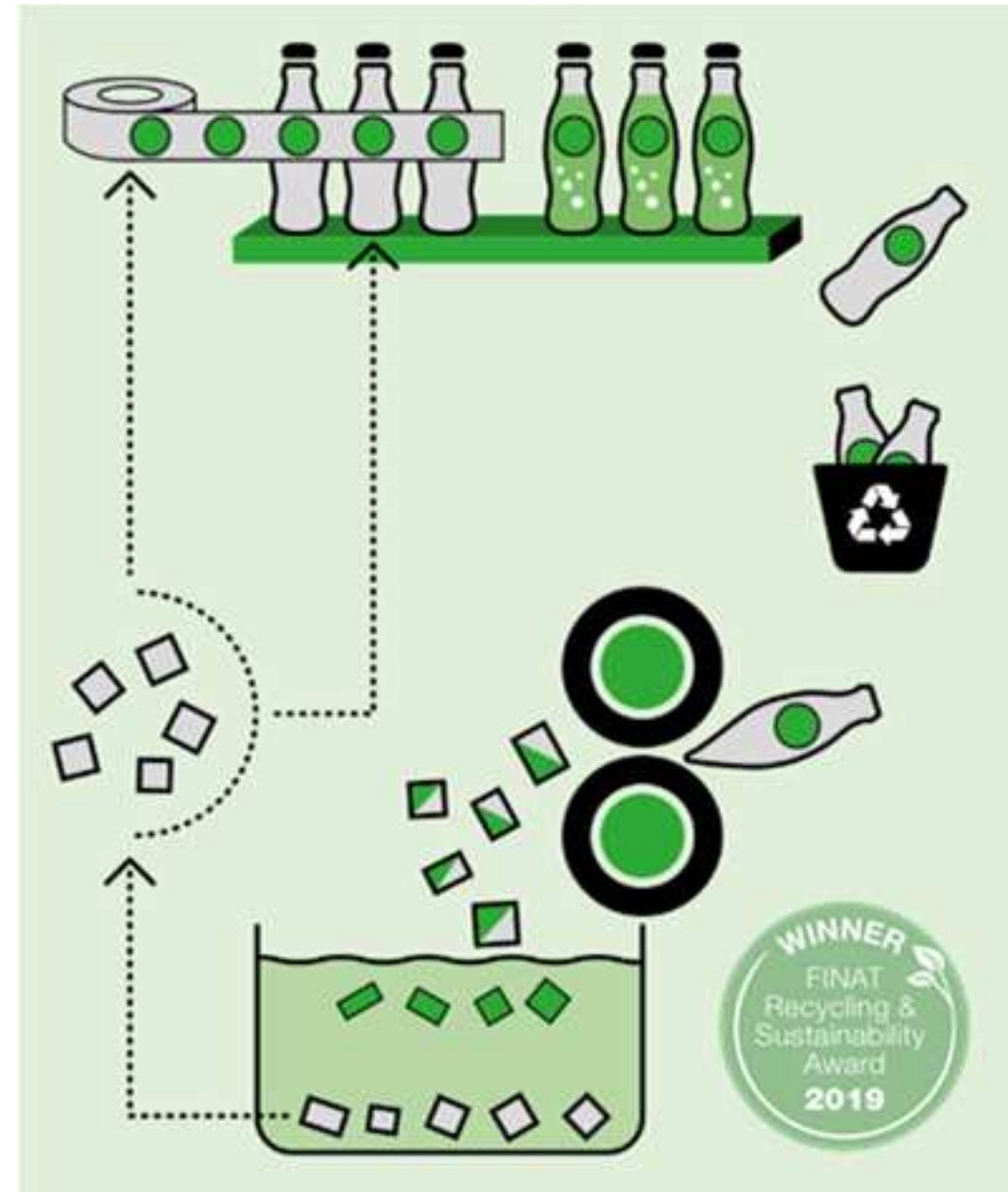


Enables recycling (PET bottles)

CleanFlake™ portfolio

Improves Recyclability

- “Switchable” adhesive which facilitates the PET recycling process, preserving a valuable raw material. Combined with an rPET liner made from PET bottles.
- Designed for use with PET bottles, PET trays and thermoforms.
- Adheres to design guidelines for PET bottle recycling by EPBP (80 °C, 1% NaOH, 13min). Outperforms competitive PSA solutions.





Enables recycling (PET bottles)

CleanFlake™ portfolio

Enables PET Bottle-to-Bottle recycling

- “Plug & Play” solution compatible with existing value chain
- Approved by relevant bodies in Europe and the USA
- Approved by Returpack & Infinitem for PET bottle recycling at CleanAway (65°C, 1%NaOH, 10min)
- Achieved 100% wash-off from PET flakes requirements of Petcore (70°C, 1%NaOH, 6.5min)
- Adheres design guidelines EPBP PET recycling (80°C, 1%NaOH, 13min)



Financial Benefits of using CleanFlake for PET

- Most countries in EU have introduced EPR (Extended Producer Responsibility) schemes
 - For brand participating or not in the DRS (deposit return systems)
 - Based on type of package, weight, market penetration (# of packs), **recyclability**
 - EPRs are often valid for packs from **all segments**: HPC, Food, beverage
- Following many countries' guidances, **CleanFlake** is classified as more recyclable ⇒ **ensures brand's package is qualifying for the reduced fee**
 - Example: The Netherlands:

	Fee €/kg Excl. VAT	Fee/ Bev bottle € 330-500ml	For 1M beverage bottles	Fee saving/sqm of labels
Standard PSL	Full: 0.67€/kg	0.0134		
CleanFlake	Reduced: 0.41€/kg	0.0082		
Saving:	0.26 €/kg	0.0052	5.200€	0.3744 €/sqm



Enables recycling

Wash-off paper adhesive

Adhesives that create a wash-off label for various applications enabling reusability of the glass and plastic packaging

- Wash off in water - minimum 21°C, optimal at 60°C
- No chemical additives needed to remove the label
- Safe for use in direct dry foodstuffs
- NPEO-free
- Enables reusability of the packaging (glass, plastic)

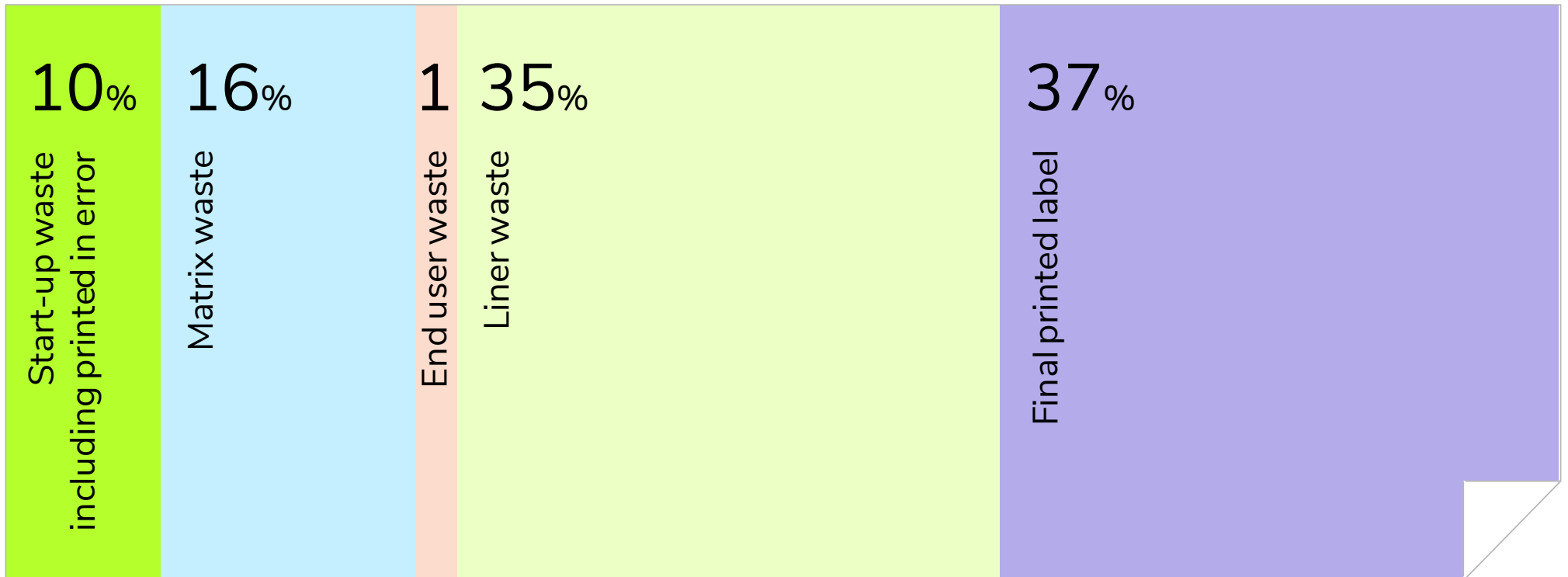


Recycling label liners?

Introducing the AD Circular program — our latest contribution toward the establishment of a circular economy, and one of the many ways we're enabling recycling of labels and packaging and advancing the use of recycled materials.



Why is recycling important for all of us?



Good for our planet
Good for your
sustainability credentials

AD Circular lets you help stem the tide of label waste and increase the supply of recycled label material. It also strengthens your own sustainability story and helps you achieve your goals for recycling, reducing greenhouse gas emissions, and more.





Sustainable labelling product portfolio

Enables recycling, reuse or compost



CleanFlake™ Technology



Compostable Labels



Glass Recycling



MultiCycle



Reclosures solutions: PP and PE



Reclosures solutions: Oxygen Barrier



Wash-off paper adhesives



Wash-off filmic labels

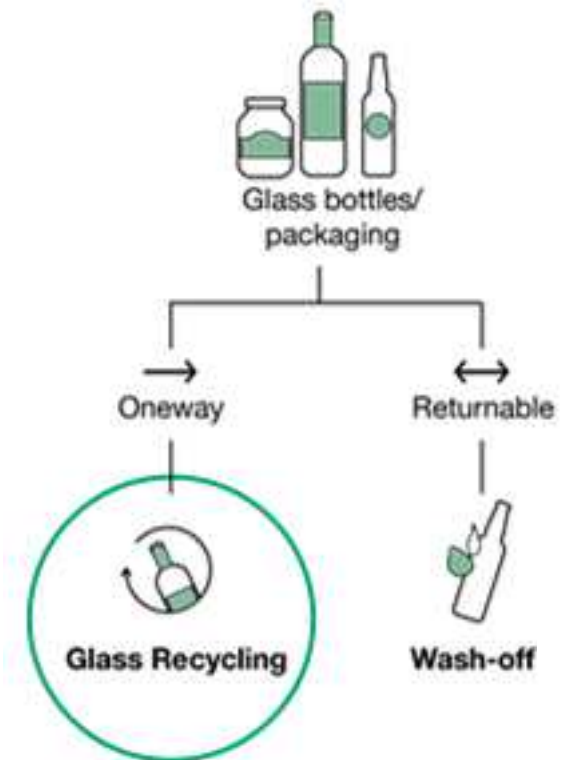


Enables recycling (one-way glass)

Glass Recycling



- ✓ Improves quality and availability of recycled glass
- ✓ Excellent clarity for 'no-label' look designs
- ✓ Clean separation of self-adhesive label from glass particles, enabling a clean glass recycling process



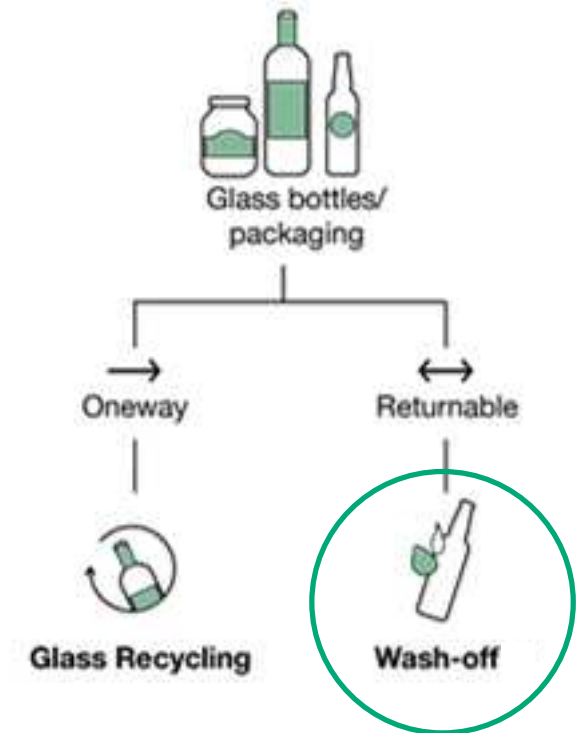


Enables recycling (returnable glass bottles)

Wash-off



- ✓ Facilitates easy label removal from returnable bottles
- ✓ Proven Wash-off performance in conventional bottle washers (+75°C)
- ✓ No adhesive residues on bottle or in washer
- ✓ A clear-on-clear label material that is not affected by humid environments





Enables recycling (returnable containers)

MultiCycle™



A label that withstands
30+ product life-cycles:

- ✓ high temperature caustic baths in bottle-washing
- ✓ The stresses a container is exposed to during its lifetime
- ✓ Excellent option for returnable containers and water gallons
- ✓ Maximizes impact on the shelf with “No label” look

Sustainability fundamentals and performance

- Improves bottle reusability
- Reduction of material usage
- A step-change in operational and logistical efficiency



Sustainable labelling product portfolio

Contains recycled content



rCrush



rDT eco



rMC



rPE



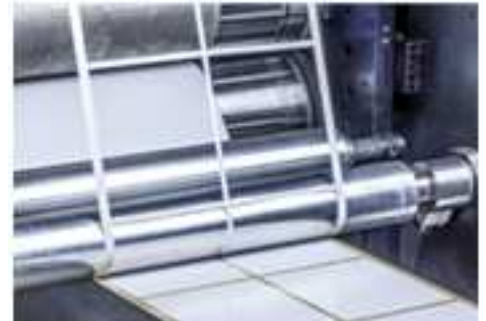
rPP Post-Consumer Recycled



rPP Post Industrial Waste



Recycled wine labels



rBG & rPET Liner



Contains recycled content

Sustainable wine labelling solutions: rCrush range



rCrush Grape



rCrush Citrus



rCrush Barley



Contains recycled content

rPE - Industry first recycled Polyethylene



1 Mil SQM of BS098 - rPE80 Clear vs conventional AF183 - rPE85 Clear (reductions)

Fossil Fuel 29% = 214 barrels of oil

Energy usage 11%= 15 households/year

Water usage up to 10%= drinking water 1,452 people/year

Sustainability fundamentals

- Different grades available for testing
- Standard is up to 30% Post consumer waste

Versus conventional PE85

- rPE look will emphasize the 'sustainability' aspect on shelf.
- Produces good printing quality with digital, conventional and thermal transfer printing

More information:
Press release





Contains recycled content

rPET liner



✓ Used in different portfolios: CleanFlake™, rMC, Wine and Spirits, etc..

✓ Used in ClearCut™ PP50 TOP CLEAR

1 Mil SQM rPET23 vs virgin PET23 liner (reductions)



**30%
less**



**11%
less**



**14%
less**

Sustainability fundamentals and Performance

- 30% recycled content from Post Consumer Waste PET bottle flakes
- rPET23 has equal performance as virgin PET23 liner

More information:
Product overview video





Sustainable labelling product portfolio

Responsibly sourced



Bio-based PE



Bio-based PP



Cane Fiber Paper



Cotton



MarbleBase



FSC certified paper facestocks



Responsibly sourced:

FSC® Certified Material



- ✓ FSC® certification is the long term standard accepted in the market
- ✓ Sourced from “Sustainable” and “Well-Managed” forests
- ✓ Approximately 80% of Avery Dennison’s paper facestock in Europe with FSC® certification



The mark of
responsible forestry

FSC® = Forest Stewardship Council

FSC® certification is recognized as the most rigorous and credible forest certification system available

Keep track of the sources

FSC® certification **helps tracing the different sources of products coming from certified forest and ensure companies along the supply chain do not mix sourcing**

More information:
Product overview



EcoDesign



Taking into account end-of-life collection from the design stage.

“80% of products’ environmental impacts are determined at the design phase” according to Ecodesign Directive.



Sustainable Labelling Solutions Brochure



New

Available in 6 different languages

[English](#) | [German](#) | [French](#)
[Spanish](#) | [Italian](#) | [Polish](#)

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