

It's a small part of the packaging - but a big step for recycling: Labels!



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Switching to Sustainable Labels: How brands can boost recycling rates



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# Today...

#1 Talk about different label types for different types of packaging such as glass, PET,...

#2 Look at the built-in functionalities because those little labels can be pretty high-tech

#3 See how the right labels and sleeves can support brands to reach their recycling targets

enlabeling  
CIRCULARITY

Meet the Sustainable Product Family

# The right labels for returnable and refillable glass bottles



## Benefits of WashOff

Combines all benefits of PSL with:



Fast & clean removal with standard washing parameters



No harsh chemicals needed



Minimised water consumption & management



Easy extraction of washed off labels



Minimal waste volume due to label shrinkage

WashOff looks like this...



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...and performs like this!



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# Successful PET Recycling with the ideal labels and sleeves

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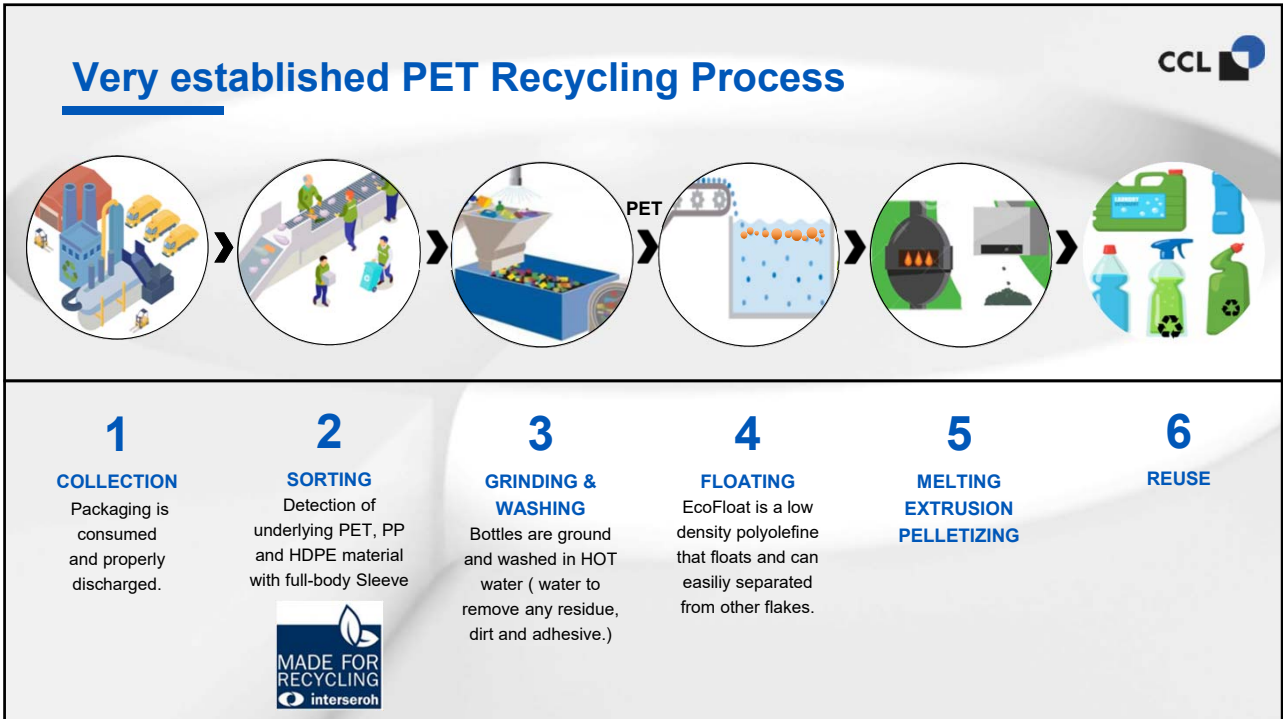
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## PET Recycling

94 % of PET bottles are collected in Germany – only 37% get recycled back into bottles



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...but performs like this!



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EcoFloat looks like this...



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## ...and performs like this!



- PET flakes with density  $>1$  sink to the bottom of the washing basin
- EcoFloat material with density  $<1$  (including ink) float to the top and are separated into a different stream  
This results in:  
High quality PET flakes
- No contamination of water  
High yield of PET flakes
- Bottle-to-bottle recycling  
Loop is closed on PET



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## refPET bottle WashOff®



They detach at a lower temperature!



Lower carbon footprint



Re-Use Systems



Proven WashOff Technology for re-usable PET bottles



No contamination of washing water at filling lines




Efficient and clean washing of bottles for fast re-use



Support for re-usable and re-fillable systems – circular economy

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**EcoSource BIO**

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Labels that consist of materials made from renewable resources, properties of material remain the same

- Lower carbon footprint
- Renewable Resources
- Various bio-based materials available e.g. made from tall oil (by-product of paper industry) or plant-based
- Via ISCC-certified mass balance approach or direct purchase depending on material choice
- Carbon negative & neutral films available, no compromise in recyclability of packaging
- Secure performance & premium appearance
- Appeals to consumers demanding innovation on sustainability

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**EcoSource PCR**

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Labels & sleeves made from material with Post-Consumer-Recyclate (PCR)

- Lower carbon footprint
- Supports circularity
- Use of PCR for decoration reduces the overall carbon footprint of the packaging, properties of material remain the same

Permanent self-adhesive labels based on PET:	...based on PP:
✓ Up to 70-90% recycled content from PCR	✓ Up to 30% PCR

WashOff PSL based on PET with the following PCR share:
✓ 30% available    ⚗️ 50% evaluated    ♻️ 70% tested

Shrink Sleeve based on PET with the following PCR share:
✓ 30% available

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## Making the Switch

Many brands are re-imagining packaging and innovations are hitting the supermarket shelves almost every day. Have a look at these sustainable examples that have been designed for recycling...

Re-designing Packaging for the Future!





**Winade – senza bubbles**

This is an excellent example for sustainable design of a wine bottle. This alcohol-free bubbly beverage was designed to reduce the ecological footprint as much as possible. There are no aluminium caps and the bottle was simply decorated with labels which were printed on paper that has a certain percentage of pomace – a byproduct of wine production made up of grape waste. Regarding sustainable embellishment of the label no foils or lacquers were used – just basic printing.



Henkel is achieving another milestone towards 'Design for Recyclability'. Therefore we are excited to share with valued consumers and customers that Henkel's Fabric Finisher brands, Vernel and Silan in Europe, will be switching to an innovative sleeve material made of low-density polyolefin, EcoFloat from CCL Label, within the scope of the big brand relaunch this year "24hours/7days long lasting freshness".

"In Europe with the relaunch, we started the transformation to this innovative sleeve material that will make our already 100% recycled PET bottles automatically sorted and fully collected in PET recycling stream and therefore achieving one more milestone towards 'design for recyclability' in-line with EPBP guidelines."










The ideal solution for returnable glass bottles: The WashOff technology guarantees that the labels shrink and detach from the bottles inside the washing bath simply due to its temperature – there is no need for additives. Inks and adhesive remain on the labels so they won't contaminate the water and the washed off decoration can be easily retrieved from the washing basin.

The removal process can take place at the usual temperatures in the washing bath, no additional use of energy or special caustic is necessary. Due to the shrinkage of the labels they have a lower waste volume than other labels.

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SUSTAINABLE 19

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# Key Takeaways

- #1 To Recycle more PET bottles switch to Floatables
- #2 When in doubt check out the „Design for Recycling“ Guidelines
- #3 End-of-life of product is becoming increasingly important...globally

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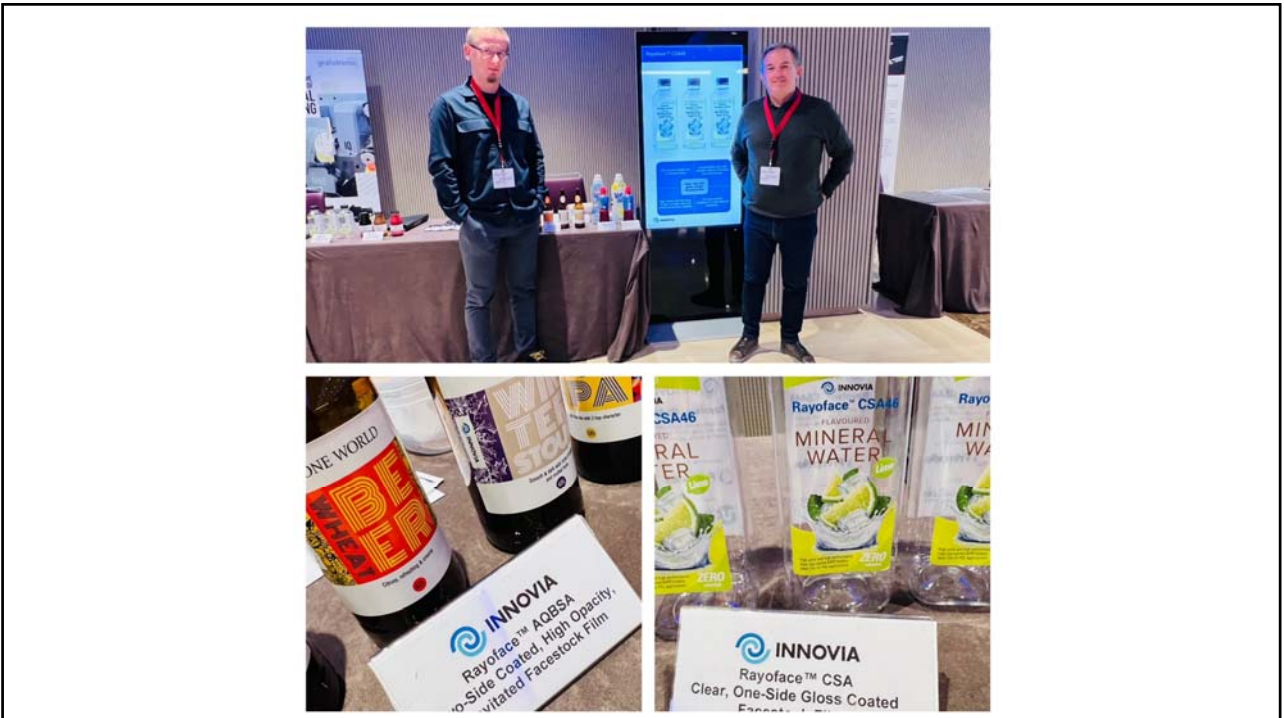
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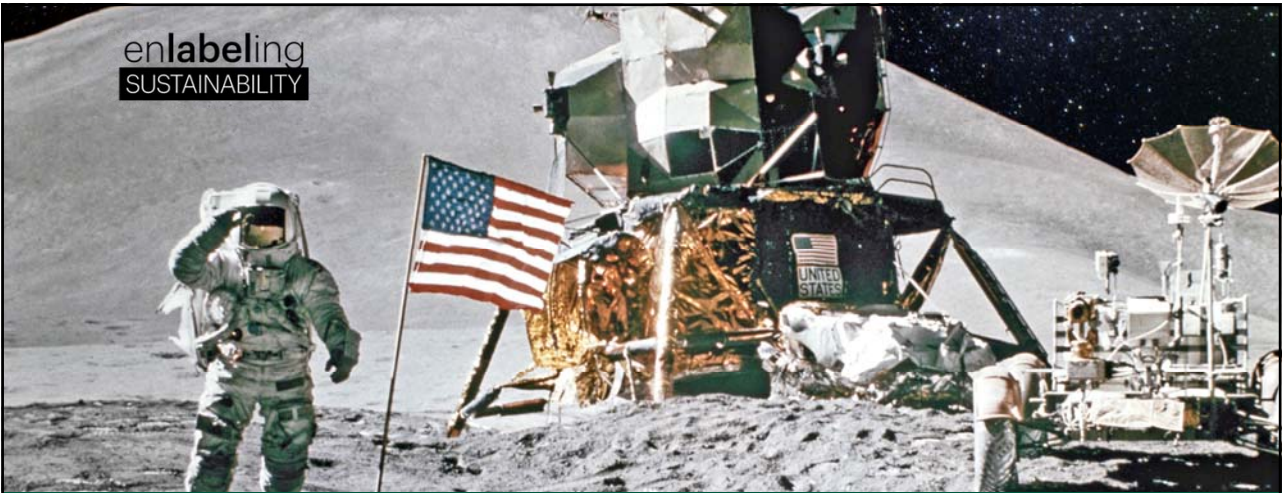
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SUSTAINABILITY

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