



An industry initiative to build a Circular Economy for self-adhesive Label materials in Europe

Release liner and matrix are valuable industrial material that can be recycled or repurposed

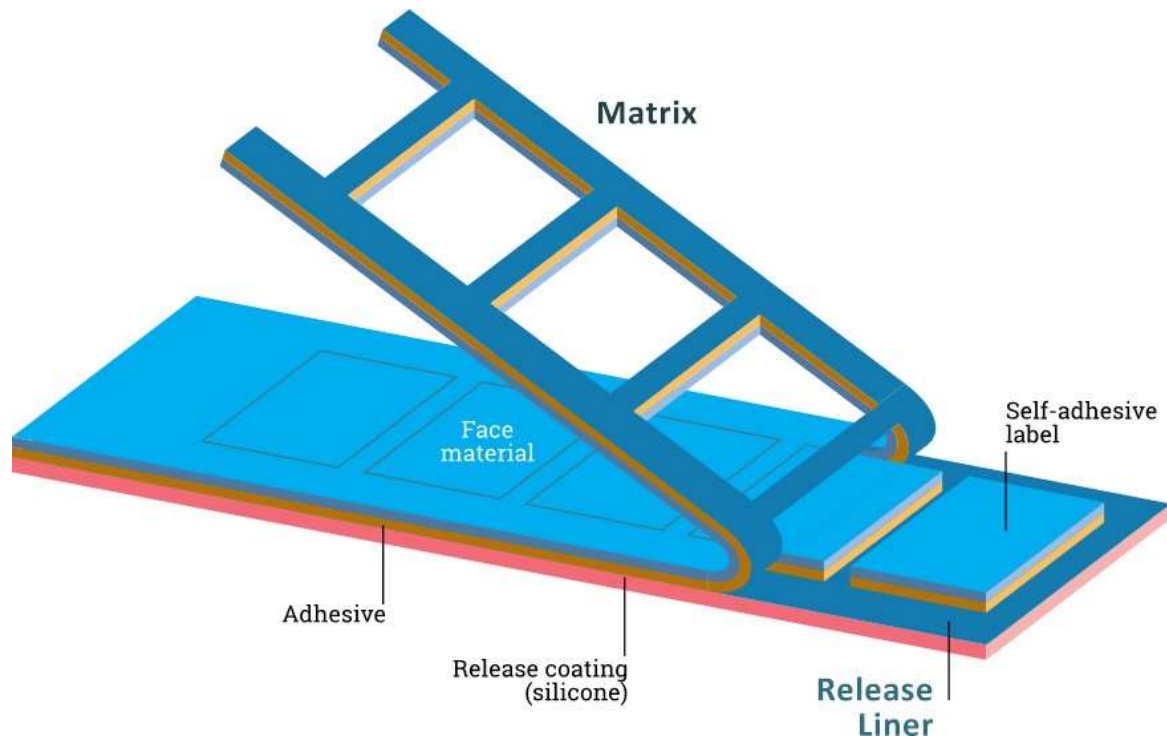


Image courtesy of The Label Academy



CELAB-Europe is a collaboration of the whole self-adhesive label value chain to allow stakeholders to collect and recycle their used release liner and matrix material.



Vision, Target and Strategic Objectives



Vision

Create a self-adhesive label industry which is increasingly circular by offering solutions and providing education to enable liner and matrix recycling.



Target

For >75% of the used release liner and matrix material to follow a circular business model by 2025.

Strategic Objectives



Establish representative self-adhesive label value chain organization



Facilitate the development of cost-effective solutions

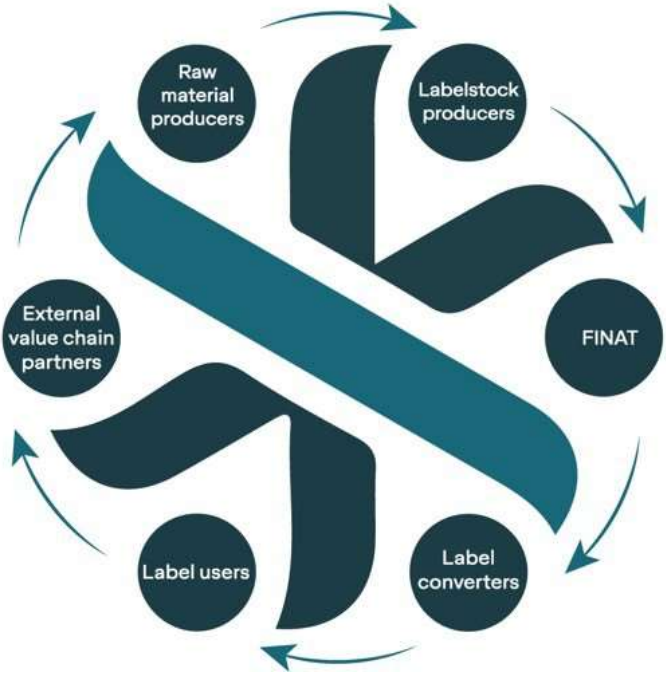


Utilize the value chain to build scale



The CELAB-Europe collaborators

37 organisations have already confirmed their participation to the CELAB-Europe project



*FINAT acts as the legal entity of the initiative

Founding Members

Members



Steering Group composition

Representatives of the 5 founding members



Fernando Giron
(Fedrigoni)
Past Chairman



Ralf Drache
(Herma)
Chairman since 1. Nov'22



Francesc Egea
(FINAT / IPE)



Juha Virravirta
UPM Raflatac



Petra Gerritsma
(Avery Dennison)



Jules Lejeune
(FINAT)

Project Management (Sloop consulting)



Graham Houlder
Project advisor



Ophelie Gourdou
Project coordinator



CELAB-Europe Workstreams



Data mining



Recycling solutions



Logistic



Legal Framework



Communication



Aleš Krmela
(Delfort)



Uwe Dusterwald
(BASF)



Juha Virravirta
(UPM Raflatac)



Pablo Englebienne
(FINAT)



Marika Knorr
(CCL Label)

Workstream leaders



Deliverables per Workstream



Data mining

Geographical “heat mapping” of material usage to optimise logistics and to measure progress on the recycling target



Logistic

Connecting with the European transportation and recycling sector to develop and optimise collection systems for liner and matrix



Recycling solutions

Identifying, proving, and supporting the development of sustainable end markets for repurposed / recycled liner and matrix materials

Filmic liner and Matrix



Legal Framework

To monitor and advocate the development of regulations and guidelines that support the development of a sustainable business model for recycling in Europe



Communication

Raise awareness on the existence of CELAB Europe and its objectives and educate the value chain on the recyclability of the materials and existing recycling programs

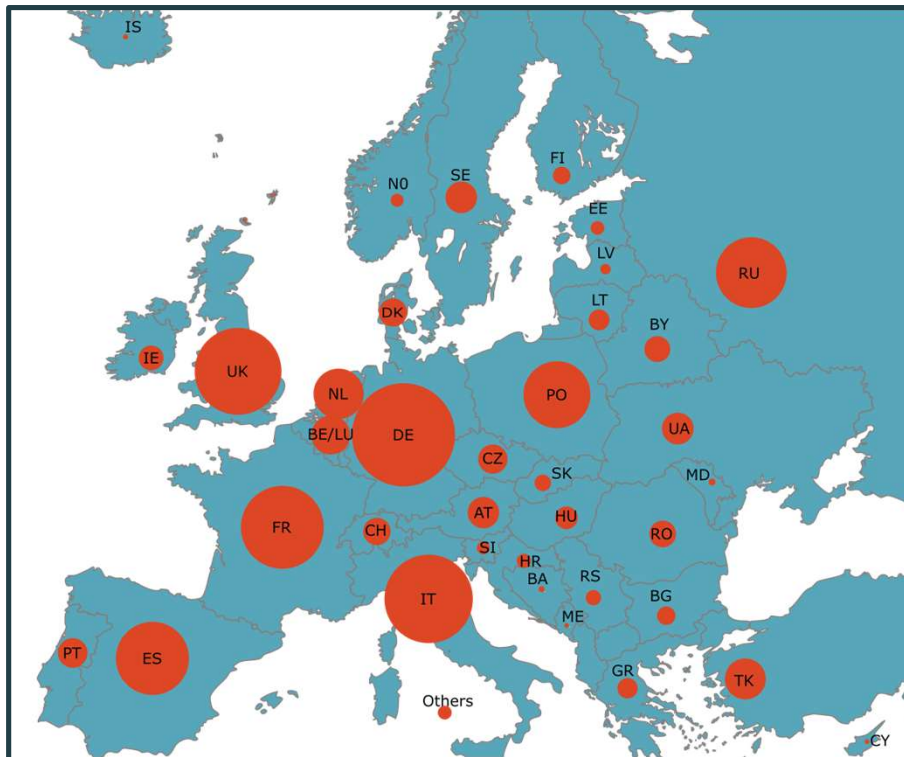


Data Mining Workstream

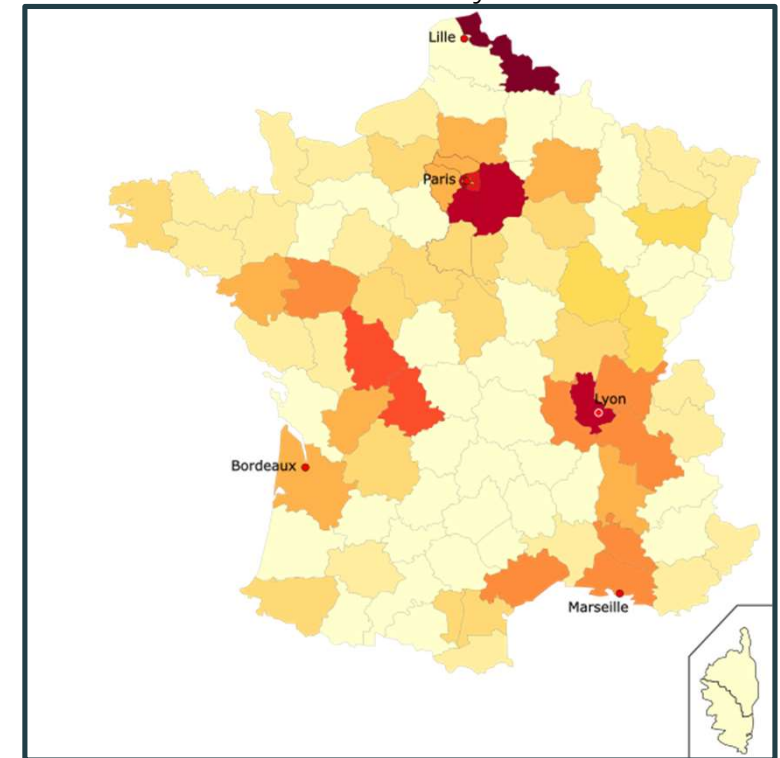
- Geographical "heat mapping" of material usage to optimise logistics



In Europe



Per country



Paper liner: 410ktons
PET liner: 16ktons
Matrix: 90ktons



Interactive map of solutions



European Map Activity

This interactive map will help you to find who can collect and recycle your used liner and matrix.
Stay in touch: The CELAB work streams are actively working on completing this map with additional service providers.

We would like to hear from you!

- if you know (or if you are) collectors and recyclers that are not on the map: **please let us know !**
- if none of those in the list could treat your used liner or matrix: **please let us know** why, that will help us to understand how to fill the gaps!

Map Satellite

Categories

- Select All
- Collection
- Recycling
- Hide

Keyboard shortcuts Map data ©2022 GeoBasis-DE/BKG (©2009), Google, Inst. Geogr. Nacional, Mapa GISrael 200 km Terms of Use

Search for results

search by keywords

Select Category Material Country Reset Filter

AD Circular

Country(ies): Belgium, Czech Republic, Denmark, France, Germany, Ireland, Luxembourg, Netherlands, Poland, Spain, Sweden, United Kingdom

Activity: Collection

Material: Paper liner, PET liner

Contact:
Email: adcircular@eu.averydennison.com
Web: <https://adcircular.averydennison.com/adcircular/>

Pre-requisites: MOQ=3 pallets, 2 boxes per pallet (boxes provided by program), -350-500kg/pallet, only one type of liner per pallet, boxes fully filled and wrapped by film

Recycled into: Paper liner -> recycled paper, PET liner -> rPET

cycle4green Ltd.

Country(ies): Austria, Belgium, Croatia, Czech Republic, Denmark, France, Germany, Hungary, Ireland, Italy, Lichtenstein, Luxembourg, Netherlands, Poland, Romania, Slovakia, Switzerland, United Kingdom

Activity: Collection

Material: Paper liner

Contact:
Phone: +358 405 126 126
Email: info@cycle4green.eu
Web: <https://www.c4g.fi/>

Pre-requisites: Material : sorted release/silicone coated paper(s) ; Delivery conditions : individually reviewed for each location

Recycled into: Recycled Paper

ECOR Global

Country(ies): Serbia

Activity: Recycling

Material: Paper liner

Contact:
Steven Mueller
Phone: +381 36 58 57 801 (Serbia) or +1 619 277 4644 (USA)
Email: smueller@ecorglobal.com
Web: <https://ecorglobal.com>

Pre-requisites: Subject to prior sample shipments of typical liner paper sources, ECOR can receive unspooled, boxed Paper liner materials (typically 200kg/box).

Recycled into: Solid panels (1020x3040x2.5mm) Replaces MDF, HDF, particleboard and triple corrugate

Other Informations: Cellulosic waste upcycling into solid panel products for advertising displays, interior walls, furniture

Lenzing Papler GmbH

Country(ies): Austria

Activity: Recycling

Material: Paper liner

Contact:
Werkstraße 2, 4860 Lenzing - Austria
Email: office@lenzingpapier.com
Web: <http://www.lenzingpapier.com/en/recycling-en#0>

Recycled into: Recycled Paper

LES RECYCLES

Les Recyclades

Country(ies): France

Activity: Collection

Material: Paper liner

Contact:
Denis Audouin, Issam Benali
Phone: +33 7 89 21 05 31
Email: direction@mp2environnement.com, lbenali@lesrecyclades.com
Web: <https://www.mp2environnement.com>

Pre-requisites: - Provision of containers with wheels from 120 L to 770 L - Regular or occasional collections according to the customer's needs - We do not require a minimum quantity for collection - Labels and cases are not accepted we only accept

ECOR Global

Country(ies): Netherlands

Activity: Recycling

Material: Paper liner

Contact:
Steven Mueller
Phone: +31-77-850-0954 (NL) or +1 619 277 4644 (USA)
Email: smueller@ecorglobal.com
Web: <https://ecorglobal.com>

Pre-requisites: Subject to prior sample shipments of typical liner paper sources, ECOR can receive unspooled, boxed Paper liner materials (typically 200kg/box).

Recycled into: Solid panels (1020x3040x2.5mm) Replaces MDF, HDF, particleboard and triple corrugate

Other Informations: Cellulosic waste upcycling into solid panel products for advertising displays, interior walls, furniture

RafCycle

Country(ies): Austria, Belgium, Croatia, Czech Republic, Denmark, France, Germany, Greece, Hungary, Ireland, Italy, Lichtenstein, Luxembourg, Netherlands, Poland, Romania, Spain, Slovakia, Slovenia, Sweden, Switzerland, United Kingdom

Activity: Collection

Stena Recycling

Country(ies): Poland

Activity: Collection

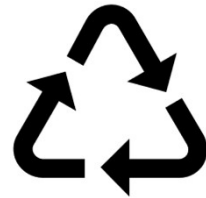
Material: Paper liner



Recycling outlets for the paper liner



Recycling outlets for the PET liner



Chemical recycling being evaluated as well but not fully developed yet



Recycling solutions for the Matrix still being explored

- Mechanical recycling of PE and PP based matrix already exists
- Re-purposing (with other materials) in construction materials also available
- Evaluation of other various solutions including:
 - Mechanical recycling for PE and PP
 - Chemical recycling for PE and PP
 - Mechanical and chemical recycling for mixed materials (Paper, PE and PP)
- Countries: DE, UK, NL
- Collaboration with the UNFEA to explore new recycling technologies for mixed materials



Becoming a CELAB-Europe member: Why and How?

Why?

- ✓ Join Europe's leading label industry initiative
- ✓ Be part of the solution to step up recycling in the label industry
- ✓ Participate in pilot tests for customised / optimised recycling solutions
- ✓ Demonstrate sustainability commitment to your customers and stakeholders

How?

- ✓ Annual contribution of € 5,000
- ✓ Sign the CELAB-Europe Governance Agreement
- ✓ Active participation in workstream(s) meetings and plenary meetings
- ✓ Being consulted by the WS





Europe

CELAB

Toward a Circular Economy for Labels

Interested?

Contact us!



Ophélie Gourdou – Project coordinator
ophelie.gourdou@celab-europe.com



Jules Lejeune - FINAT
managing.director@FINAT.com