

Europe



CELAB

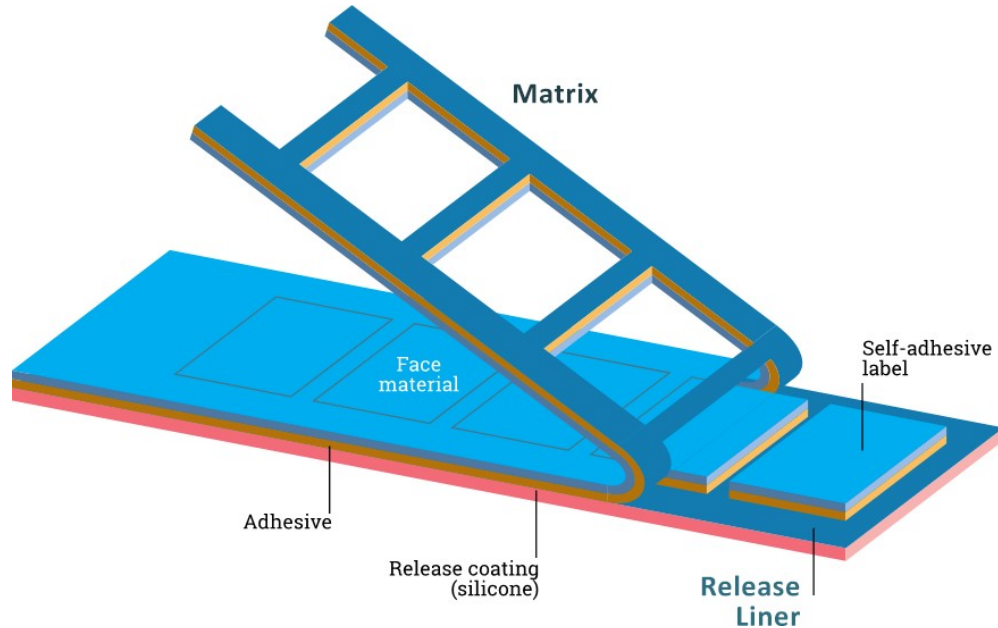
Toward a Circular Economy for Labels

FINAT ONLINE EUROPEAN LABEL FORUM

2nd June 2021

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



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.

Image courtesy of The Label Academy



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



Develop cost-effective solutions

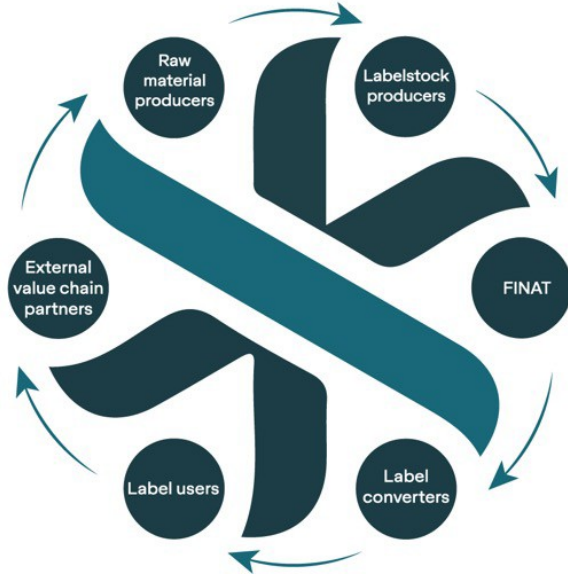


Utilize the value chain to build scale



The CELAB-Europe collaborators

27 companies have already confirmed their participation to the CELAB-Europe project



Founding members



Members

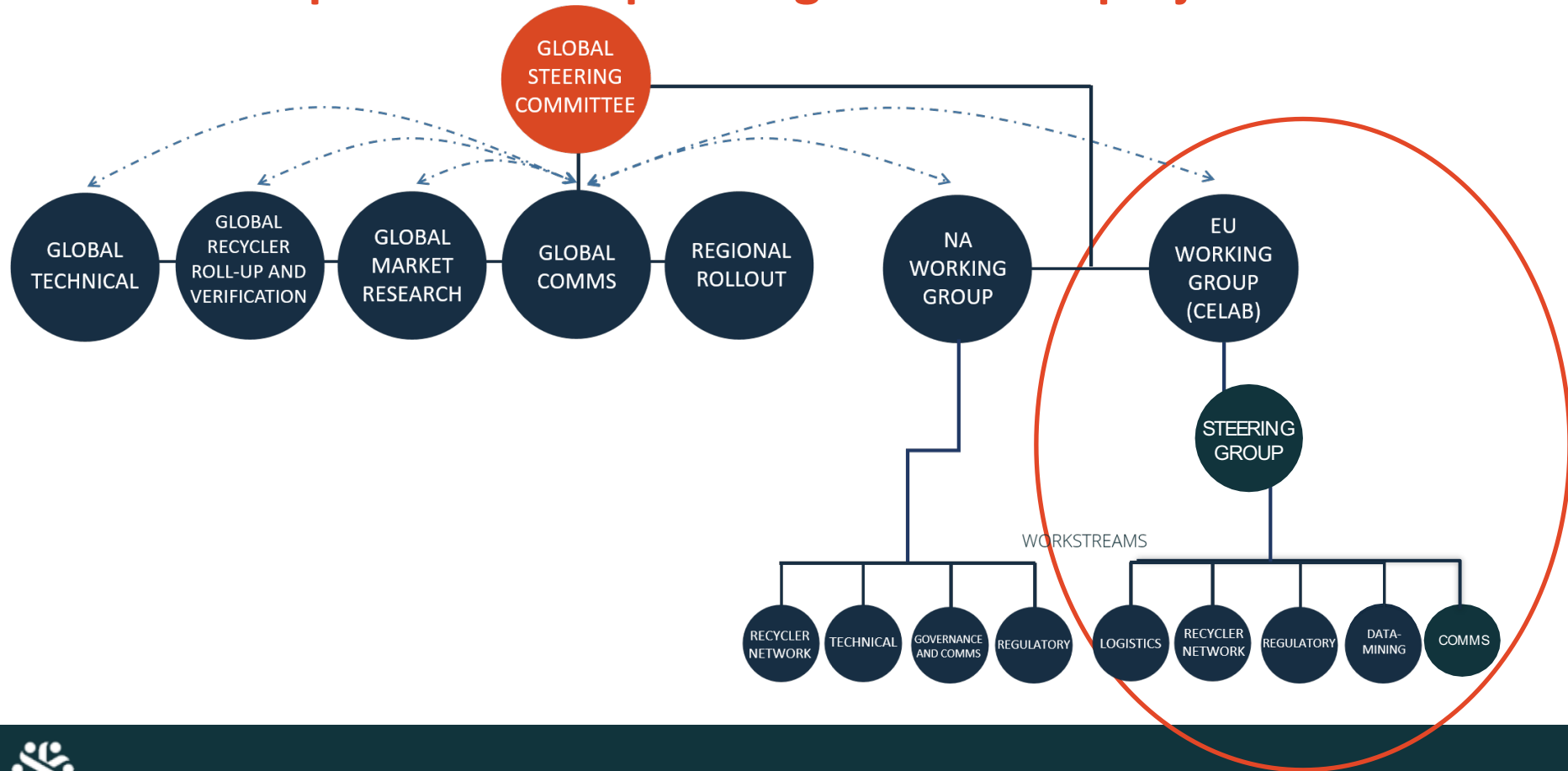


Label users, recyclers, waste collectors are invited to join us!

* FINAT acts as the legal entity of the initiative

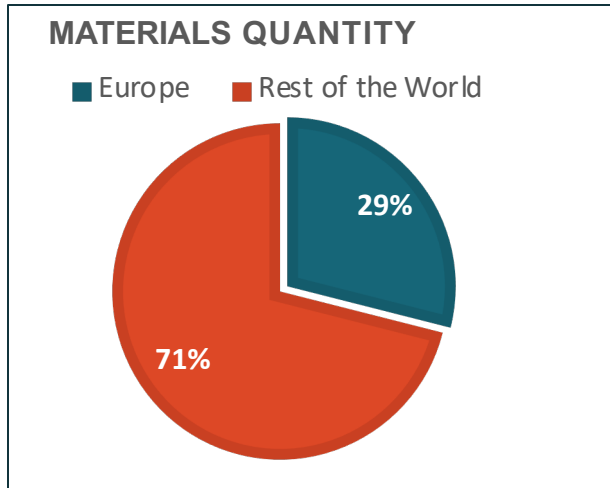


CELAB-Europe is the European leg of a Global project

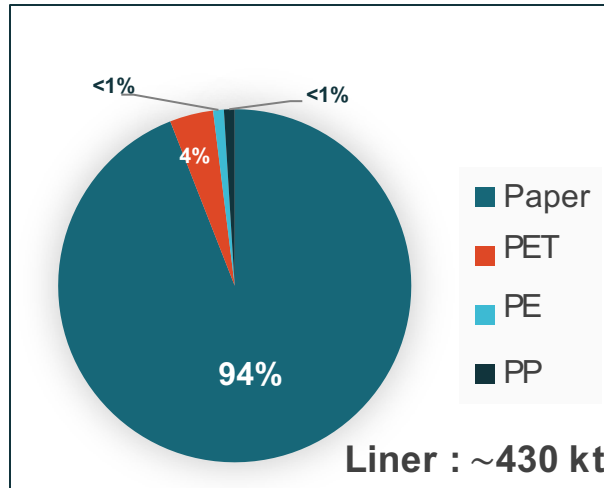


Scale of “The Opportunity”

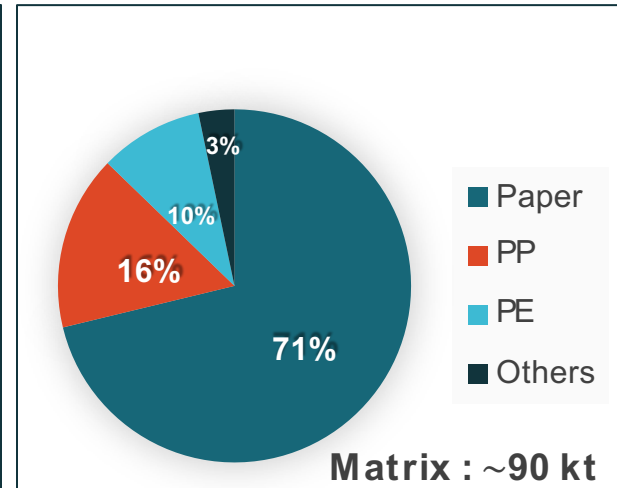
- Europe is responsible for one third of the quantity of the materials generated globally
- The major quantity of material is the paper liner (413 kt), followed by the paper matrix
- Filmic liner and plastic matrix represent relatively smaller fractions of the materials



Estimated based on AWA study – liner study WW



Reference: FINAT / CELAB-Europe Data Mining WS



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



Regulatory

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

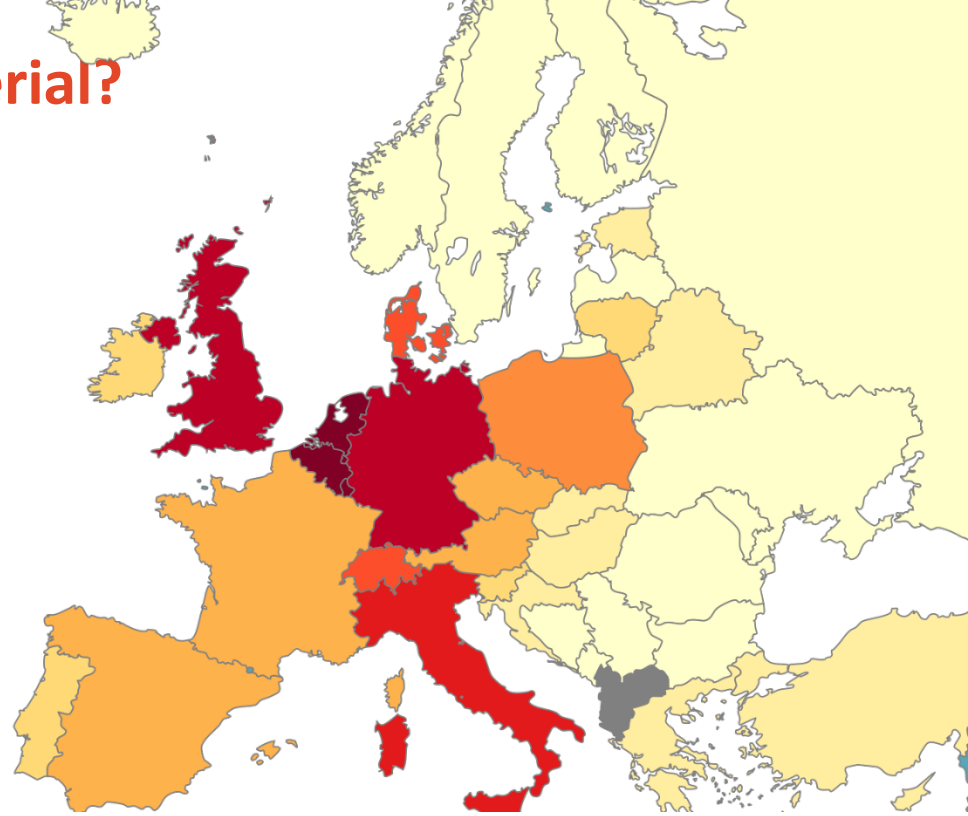


Data mining : Where is the material?

- ◆ Heat mapping per country – done
 - à prioritize biggest markets
 - à Identify “low density” countries / areas

- ◆ Identify material hot spots in specific countries:

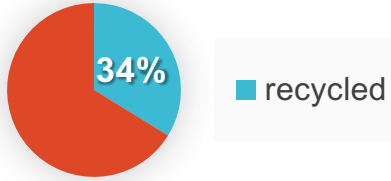
- Big label users : direct contact, via internal network
- Small label users : fragmented volumes. Through local label associations, label converters



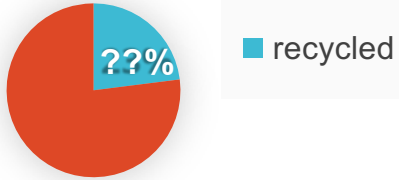
Liner Density in kg / km²

2025: Target for CELAB

Liner



Matrix

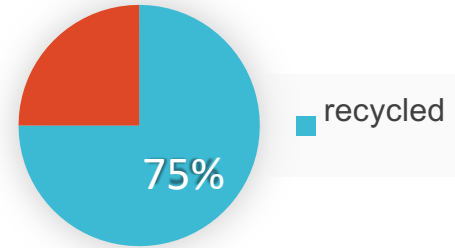


Reference: AWA liner study 2019

2021



Liner and Matrix

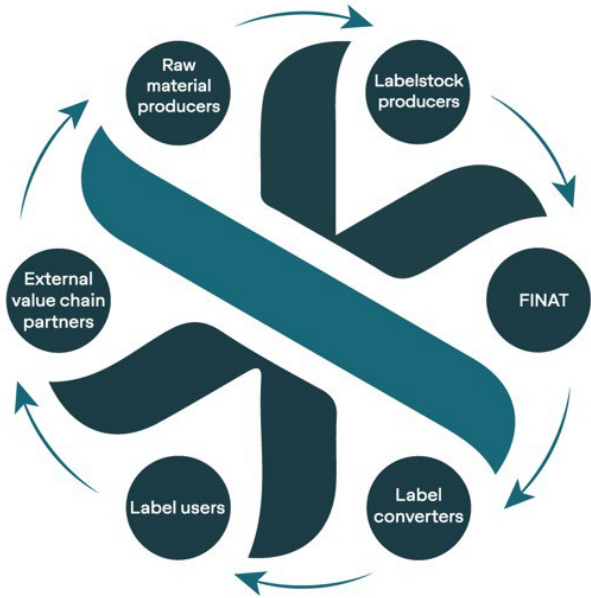


2025



Final Insight

CELAB needs the whole value chain to collaborate to deliver a Circular Economy for Labels in Europe by 2025!



Label users, recyclers,
waste collectors are
invited to join us!



Europe



CELAB

Toward a Circular Economy for Labels

**THANK YOU FOR YOUR
ATTENTION!**

Interested?

Contact us!



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