

Sustainable Flexible Packaging Portfolio

Sustainability from manufacturing to disposal



Avery Dennison is committed to creating lasting change through our approach to sustainability, both in our practices and our products. Sustainable flexible packaging options included in our portfolio allow for a reduced carbon footprint in the use and disposal of laminated structures. Our expanded portfolio of sustainable product offerings allow for the distribution of flexible packaging laminations that require less energy to produce, less transportation costs and fuel consumption, and better product to packaging ratios. These products also include characteristics like recyclability, responsible sourcing of raw materials, and include post-consumer waste content leading to less material in landfills, all allowing consumers and value chain partners all to be better stewards of the environment.

We are committed to providing materials that meet all of your packaging needs. These sustainable materials maintain product safety, processing performance, and printability for high-end graphics which are all still key to growth and success in flexible packaging.

We at Avery Dennison hold ourselves to a high standard in our approach to sustainability and are proud to work with supplier partners who share our high standards and like-minded approach to sourcing sustainable materials. All of the products in this portfolio have been validated against Avery Dennison sustainability criteria, or the criteria that our supplier partners have chosen. We are excited to continue to offer a breadth of products and technical expertise to support your growth in flexible packaging, which now includes new sustainable offerings.

Sustainable White Cosmetic Web

The combination of PCR content in the PET print surface with a bio-based center in the sealant film allows for a 12% reduction in resin use. With an excellent print surface for flexo UV and water-based inks, this structure carries consistent high barrier performance as our traditional cosmetic web.

Easy Open White Cello Stickpak Surlyn

This material allows for opening the stickpak without a notch. It provides a clean, easy tear across the packet by using a cellulose-based, print-ready film. In this structure, a reduction of PET use leads to 35% reduction in use of virgin resins.

Features and Benefits

- Warranted for flexo printing
- Film printing surfaces
- Certified as sustainable
- Recommended for preformed pouches, HFFS and VFFS formats
- Barrier and packaging performance consistent with traditional formats
- High impact graphics for maximized shelf appeal

Applications

- Cosmetics and personal care products
- Food packaging
- Nutraceuticals

Spec#	Product Description
B9543	86g White Cello Stickpak Surlyn HB Plus
B4986	25# PPFP FSC® W/SURLYN
B1885	Sustainable White Cosmetic Web 350 HB
C0650	25# FSC® PPFP
C0651	35# FSC® PPFP

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