

Avery Dennison Graphics Solutions

Sustainability Brochure
EMENA 2023

As one of the leaders in the Graphics industry, we play an essential role in providing our customers with an informed set of sustainable options.

As a global corporation, Avery Dennison specializes in the design and manufacture of a wide variety of self-adhesive, graphics, labeling, and functional materials. For 85 years we have created the blueprint for trailblazing innovation and regenerative industry practices that are defining the future of manufacturing for this generation and the next. This is the leadership and commitment to sustainability we bring to the graphics industry.

Today, as we look ahead, our goal is to make a material difference, by sourcing responsibly, reducing our operational footprint, and incorporating transparency and an EcoDesign methodology into our product developments.

A large white quotation mark icon, consisting of two stylized, thick strokes, positioned on the left side of the lower half of the page. It is set against a background of a sunset over the ocean with several dark, jagged rock formations in the water.

Working together with our customers and other industry partners is key to delivering the sustainable graphics solutions of the future.

Elizabeth Park

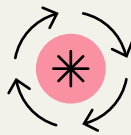
*Innovation & Marketing Excellence Director,
Avery Dennison Graphics Solutions EMENA*

Global Sustainability Goals – 2030

Our 2030 sustainability goals complement and live alongside our 2025 sustainability goals. Together they reflect our commitment to lead transformational change in the industry, through innovation and collaboration.

01/

Deliver innovations that advance the circular economy



Drive innovation to enable recyclability, reduce waste, increase recycled content, and integrate opportunities for circular processes across our industries.

02/

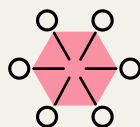
Reduce environmental impact in operations and supply chain



Reduce environmental footprint by reducing scope 1 and 2 GHG emissions by 70% from our 2015 baseline. Work with our supply chain to reduce Scope 3 GHG emissions by 30% from our 2018 baseline, with an ambition to become net zero by 2050. In addition, we will increase our water efficiency and protect the forests from which our paper-based products are derived.

03/

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



Champion transparency, collaboration, equality, diversity, and inclusion. We serve as a force for good in our operations & our communities by investing in programs that advance women's empowerment, sustainability, and education.

For information on our Global Avery Dennison 2030 Sustainability Goals



Sustainable Sourcing

Every sustainable product has its roots in being sourced sustainably. At Avery Dennison, we ensure the raw materials to manufacture our products deliver both performance and a reduced environmental impact, including fewer associated greenhouse gas emissions. We also procure materials that meet our standards for safety and for human and labor rights and ensure we partner with suppliers that align with our ethical and environmental standards.

01/

Annual supplier reviews directed by EcoVadis, which audits a company's environmental practices, fair business practices, working conditions, and supply chain.

02/

Eliminating the use of hazardous chemicals including lead chromates from products manufactured in the European Union.

03/

The majority of our paper-based materials including release liners, paper face stocks, and packaging components are sourced from Forest Stewardship Council® (FSC®)-certified suppliers.

04/

The majority of our plastic core stoppers are made with recycled plastic granulate.

05/

The majority of our liquid application tools are now packaged in bottles made of a minimum of 50% recycled material.



Sustainable Operations

We are committed to operating clean, safe, and energy-efficient manufacturing facilities, and work to comply with or exceed community, state, and European standards. As stated in our 2030 goals, we are also committed to reducing Scope 1 and 2 emissions by 70%. Multiple initiatives are being implemented to contribute to this target, including:

01/

Reducing energy consumption in all operations – e.g. all production areas are converted to 100% LED lighting.

02/

Transitioning to renewable energy in our graphics production plant – e.g. the installation of solar panels.

03/

Improving energy efficiency in manufacturing processes – e.g. more efficient pumps.



Reducing Waste

Next to innovating new products to increase the efficient use of materials, we also continually identify ways to reduce waste in our global operations. Our waste management initiatives help keep materials out of landfills and reduce the consumption of natural resources. Some of those initiatives include:

We have a **zero-to-landfill** policy in our plants.

We have invested in **equipment advances** to reduce manufacturing waste, and recover, recycle, and reuse most of the solvents used in the adhesive coating process of critical product lines.

The scrap of raw material in our plant is separated: chemical scrap is treated by a specialized company, and plastic and paper materials (e.g. face stocks and liners) are separated in order to be **recycled or repurposed**.



Returned goods from customers are either

- 1) reworked and sold again,
- 2) used internally for training purposes, or if unrecoverable,
- 3) they are incinerated with energy recovery.

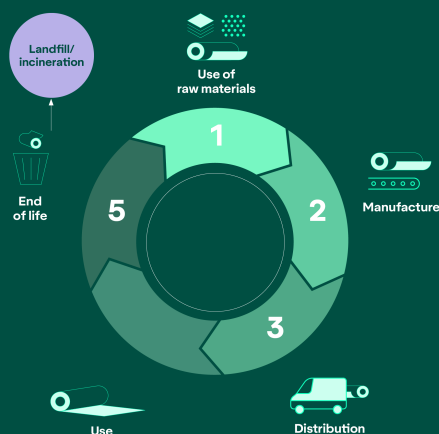
We also work within our communities by donating spare materials (that may otherwise go to waste) to local schools and nonprofits for arts and crafts.



A New Generation Of Sustainable Solutions

Our graphics business is built on customer-inspired innovation. Today we are committed to developing the most cost-effective, high-performance, and environmentally responsible products through advanced product development programs.

EcoDesign Product Development Program



Our EcoDesign methodology considers the environmental impact of every new product development at the first concept and design phase, to strive for each successive generation of product to be more sustainable than the last.

Product Carbon Footprints



For a growing selection of products, we are measuring the carbon and water footprints using a bespoke tool developed in collaboration with the Carbon Trust. This entire life cycle (cradle-to-gate and cradle-to-grave) analysis uses primary data from our operations and industry averages for the raw material extraction and end-of-life stages. Our carbon footprinting tool evaluates the carbon footprints of our graphics products in line with the reporting and verification methodology of GHG Protocol Product Standard, PAS2050, and ISO-14067.

Product Portfolio

Our new Sustainable Graphics Solutions Portfolio Catalogue showcases our latest generation of sustainable products. Each of the products represents one or more of the following sustainable benefits:

Reduce VOCs & Solvents

Innovation in the design of key product components, such as PVC-free films, that reduces emissions of harmful compounds



PVC-free

PVC-free products contain no chlorine, are free of intentionally added phthalates and other halogens, and reduce emissions of volatile organic compounds (VOCs)



iA Tech™ Adhesive

Our new high performing innovative adhesive platform contains no solvents, reducing the use of fossil materials compared to solvent adhesive.

Reduce environmental impact during use phase

Products that enable customers to reduce their environmental footprint



Solar Architectural Window Films

Solar Architectural Window films are designed to block UV and IR light - reducing heat build up within a room and significantly reducing the workload on air conditioning systems and reducing energy consumption.

MacGlide™

Our sustainable biocide-free fouling release film, designed for boat hulls, not only helps prevent the build up of microorganisms without causing toxic harm but also reduces drag and therefore fuel consumption.

Illuminated Signage

Illuminated Signage Products have been specifically designed for compatibility with LED light boxes, enabling high visibility and energy-efficient nighttime signage.

Renewable content

An alternative source to petroleum based products such as our Organoid Natural Surfaces range.



Organoid natural surfaces

Authentic handcrafted materials for interior windows and walls with self-adhesive backing created from natural materials such as moss, leaves, rose petals and hay.

Reduce

A reduction in material utilization such as our Dot adhesive product series.



Dot Series

Dot adhesive products use 60% less adhesive compared to standard adhesive coating and ensure simple and fast application.

Legislation and Compliance

We believe legislation plays a positive role in creating a safer, fairer, and more sustainable future.

European Green Deal

The European Green Deal is the EU's plan for sustainable growth and reaching net-zero greenhouse gas emissions by 2050. It includes the Circular Economy Action Plan, which focuses on the entire lifecycle of products and targets design, circular economy processes, and sustainable consumption. Resources will remain in the EU economy for as long as possible under the plan.

REACH Compliance

As a downstream user of chemicals, Avery Dennison Graphics Solutions collaborates closely with all suppliers to maintain REACH compliance. This includes ongoing monitoring of registrations for all substances in our products and notification of customers who purchase products containing Substances of Very High Concern.

Avery Dennison Restricted Substances List (RSL)

We are committed to eliminating hazardous chemicals from our products, ensuring we make our products safer, more sustainable, and ready for the circular economy. For example, we have already eliminated lead chromates from products manufactured in the European Union, and we aim to eliminate them from all products globally by 2025.

Collaborating For Tomorrow's Circular Graphics Industry

Our industry has always rewarded innovation. Many of the leading companies and brands have built their success on innovating and delivering high-performance products and services. Now we face a new challenge that no single leader can succeed in alone; end-of-life recycling.

In the graphics industry, recycling products at their end of life has always been a challenge. This is either because incineration or landfill are the local options available, or because the products are composite materials (for example containing color pigments, and adhesives) that cannot be separated to comply with existing waste streams.

Building a circular graphics industry is a collaborative goal we must all have. At Avery Dennison, we are currently running pilot recycling programs in Europe to discover an effective solution that can be implemented at scale. We extend an open invitation to entrepreneurs, innovators, and leaders in our industry to reach out to learn more about our end-of-life waste management programs and to collaborate on future projects.

**For more information
please contact your local
sales representative.**

impact.



Avery Dennison: Your Partner for Sustainable Graphics Solutions

With a focus on driving sustainability in the graphics industry, we help our customers and the wider industry to meet their sustainability goals.

Whether you're looking for a sustainable solution for an existing application, or you're looking to reinvent your offering, we want to work with you.



Who we are

As the pioneer in self adhesive solutions, we bring one-of-a-kind capabilities to our partners in the graphics industry. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our products must perform, and the technical challenges they have to meet. Whatever your vision, we can help you develop a sustainable solution.

What we stand for

Sustainability. Innovation. Quality. Service.

In 1935, we invented the first self-adhesive materials, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what graphics materials can do. The world's most successful companies know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

Work with us

You're the expert in your business; we're the expert in graphics materials solutions. Contact us today to find out how Avery Dennison can meet and exceed your needs.

graphics.averydennison.eu
mactacgraphics.eu

To learn more or to place an order, contact your sales representative,
or visit: graphics.averydennison.eu

Connect with us on:     

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