

Sustainable Materials

for labels on the market



Please keep in mind

not everything promoted as Green is a sustainable solution for your product

Bio-based materials

Often Green-washing with regards to the rec-process



Completely or partly from renewable resources

- e.g Paper, Stone paper (limestone), PE (sugarcane), PLA (cornstarch)
- Contribution to resource conservation

But:

- Insufficient waste streams for rare materials
- No existing recycling paths for some materials (e.g. for PLA)

Material with recycling content

Target to enable a fully runnable recycled material



Completely or partly with recycled content

- e.g. Paper (100%), rPET (up to 90%)
- rPET & Paper liner with recycled content

But :

- Never combine paper labels with plastic. Paper can lead to wrong scanner material detection and contaminates the rec-result.

Bio-degradable & compostable materials

NOT allowed in your garden compost or waste!!!



Bio-degradable materials break down under micro-organisms (doesn't mean compostable)

- There is no guarantee for only non-toxic residues
- Under some conditions it takes several years

Compostable materials break down completely without any toxic residues

- Only under special conditions in industrial plants
- The industry doesn't want plastic within bio waste, bio-degradable or not (it's sorted out!)

Recyclable Materials

Enable a fully recyclable bottle without any contamination



Materials that support the existing recycling processes

- Detachable materials for PET-Recycling
- Wash-off material for Glass recycling
- Detachable materials for PO-Recycling under development

Attention: New projects need to be evaluated considering the complete product construction!