

Sustainable Graphics Solutions

Graphics
Sustainability Guide
Europe
2020



As a leader in the Graphics industry, we play an important role in providing our customers with an informed set of sustainable options.

We are making a material difference by sourcing responsibly, reducing our operational footprint, and incorporating an EcoDesign methodology for our product developments. Our goal is to advance our sustainability commitment, collaborating closely with key players across the value chain.

Avery Dennison is a global materials science company specializing in the design and manufacture of a wide variety of self adhesive, graphics, labelling and functional materials.

Our 85 years of experience have created the blueprint for trailblazing innovation and regenerative industry practices that will define the future of manufacturing for this generation and the next. Sustainability is a key value of Avery Dennison Corporation where we are focused on the long-term health of our business, planet, and communities.

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

Elizabeth Park
Segment Innovations & Marketing Excellence Director
Avery Dennison Graphics Solutions EMENA

The Avery Dennison Corporate global game plan

We're presenting highlights from our sustainability efforts, including our progress against the 2025 sustainability goals.

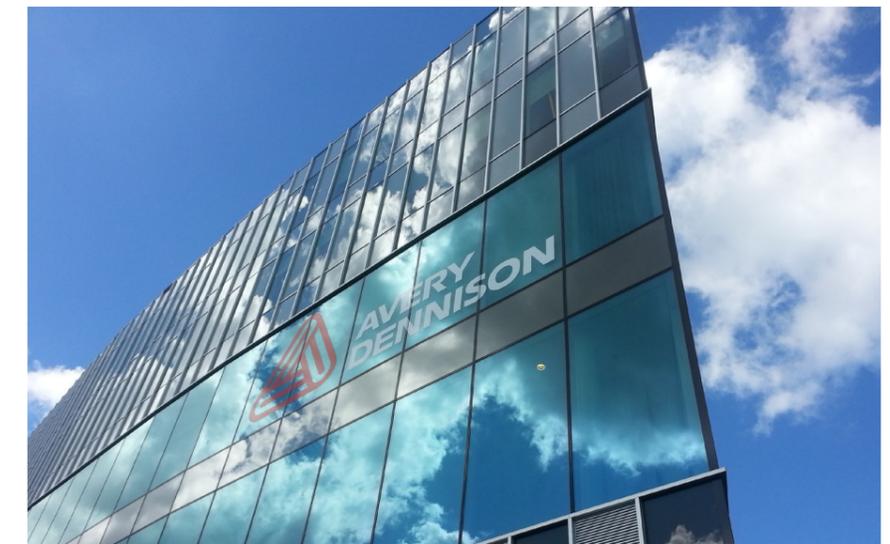
Our Sustainability Progress

Greenhouse Gas Emissions

Reduce absolute greenhouse gas emissions (GHG) by 3% year-over-year, and at least a 26% reduction compared to our 2015 baseline.

Products and Solutions

70% of the products we sell will conform to, or will enable end products to conform to, our sustainability principles.



Paper

We will source 100% certified paper, of which at least 70% will be Forest Stewardship Council® (FSC)-certified.

Films

70% of the films we buy will conform to our sustainability principles.

Waste

Our operations will be 95% landfill-free, with 75% of our waste repurposed, and we will help our customers reduce the waste from our products by 70%.

Chemicals

70% of the chemicals we buy will conform to our sustainability principles.

People

We will maintain world class safety and engagement scores and cultivate a diverse workforce with 40% of leadership positions filled by women.

Transparency

We will be public and transparent in the reporting of our progress.

Responsible sourcing

We take great care in the selection of our suppliers to ensure that they uphold our sustainability principles. We aim for 100% of our raw materials to be responsibly sourced. Our key suppliers are assessed and rated by EcoVadis - a platform that allows us to monitor their Environmental, Labor & Human Rights, Ethics and Sustainable Procurement impact.

Global 2025 Target

We will source 100% certified paper, of which at least 70% will be FSC® certified. For Graphics Solutions Europe, examples of material sourcing initiatives include:



The mark of responsible forestry

FSC® Certified
The vast majority of our paper based materials including release liners and paper facestocks are sourced from FSC® certified suppliers.



Sustainable packaging
We take great care in designing packaging for our products to ensure they arrive at our customers in optimum condition. To minimise our environmental footprint we are utilizing recycled materials, or making components that can be reused.

All paper based packaging elements of our self-adhesive graphics products are 100% recyclable where appropriate paper waste recycling bins are available, and many are already made from recycled content, including:

Made with recycled paper:



Inner Cores
The majority of our product inner cores are made from 100% recycled paper.



Packaging Boxes
The majority of our packaging boxes are made from recycled paper and/or FSC paper.

Made with recycled plastic:



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

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. In 2019 we consolidated our manufacturing to reduce our environmental footprint in our Graphics plant - significantly reducing greenhouse gas emissions by almost 8,000 Metric Tonnes. Further initiatives include investigation into renewable energy sources. In addition, 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.

Global 2025 Target

Reduce absolute greenhouse gas emissions (GHG) by 3% year-over-year, and at least a 26% reduction compared to our 2015 baseline. Waste from our facilities will be 95% landfill-free, with 75% of our waste repurposed, and we will help our customers reduce the waste from our products by 70%. For Graphics Solutions Europe, examples of our operations initiatives include:



European Standards
European Standards define key prerequisites for products, production processes, services and test-methods to ensure health and safety.



Reducing Emissions
We have reduced our greenhouse gas emissions by 8,000 tonnes by consolidating our manufacturing facilities.



Reducing Waste
The majority of single use plastics have been removed from our sites.



Product development & design

Our business is built on innovation research and development programs designed to give our customers cost effective solutions, technological advances, improved product performance and environmentally responsible developments. Our EcoDesign methodology considers the environmental impact of any new product development at the first concept and design phase, to ensure that each successive generation of product is more sustainable than the last. Our EcoDesign programme also allows us to scrutinize the use of chemicals in our chemical products more strictly than what is required by law (e.g. REACH).

Global 2025 Target

70% of the products we sell will conform to, or will enable end products to conform to, our sustainability principles. Here are some examples of Graphics products that are helping our customers reduce their environmental impact:

Energy saving solutions



Solar Films
Our range of Architectural and Automotive Solar Window Films are designed to block UV and IR light - reducing harmful rays and heat build up within a room or vehicle. As a result, interiors stay cooler - significantly reducing the workload on air conditioning systems and reducing energy consumption.



Backlit Illuminated Signage
Our 5600 LD Translucent Film and Flexible Substrate Signage Pro product ranges have been specifically designed for compatibility with LED light boxes - enabling high visibility and energy efficient night time signage.



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.

REACH Compliance

Avery Dennison acts in compliance with the REACH Regulation. All our products are compliant with REACH and as such contribute to the improvement of human health and the environment. One of the major goals of the REACH regulation.

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.

To PVC, or to PVC-free

Many Graphics products utilize flexible PVC because they offer unique performance attributes at a very affordable price. Such features include excellent conformability and outdoor durability as well as being printable and easily pigmented. However the additives that make this possible, including plasticizer, stabilizer, pigment and adhesives, render the products unsuitable for recycling in the general waste stream at end of life. This is not confined to PVC. Alternative self adhesive solutions, particularly those made of mixed materials, present our industry with a similar challenge.

We continue to develop our range of PVC free solutions to provide our customers with alternatives. By understanding the characteristics of PVC at various stages of its life cycle we can compare material options for specific applications. In some cases PVC may still be the preferred choice.

PVC-free

We have a range* of PVC-free films as direct alternatives to traditional products, with no chlorine or other halogens, and no

phthalate. These include textiles, papers and other plastic materials such as PU, and PET.

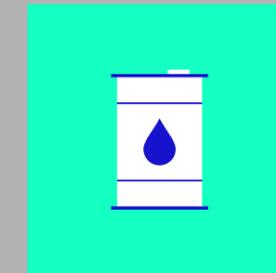
*for more information about our PVC-free offerings, go to our website: graphics.averydennison.eu or mactacgraphics.eu

Creating transparency

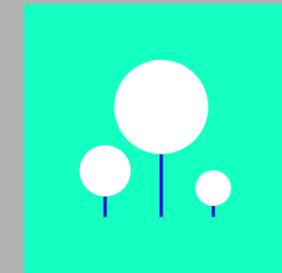
Transparency is an important part of creating trust and partnerships for a more sustainable industry. Avery Dennison uses a proprietary environmental life cycle assessment (LCA) tool to evaluate a product's environmental impact. We can compare the environmental fingerprint of products from our portfolio, measuring all the factors that influence health and the environment.

By revealing detailed environmental indicators we can help our customers make informed choices.

The scope of the life cycle assessment is material extraction. The results provide a directional indication of improvement over an existing product.



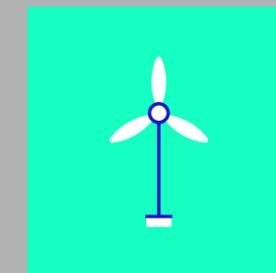
Fossil material
A measure of the depletion of fossil resources for material inputs in barrels of oil equivalent.



Materials from biobased sources
The amount of biobased sources required to produce a material.



Water
The amount of process water that is treated and discharged to receiving waters.



Energy
A measure of the total amount of primary energy extracted from the earth, including petroleum, hydropower, and renewable sources such as solar power, wind power, and biomass.



Greenhouse Gases (GHG)
A measure of greenhouse gas emissions, such as carbon dioxide (CO₂), methane (CH₄), and nitrous oxide (N₂O).



Solid waste
A measure of the total amount of solid waste generated that is disposed of offsite.

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



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