

## FASSON® ECO-SENSITIVE PORTFOLIO: MAKE IT A PART OF YOUR BUSINESS



*Reduce. Reuse. Renew. Recycle.* As manufacturers and retailers increasingly demand eco-friendly solutions, being "green" is becoming a necessary part of doing business. Avery Dennison is committed to sustainability—ensuring that what we do today does not negatively impact the world tomorrow—and to doing the right thing for your business.

### **FASSON® RENEWABLE PRODUCTS**

To help you lower your impact on the environment, Avery Dennison offers products made from renewable resources, which are replenished more quickly than traditional inputs like wood. Our renewable labeling materials include:

- Clear EarthFirst® PLA, a corn-based film
- Tree-Free paper facestock made from bamboo, bagasse and cotton linters

### **FASSON® POST CONSUMER WASTE PRODUCTS**

In addition to making labels from fast-growing, renewable resources, you can also use fiber that has been previously used by consumers and turned into paper (Post Consumer Waste, or PCW). Our Fasson PCW products—8 & 9 Pt. Tags—are designed to help you reduce the load placed on our landfills and maximize forest resources.

### **FASSON® ADHESIVES**

Besides using products that contain both renewable resources and recycled content, consider our eco-sensitive adhesives. Several of our constructions:

- Utilize environmentally-benign adhesives (EBAs), tested by the USPS and certified as compatible with the paper recycling process. These adhesives also meet the Recycling Compatible Adhesive (RCA) standard.
- Feature adhesives that can be cleanly removed from containers, along with their facestocks. This facilitates container reuse and/or easy separation from the recycling stream.

Need help understanding the different green designations and certifications, or identifying the best eco-sensitive options for your operations? We can help you de-mystify your eco-sensitive opportunities. Visit [www.apps.fasson.com/green](http://www.apps.fasson.com/green) for access to a glossary of terms and acronyms, a green discussion guide and additional green product information. The site is the result of monitoring emerging green opportunities with our customers and raw material suppliers. And just one more way we're making it easy to make eco-sensitive products a part of your business.

Avery Dennison is pleased to be recognized by *CRO* (Corporate Responsibility Officer) magazine as one of the 100 Best Corporate Citizens in 2007. This recognition is based on our environmental responsibility, corporate governance and ethics, fairness toward employees, accountability to local communities, and responsible products and services, all while maintaining a healthy rate of return for investors.

## FASSON® Eco-SENSITIVE PRODUCTS

	SPEC#	PRODUCT DESCRIPTION	SERVICE	WIDTH (IN.)	MOQ (LIN. FT.)	COMMENTS
RENEWABLE FILM	77942	2 Mil Clear EarthFirst® PLA/S692N/1.5 Mil PET	Custom	60	5,000	Clear, polylactic acid (corn-based) film facestock made from an annually renewable source.
	78171	2 Mil Clear EarthFirst® PLA/S692N/40# Glassine	Custom	60	5,000	
	TBD	2 Mil White EarthFirst® PLA/S692N/1.5 Mil PET	Under Development	60	5,000	White version of above.
	TBD	Rapid-Roll® 10 Mil White EarthFirst® PLA	Custom	60.75	TBD	White polylactic acid film facestock suitable for tag and label applications.
RENEWABLE PAPER	19136	Tree-Free/S100R/44#PK	Stock	60	1,668	White, uncoated facestock made from a combination of bamboo, bagasse (sugar cane), and cotton linters.
	19137	Tree-Free/S100R/1.5 Mil PET	Stock	60	1,668	
DISSOLVABLE	15666	Dissolvable Paper/S2600/40#SCK	Custom	45	6,480	Facilitates container re-usability.
RECYCLED CONTENT	TBD	8 Pt. Tag/AT20A/40#SCK	Custom	78	140,000	10% Post Consumer. Suitable for sockband applications.
	00755	9 Pt. Dry Tag Piggyback/S246/50#SCK	Custom	30	1,668	30% Post Consumer. White, uncoated tag stock suitable for membership cards.

	ADHESIVE	DESCRIPTION	COMMENTS
EBA/RCA	S490	General purpose permanent adhesive with good adhesion to many substrates, particularly corrugated cardboard.	Certified by USPS as compatible with paper recycling process. The certification process required performance verification by papermills.
	LP430		
REMOVABLE FROM CONTAINER	S100R	Developed with good initial tack and ultimate adhesion. Can be used as a permanent adhesive on many substrates, yet be removed from that substrate after immersion in water hotter than 100°F.	Unique wash-away properties allow consumers or recyclers to remove the label after immersing in water hotter than 100°F.

As with any product recommendation, fitness-for-use testing in the actual application is suggested.

**For more information on our Fasson eco-sensitive portfolio, please contact your Fasson sales representative or visit [www.apps.fasson.com/green](http://www.apps.fasson.com/green).**

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This sell sheet is digitally printed on paper that is FSC certified and has 50% recycled content, including 25% PCW.

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### WARRANTY

All statements, technical information and recommendations about AVERY DENNISON products are based upon tests believed to be reliable but do not constitute a guarantee or warranty. All AVERY DENNISON products are sold with the understanding that PURCHASER has independently determined the suitability of such products for its purposes. AVERY DENNISON products are warranted to the original purchaser to be free from defects in material or workmanship for a period of one year from date of shipment. Purchaser's sole and exclusive remedy for breach of this warranty shall be the replacement of the defective products or, at AVERY DENNISON's option, the issuance of a credit or refund in an amount up to the purchase price of the defective product. In no event shall AVERY DENNISON be responsible for claims beyond the purchase price of the defective product.

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