



Annual Conference 2022

Turning labels circular

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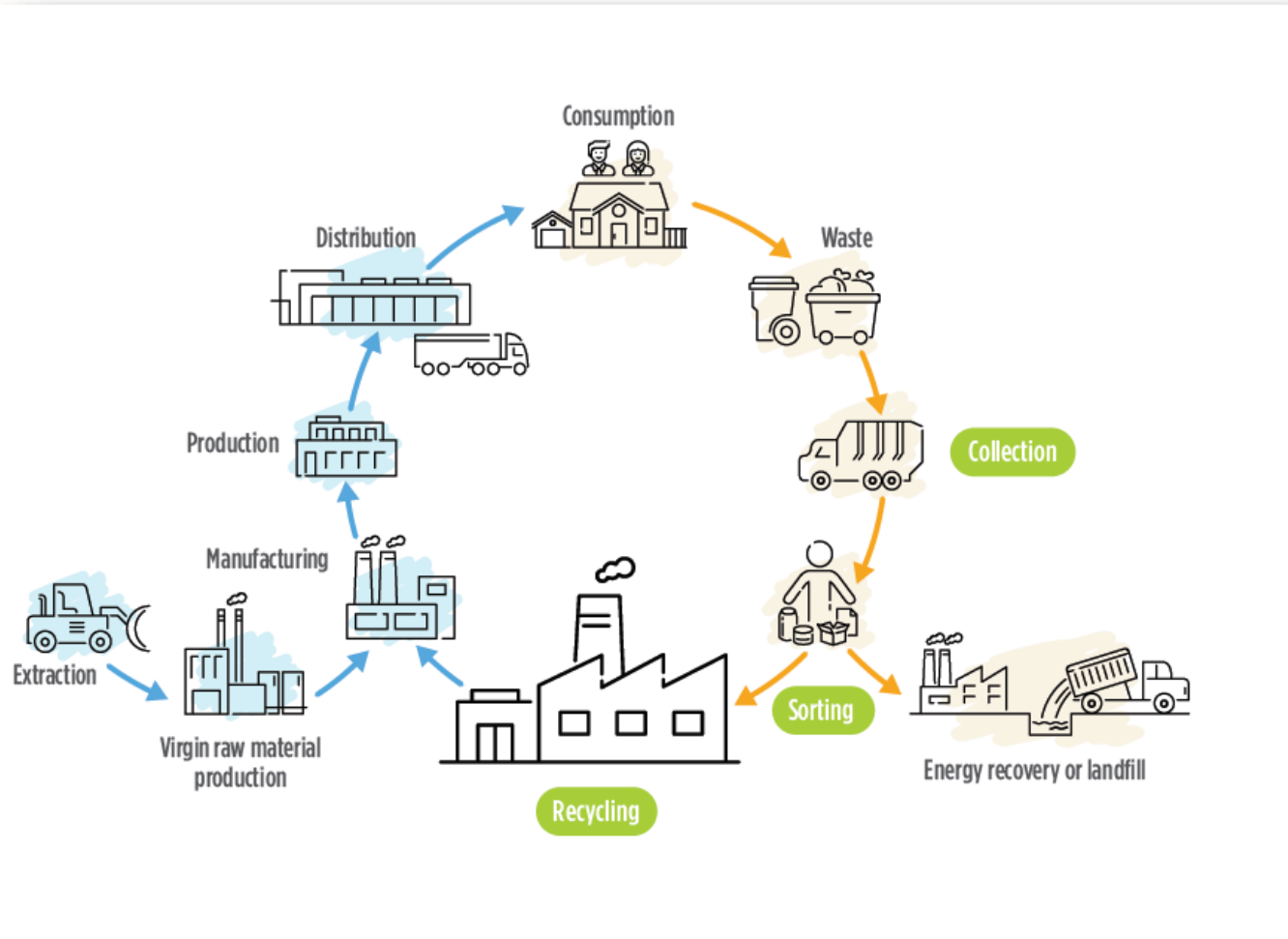
SLEEVE

1. Introduction
2. Turning labels circular ?
3. WG Stakeholders
4. WG Task forces
5. 2022/2023 onwards

- **PETCORE Europe Labels WG** was launched in 2020 we are glad to share this first presentation to bring light on recent updates.
 - A collaborative initiative of companies and associations
 - Representing the entire value chain of labels
 - Provide deliverables

**Enhance their performance and compatibility during the rigid PET packaging mechanical recycling
Increase the yield and quality of rPET.**

How turning labels circular?



Source : CITEO

COLLABORATIVE COMMITMENTS
supported by Petcore Europe



WG Labels Stakeholders



- Material producers
- Labels manufacturers / converters
- Professional association
- Brand owners
- Collectors, Sorting machines manufacturers and Recyclers
- Green dot / EPR organizations

- **2021**

1- Define objectives with an E-survey to collect and identify :

- Existing blocking points
- Existing solutions : collect and summarize the actual best practices
- Future solutions : identify studies and co-working initiative

2- Outcomes of E-survey

- Members to provide information on their knowledge about new products developments and new “solutions” to better integrate labels in recycling streams.
- Identification of 5 different thematic about labels recycling with PET containers

**5 Task forces
to enhance the performance of labels
by eco-designing & advancing better solutions**

5 task forces

SORTING :

- Floatable full body shrink sleeves : high surface area labels

RECYCLING :

- PET liner recycling
- Pressure sensitive labels : Washing off adhesives
- Plastic Labels : ROSO, Wrap around, Cut-and-Stack
- Shrink sleeves : Crystallizable PET and Washable inks

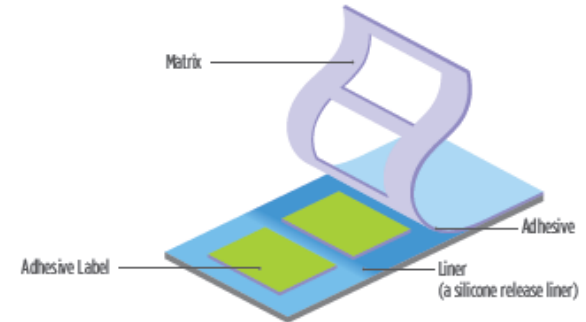
Task forces objectives

Members are sharing studies, bibliography and initiatives to move forward on Deliverables :

- Position Papers on ongoing positive actions
- Interim Endorsement to test for a defined period 1/2/3 years a technical solution validated by EPBP
- EPBP existing guidelines update : following the submission to EPBP technical committee.

1- PET Liner recycling :

Leading by Ophélie Gourdou / CELAB Europe



Used as a carrier for labels on industrial and consumers goods.

- Identify and evaluate ways to recycle label liner and waste
- The goal is developing a circular economy model covering 75% of this waste by 2025.
- **4 development axes** :
 - **Data mining**
 - **Recycling solutions** : reduce label “footprint” / reduce costs associated
 - **Logistics** : on site specific solutions for collecting used liners
 - **Legal framework** : provides answers to present and prospective legal and markets requirements with the management of secondary release liner materials

2- Pressure sensitive labels : Washing off adhesives

Leading by Flor Pena / Avery Dennison

- Start to review design guidelines for the adhesives
- Focus on the behavior and fate of the glues instead of the type of glues or the way they are applied (PSL or wrap around)
- Triggered some changes on DfR : avoid solubilization in water and prefer the adhesives that remain on the labels so that this can be separated by floatation
- Review evaluation protocol testing to make it applicable to all adhesives (QT 508)

3- Plastics labels recycling : Roso - Cut and Stack and wrap around

Leading by Stijn Billiet / Multi Color Corporation

- Position paper for concrete propositions to clarify existing EPBP guidelines on labels
- Further the existing guidelines, propose technical explanations and advices, when dealing with PET mechanical recycling

4- Floatable full body shrink sleeves : high surface area labels

Leading by Pierre-Yves LINOT / Sleever

- Testing campaigns based on existing industry sorting evaluation protocol
- 4 development axis and testing campaigns :
 - Coverage (50%/75%/100%)
 - Thickness
 - % of translucent area within the fullbody sleeve
 - % transmission of the translucent area or ink opacity

5- Crystallized PET shrink sleeves : C-PET and Washable inks

Leading by Laurent FOLDES / Klockner Pentaplast

- Crystallizable PET (cPET) printed with specially developed washable inks and primer solutions to be recyclable with the PET bottle flakes
- Under EPBP assessment since 2019
- 2022 : a new large industrial scale testing with a PET recycler

2022/2023 Labels WG onwards :

- **Sharing** of technical advances between labelling actors and PET recyclers that will have the most benefit to reduce their yield loss.
- **Explain** and accompany existing EPBP recycling guidelines to be more easily understood by all those who need to use them.
- **Ensure** the industry alignment and compatibility of the task forces advances with EPBP Guidelines about collection and sorting systems and infrastructure.

We have much to offer to make LABELS a strong link for PET recycling



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