

Pressure-sensitive labels: A key enabler for sustainability

As sustainability becomes a top priority for brands, the packaging industry is evolving to meet the growing demand for circular solutions. PSLs are playing a crucial role in enabling circular packaging.

Recycling impact

1% increase in recycling rates

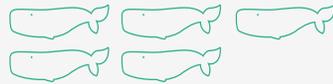
can reduce approximately 2,000 tons of plastic waste per year for a beverage company producing 10 billion bottles.

2,000 tons of plastic waste is equivalent to:

1,000 cars



10 blue whales



333 adult African elephants



🚗 = 10
🐳 = 2
🐘 = 100

Consumer behavior

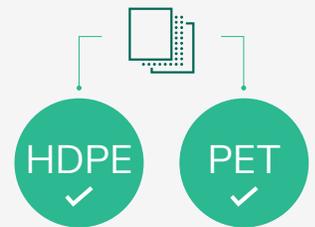
40%

Over 40% of consumers see reuse/refill as a defining trait for a sustainable product.



Label technology

Clean-release PSL adhesive technologies are compatible with standard rigid plastic recycling streams, such as HDPE and PET.



Digital integration

Digitally enabled PSLs using RFID and QR codes enhance brands' ability to track products, increase inventory efficiency, enable cost-efficient sorting, reduce waste and better connect brands with consumers.



Making Packaging Circular

From increasing recycling rates to enabling digital tracking, PSLs play a crucial role in circular packaging. What's next in label innovation?

Download our white paper at [makingpackagingcircular.com](https://www.makingpackagingcircular.com)



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