



# Triple R \_ sustainable label solutions

Let us help you in making a responsible choice from our "Triple R" portfolio, our personal pick of sustainable label materials from the top suppliers in the industry.

All our efforts are aimed at reducing and recycling waste and the promotion of circular economy.





# Triple R \_ sustainable solutions

For a product to qualify for our "Triple R" portfolio, at least one of the components must meet at least one of the three sustainability standards:

- Responsible Sourcing: a specific amount of the content is verified as originated from sustainably sourced materials
- Reduce: material reduction offers comparable or superior performance with less material
- Recycle: a specific amount of the content is recyclable, made of recycled content, or enables better/faster recycling.

All our suppliers apply concrete, measurable criteria to ensure that these products meet the abovementioned standards. This makes it easier for our customers to be assured that they are selecting the best available products to help the environment.



#### **RESPONSIBLE SOURCING**

FSC® PEFC™

Bio-based films

REDUCE

Thinner films
Thinner backings
Linerless labels

RECYCLE

Recycled content Recyclable labels Recycling services

Choose from hundreds of label options made with FSC certified paper. Or with films made of renewable sources.

Consume less material by using thinner constructions, both face material and liner.

Make your packaging more recyclable or add more recycled content.

Ask your product specialist to guide you through the full range of possibilities.

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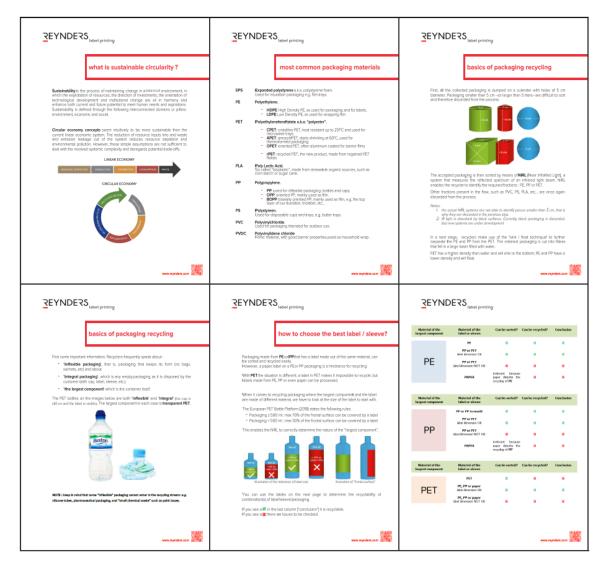
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**Important note:** we will always try to find the most appropriate material for your project. However, given the variety of packaging and applications, we believe it is fair and recommendable that you conduct a thorough test of the construction in real-life conditions to assess its suitability for your purposes.



## sustainable circularity guidelines v.2

We have made a 10 page document in which we try to set forth a number of guidelines that will be helpful in choosing the best possible label material for a given packaging, so as to make the "integral packaging" as sustainable and suitable for recycling as possible.



If you wish a copy of this document, just send a mail to **info@reynders.com** and we'll reply with the document attached as a PDF.





## HolyGrail 2.0



The Digital Watermarks Initiative HolyGrail 2.0 – facilitated by AIM, the European Brands Association, as the next iteration of the initial HolyGrail project under the Ellen MacArthur Foundation (2016-2019) – is a pilot project with the objective to prove the viability of digital watermarking technologies for accurate sorting and consequently higher-quality recycling, as well as the business case at large scale.

Digital watermarks are imperceptible codes, the size of a postage stamp, covering the surface of a consumer goods packaging and carrying a wide range of attributes. The aim is that once the packaging has entered into a waste sorting facility, the digital watermark can be detected and decoded by a standard high resolution camera on the sorting line, which then — based on the transferred attributes (e.g. food vs. non-food) — is able to sort the packaging in corresponding streams.

This would result in better and more accurate sorting streams, thus consequently in higher-quality recyclates benefiting the complete packaging value chain.

As before, REYNDERS label printing has taken its responsibility in promoting circular economy for packaging and has shown the will to help eliminate problematic or unnecessary single-use plastic by signing up as an active member of "HolyGrail 2.0".



Read more about the project at <a href="https://www.aim.be/priorities/digital-watermarks/">https://www.aim.be/priorities/digital-watermarks/</a> Or ask one of our product specialists to guide you through the presentation.





# International Sustainability & Carbon Certification



ISCC – International Sustainability & Carbon Certification – is a globally applicable sustainability certification system and covers all sustainable feedstocks, including agricultural and foresty biomass, circular and bio-based materials and renewables.

#### Bio-based alternatives to fossil components

In a circular economy, remaining virgin inputs can change to renewable feedstocks from responsibly managed sources. Bio-based materials reduce the dependency on limited fossil resources and are able to lower greenhouse gas emissions. Corn, sugarcane, vegetable oils or other plant materials, as well as second-generation biomass (e.g. bio-based wastes or crop residues) or third-generation biomass (e.g. seaweed, algae), can be used as feedstocks in the production process.

#### ISCC sustainability certification of circular and bio-based approaches

When it comes to building trust in innovative approaches and credible communications, third-party certification is a proven tool to verify compliance with sustainability and traceability requirements. ISCC PLUS is a standard well-recognized by all stakeholders for recycled and bio-based materials. ISCC PLUS certification provides traceability along the supply chain and verifies that companies meet environmental and social standards. For companies using the mass balance approach, ISCC PLUS certification verifies that the mass balance accounting follows predefined and transparent rules. The same applies, of course, when using the chain of custody option "Physical Segregation".

Source: https://www.iscc-system.org/about/circular-economy/





## Sustainable forest management $\sqrt{.}$





**PEFC** (Programme for the Endorsement of Forest Certification Schemes) and **FSC** (Forestry Stewardship Council) are two international forest certification systems which have developed standards for sustainable forest management. By fulfilling these standards and by tracing the wood from forest to product, the PEFC or FSC logo may be used.

Having a chain of custody for PEFC and FSC guarantees that the wood used in a product is legally sourced and originates from certified forests. Certified forests are those that have been assessed as being managed sustainably. This means that environmental, social and economic aspects are taken into account in all forestry practices.

Currently about 7% of the world's forests are certified. The availability of FSC/PEFC paper depends on the type of certified wood available in the countries supplying pulp to our suppliers.

When purchasing paper products, REYNDERS label printing will favor those suppliers that have a chain of custody.



More information can be found at <a href="http://info.fsc.org/">http://info.fsc.org/</a> and <a href="http://www.pefc.org/">http://www.pefc.org/</a> where you can also consult the certification databases.







## Have you got questions? Call us. Or mail us. We'll answer!

## materials from alternative sources

- Apple Touch & Grape Touch
- CaneFibre™ \_ made from 'bagasse'
- NatureFlex™ \_ bio based
- Clear, wood-based PP film \_ ISCC
- Clear & white, wood-base PE film \_ ISCC
- Compostable thermal paper
- Global MDO