

*With growing focus on sustainability and carbon reduction, we are committed to working within the industry and our valued clients to delivering sustainable label solutions of the future.*

*A Greener Future*



**AdvanceLabels** >





# Advance Labels Limited

Established in 1993, we've built our reputation, and a successful label printing business, on meeting the real needs of our clients and exceeding their expectations. We're proud to be a family-run company, because we think this makes a tangible difference to how we approach your business. From the second we answer your call, you'll talk to someone with a genuine passion for their own business and who really cares about your business, someone who knows what they're talking about but also someone who talks your language.

At Advance Labels, we believe that real service means a great deal more than offering quality products at competitive prices. We believe it means being prepared to do whatever it takes to ensure your project runs smoothly, your delivery is on schedule and you are completely satisfied with your Advance Labels experience.



MADE IN BRITAIN

**BRCS**

Packaging Materials

**CERTIFICATED**



***We understand sustainability labelling has different meanings for different companies. Advance Labels will always offer a wide range of solutions that meet your goals.***

## ***Choosing the right Eco label substrate***

A recent survey of 1000 UK Supermarket shoppers\* found that 52% choose goods that are packaged in materials they know can be recycled.

Choosing the right packaging requirements for your product starts with understanding how the packaging protects your product, enhances consumer use and enables a sustainable end-life.

Our label materials and adhesives focus on sustainability and carbon reduction, one of our sales team are always on hand to give advice.

\*PwC. the road to circularity July 2019



# ***The Packaging***

## **Your Product**

The packaging plays a vital role in ensuring your product is delivered safely to the consumer, plus meeting safety requirements and compliance regulations.

## **Use**

Consider how consumers use your product. Single use products compared to products used daily, may require different material and adhesive components.

## **Afterlife**

As governments and consumers are looking for more sustainability, it's important the packaging can be recycled or reused, otherwise the consumers may choose an alternative brand of product that can.

# ***The Label Material and Adhesive***

## **Your Product**

With so many material options available, our sales team can provide you with various samples to ensure it meets your compliance requirements. It's important that you consider how the appearance will communicate the sustainability of your brand but also stand out from the crowd on the shelves.

## **Use**

The label material needs to withstand its intended lifecycle. Single use products may perhaps be able to use a more minimal specification approach, while a product used daily, may need a more durable material specification while still ensuring its sustainability. The adhesive needs to work for the product application and stays adhered for as long as necessary as well as performing in the most demanding application processes.

## **Afterlife**

When the product is thrown away, it's important that you consider how the label material will affect the recyclability of the packaging. For sustainable brands looking to make a meaningful waste reduction, a recyclable or compostable label could be the right choice. Please contact us for more information.

Please ensure you consider how the adhesive may affect the waste packaging recyclability. Speak with our sales team to ensure the correct adhesive enables the recyclability of your product.





## MultiCycle

An ultra permanent self-adhesive labelsolution for returnable beer and beverage containers that withstand 30+ product life recycles.

## Bio PE

A plant based material that provides a sustainable alternative to fossil-based films. This Bio PE product performs just like standard PE film and its excellent flexibility, making it ideal for squeezable bottles and contoured containers that are widely used in home and personal care applications.

## PE Lite

PE Lite offers consistently high performance for food, home and personal care applications, while reducing material use and reducing greenhouse gas emissions, energy and water consumption and waste.

## Recycled Wine Labels

A range of paper facestaocks with 30% to 100% recycled content and unique finishes ready to inspire creativity.

## Wash-off Labels

A label construction for returnable beer and beverage bottles and paper adhesives that create a wash off label for various applications, enabling re-usability of the glass and plastic packaging.

## Compostable Labels

A range of composable materials to meet the growing demand for sustainable solutions. Continue reading for further information.

# Compostable Label Solutions

## Change the Future

FSC® - certified facestocks and the 'OK Compost' - logo for the adhesive and Thermal Eco construction enable compelling brand messages. End-users also benefit from reductions in landfill taxes - EN13432 compliance means unsold foods can enter the municipal compost waste stream.

## The Benefits for an End-user

- Brand messages: renewable sourcing and FSC® - certified facestocks
- Boosts shelf appeal with familiar 'OK Compost' logo
- Avoids high landfill taxes from unsold foods

## rPP – A New Life for Plastic Waste with 79% Reduction in CO2

This new recycled polypropylene (rPP) film is made from resin containing 99% post-consumer recycled (PCR) material, this will help alleviate the UK plastic tax taking effect in 2022, which will tax plastic packaging with less than 30% recycled material.

Available in white (90% PCR) and clear (99% PCR), not only is this approved for direct food contact, its highly sustainable option for food, beverage, personal care and home care products.

Natural resources



Packaging and label



Landfill decomposing



Breaks down completely



Releasing nutrients



# Compostable Label Construction and Adhesive

Facestock and adhesive combinations that can be re-introduced into nature. Demand for compostable packaging is increasing across all business segments, due to upcoming legislations on the ban of the usage of plastic bags. Switching to compostable alternatives drive the need for compostable labels.

The Advance Labels compostable range is extensive. It helps brand owners, retailers and converters meet growing consumer demand for sustainable solutions. It also addresses anticipated legislative requirements on landfill and sustainable packaging.

## Key Features

- Direct food contact approval for dry, non-fatty foods
- Biodegradable and compostable
- Compliant with legislation on the ban of plastic bags
- Straightforward conversion using conventional printing techniques

## Application Areas

- Packaging solutions required to be compostable
- Various types of food for indirect application and dry food for direct labelling
- Beverages, especially on biodegradable bottles (e.g. PLA)
- Healthcare and bio-cosmetics (e.g. on biodegradable packaging)



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# A Wide Range of Options

Consumers are focusing more and more on healthy lifestyles and environmental protection.

The Advance Label biodegradable portfolio uses biodegradable and compostable adhesive in combination with a whole range of paper and biodegradable film facestocks and Thermal Eco FSC label construction.

The adhesive has been awarded the ‘OK Compost’ certificate under the tracking code. This certificate implies that it is recognised as both biodegradable and compostable and complies with EN13432, European Compostability Packaging Standards for industrial composting.

Facestocks in the biodegradable portfolio include uncoated and coated papers, wine-range papers and biodegradable films made from renewable sources (PLA and NatureFlex).

The paper facestocks in the biodegradable portfolio are from responsible sources: they are made with FSC® certified pulp (FSC Mix Credit, chain-of-custody number: CU-COC-807907).

## Basic Definitions

**Compostable:** materials biodegradable when introduced into an industrial composting plant together with the other organic waste with which it is mixed and brings no inconvenience for the process of biodegrading, for the product or for the environment.

**EN13422:** is the European standard for industrial compostibility (not home compost). the key requirements of which are:

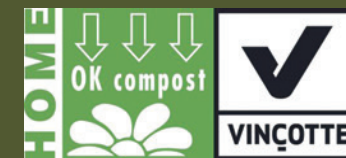
- At least 90% of the material has to be broken down by biological action within 6 months
- After 12 weeks, at least 90% of the disintegrated product should be able to pass through a 2x2 mesh
- Heavy metal test and volatile solids content must meet the required limits
- Quality of the final compost and ecotoxicity

**Biodegradable:** materials that may be broken down by micro-organisms, but this does not imply that the product can be converted into good quality compost.

**Bio-based:** Bio-based materials are (partially or fully) made out of biomass (plants) and represent an alternative to standard oil-based films. Bio-polyesters: plastics that are bio-based OR compostable OR both (as defined by the European Bio-plastics definition).

In Europe, there are two independent certification schemes:

**OK Compost** and the **Seedling Logo**.



Adhesive used complies with EN13432 and it is also OK Compost certified.





Anyone can supply labels, but our passion comes from the challenging projects that require a reactive response to our clients need.

**AdvanceLabels**>

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