



Avery Dennison Greenprint™:

Global MDO™ vs. PE85

Use less, expect more

Avery Dennison Greenprint™ in action

What is Avery Dennison Greenprint™?

Avery Dennison Greenprint™ methodology is a life cycle based environmental performance assessment tool. It provides cradle to output gate plus end of life comparative assessment of materials used for the scenario described in this assessment. The results provide directional indication of improvement over an existing product and should not be interpreted as a product footprint data. Results may be displayed with several significant figures, but do not imply a corresponding level of precision. Supporting data is based on a combination of primary data when available and industry average information.

Goal of the case study:

To assess the life cycle and compare the environmental impact of production and disposal of 1,000,000m² of two different laminated and slitted filmic label constructions – Global MDO and PE85 – with both labels consisting of facestock, adhesive, silicone and liner.

Label components:

PE85 - S692N - BG40WH	
Facestock: PE85	82 µm
Liner: BG40WH	54 µm

Global MDO™ - S7000 - PET23	
Facestock: Global MDO	50 µm
Liner: PET23	23 µm

Both labels studied utilise different but comparable label components. These included:

Facestock:

Global MDO utilises a machine direction oriented facestock while PE85 utilises a polyethylene facestock

Adhesive:

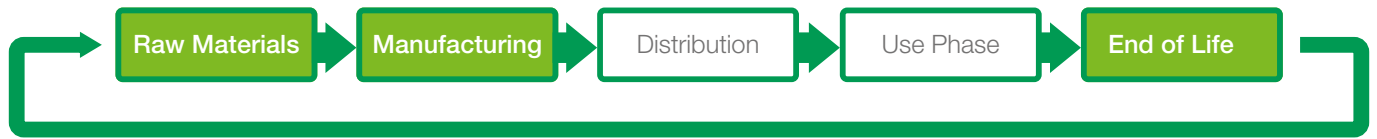
Both labels utilise different emulsion adhesives, including ClearCut™ S7000 for Global MDO and S692N for PE85

Liner:

Global MDO utilises a siliconised film liner (PET23) and PE85 utilises a white supercalendered siliconised glassine paper liner (BG40WH)

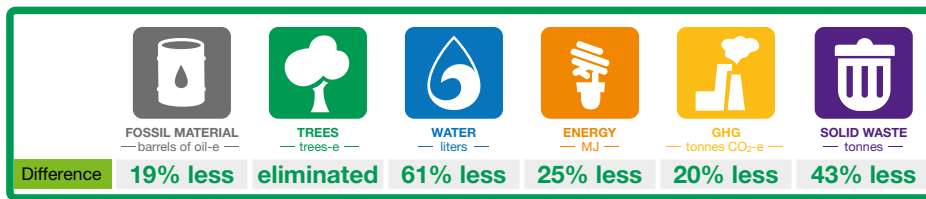


Life cycle scope









Comparative Avery Dennison Greenprint™ results:

1,000,000m² of Global MDO – S7000 – PET23 vs. PE85 – S692N – BG40WH



Avery Dennison Greenprint™ translated:

If 1,000,000m² of PE85 labels were replaced with Global MDO, the following environmental benefits would occur:

	Material	Impact	Environmental benefits translated (per year)
	Fossil material	153	Barrels of oil saved
	Trees	716	Trees saved
	Water	1,840,000	Liters of water saved, equal to drinking water for 1,943 people
	Energy	2,090,000	MJ of electricity saved, equal to electricity use of 69.3 households
	GHG	75	Tons of CO ₂ saved, equal to 14.2 cars off the road
	Solid waste	80	Tons of waste saved, equal to waste generated by 48.8 households

Conclusion:

Our Avery Dennison Greenprint™ life cycle based methodology demonstrates that, compared to PE85, Global MDO has a reduced environmental footprint that offers a sustainable advantage for converters and end users.

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