

# Press Release

January 2020

## **Sustainable Packaging: Maximum PET recycling performance**

*January 2020, CCL Label created a sustainable TD sleeve material enabling the packaging industry in meeting their recycling targets. This EcoFloat™ material complies with all CCL conformity standards and has been engineered to improve the sink/float separation process relating to PET bottles.*

With high performing 360° sleeves CCL offers design freedom and strong visual impact at the Point of Sale. Utilizing the established expertise in the field of film manufacturing, CCL has developed a solution to support customers' sustainability targets with maximum cost-efficiency.

*"Meeting the Association of Plastic Recyclers (APR) standards in the US and the European PET Bottle Platform (EPBP) standards in Europe is becoming increasingly important," Mr. Fenkart (Head of R&D) added. "EcoFloat™ was designed to meet economic and environmental sustainability goals while enhancing the look & feel of the product."*

### Technical Features:

- Clear polyolefin film material
- Material floats with ink
- Design Freedom with shrinkage up to >60%
- Softer touch, for squeeze-bottle applications
- Certification by recycling APR/EPBP in process (Q1 2020)
- Supports PET bottle-to-bottle recycling process

Sustainability is about more than just conservation; it also means being responsible corporate citizens while producing quality products. A key part of this process is working internally with employees and externally with partners to create more efficient and environmentally friendly options.

### CCL Industries:

Worldwide over 22.000 employees in 170 production facilities, on 6 continents and in 40 countries. The turnover 2019 is over \$ (CAD) 5 billion.

CCL Label creates innovative packaging solutions for life. Serving the packaging and promotional industry for over 60 years. A global speciality packaging pioneer, CCL is the largest label company in the world and provides Home & Personal Care, Premium Food & Beverage, Healthcare & Speciality, Automotive & Durables and Consumer markets. The company is divided into 4 reporting segments: CCL Label & CCL Container, Avery, Checkpoint and Innovia.

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CCL Label Sleeve Solutions

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