



Toward a Circular Economy for Labels

Overview

September 2021

Global



Target 2022

1. 50% of all Liner Recycled
2. Landscape matrix recycling outlets. *Engaging with consulting firms to match industries with the matrix waste. Pilot in EU, if successful roll out to other regions.*

1. Endorses a platform of solutions for liner and matrix recycling
2. Provides research on recycling processes and industries with demand for recycled content from liner and matrix
3. Communicates progress across regions

Platform of Solutions



Why Join CELAB?

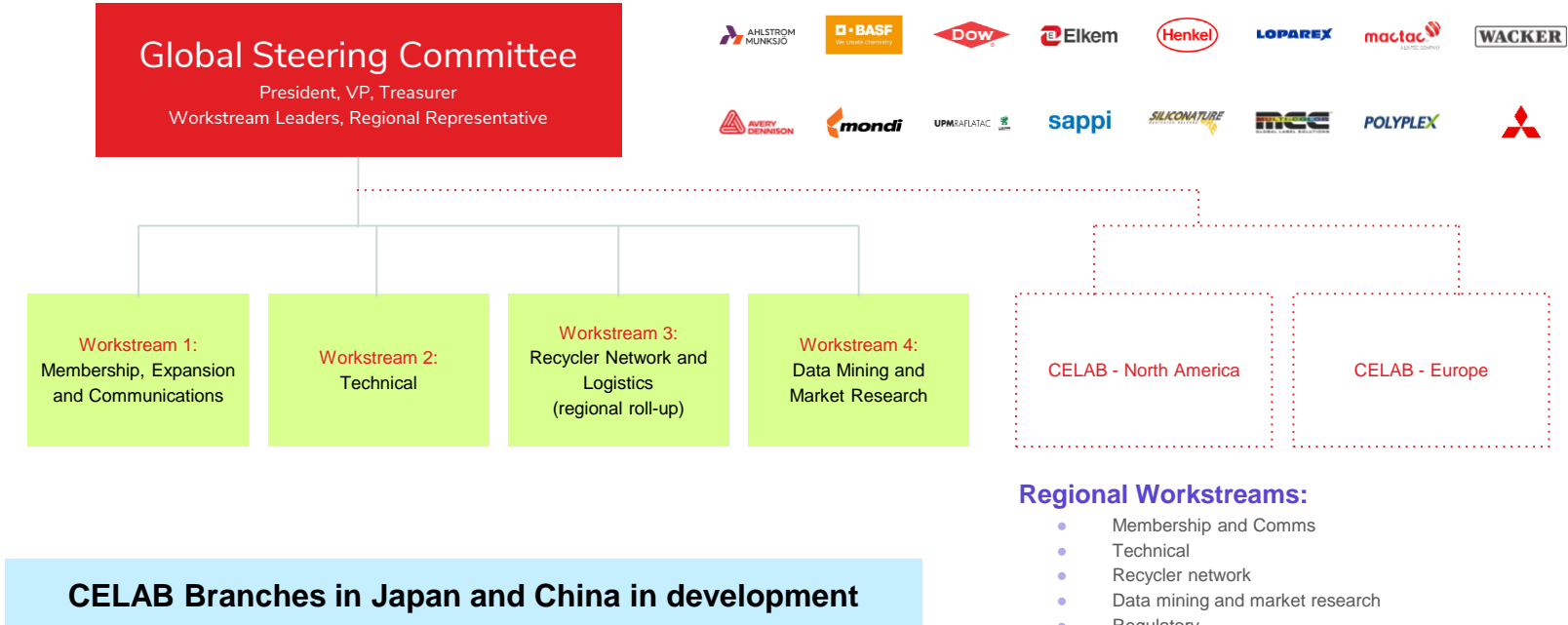
- Our vision is to create a sustainable pressure sensitive labeling industry by offering solutions and providing education to enable matrix and liner recycling.
- Our consortium offers members a unique forum for networking with other company representatives around the world and throughout the matrix and liner recycling sector.
- We have the active participate of members' sustainability executives, technical experts, marketing leaders and others who work together in workstreams that focus on identifying solutions to increase matrix and liner recycling through research, technical discussions, information gathering, and educating stakeholders, policymakers and the public.
- The recycling solutions offered by CELAB are based on research and analysis and are inherently technology- and solution-neutral.
- CELAB retains legal counsel to ensure full compliance with laws and regulations, including antitrust/competition laws.





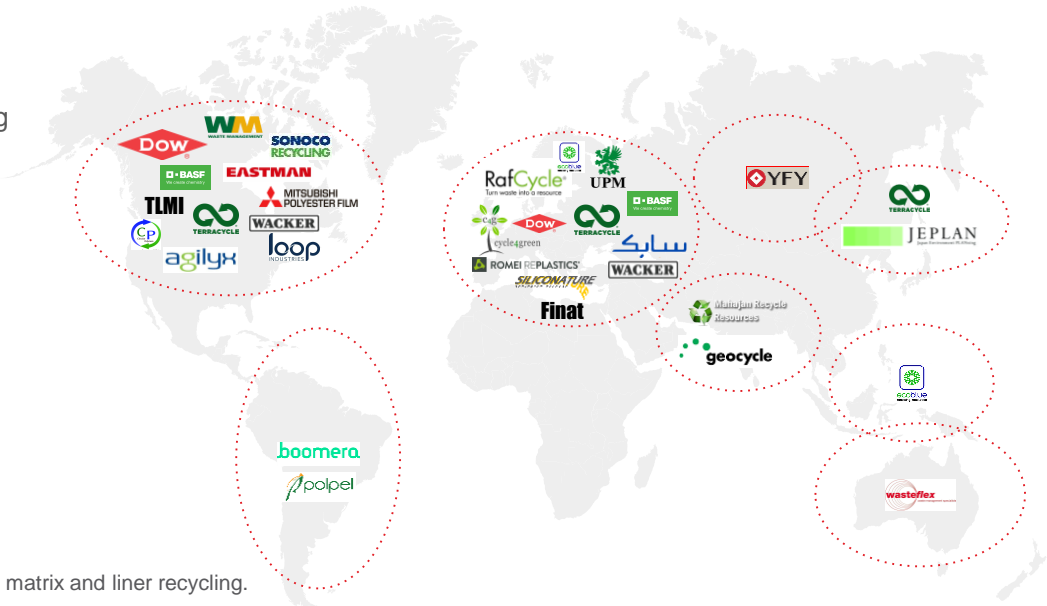
Investment in the Industry

In 2020, we launched an industry consortium to build a platform of recycling solutions, further expanding the network of solutions available to the industry. The consortium performs research on the best practices of matrix and liner recycling, shared with recyclers and across regions as well as engage with other associations and third parties to accelerate exploration of new outlets for materials.



Industry continues to develop recycling outlets for matrix and liner

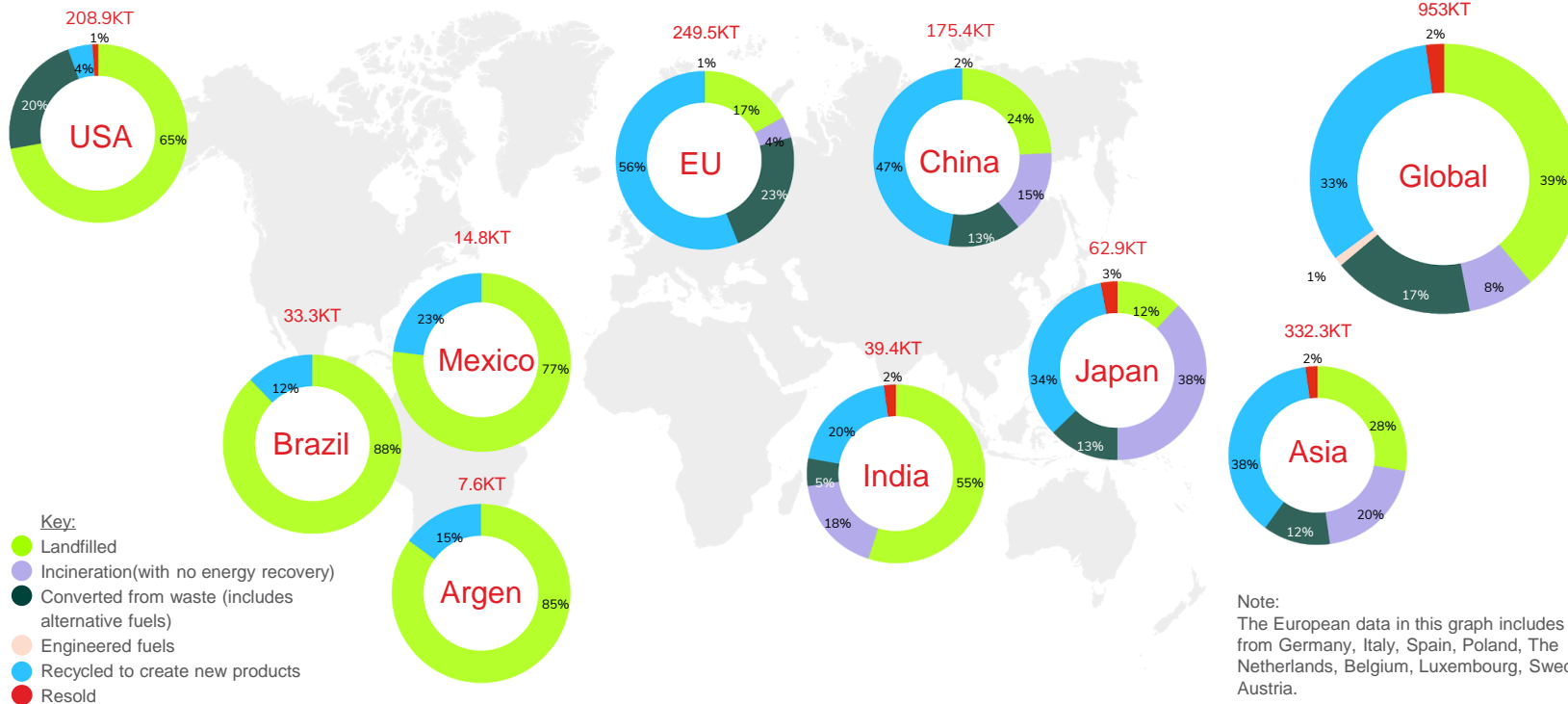
1. Trade associations (Tlmi, Finat) continue to push for economical matrix and liner recycling from AD + competitors
2. Mainstream waste management companies are increasing recycling capability
3. Third party waste aggregators are efficient in designing network, logistics and quality parameters
4. Demand for recycled content is creating a market for quality recyclables



Matrix and Liner Recycling target: 70% of PS industry has access to matrix and liner recycling.

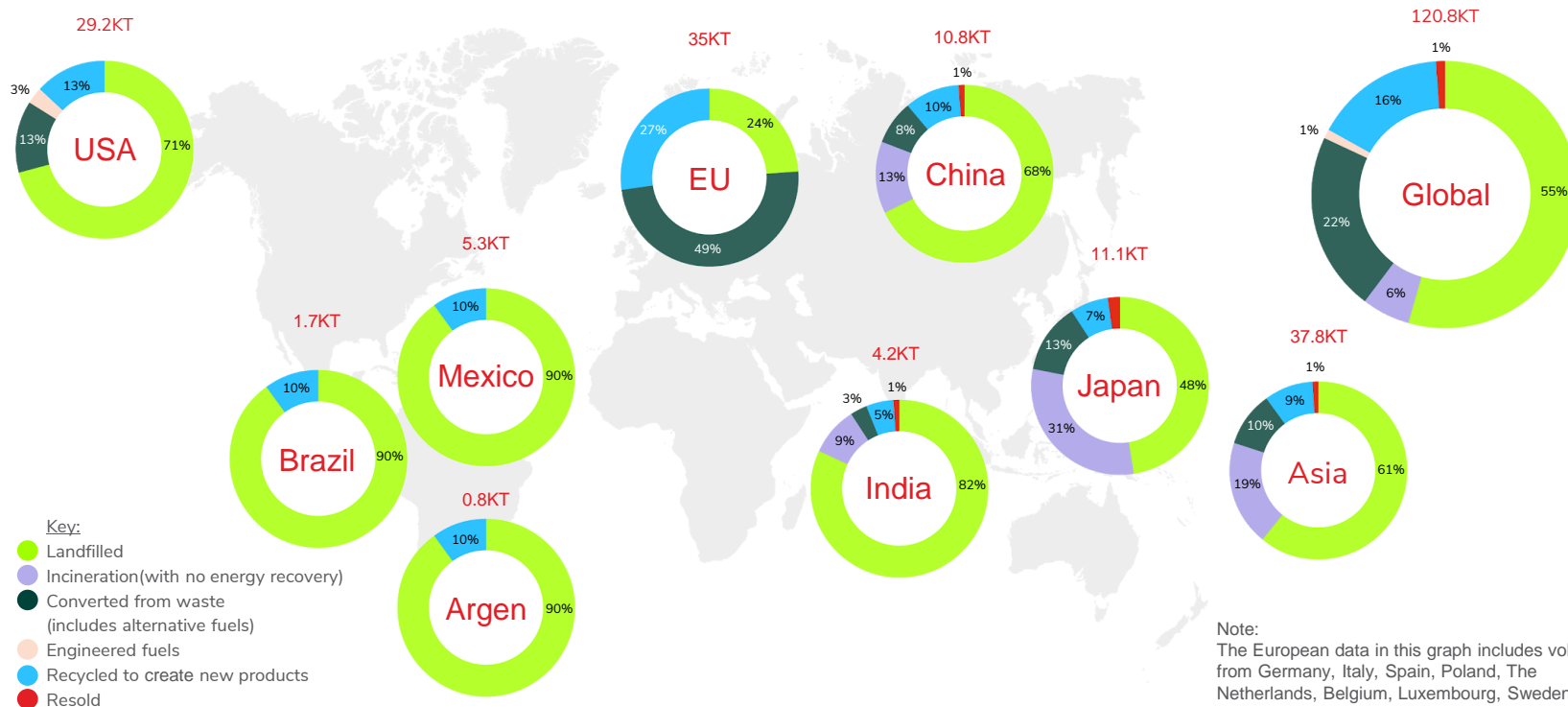
Global release liner paper recycling rate: Main countries

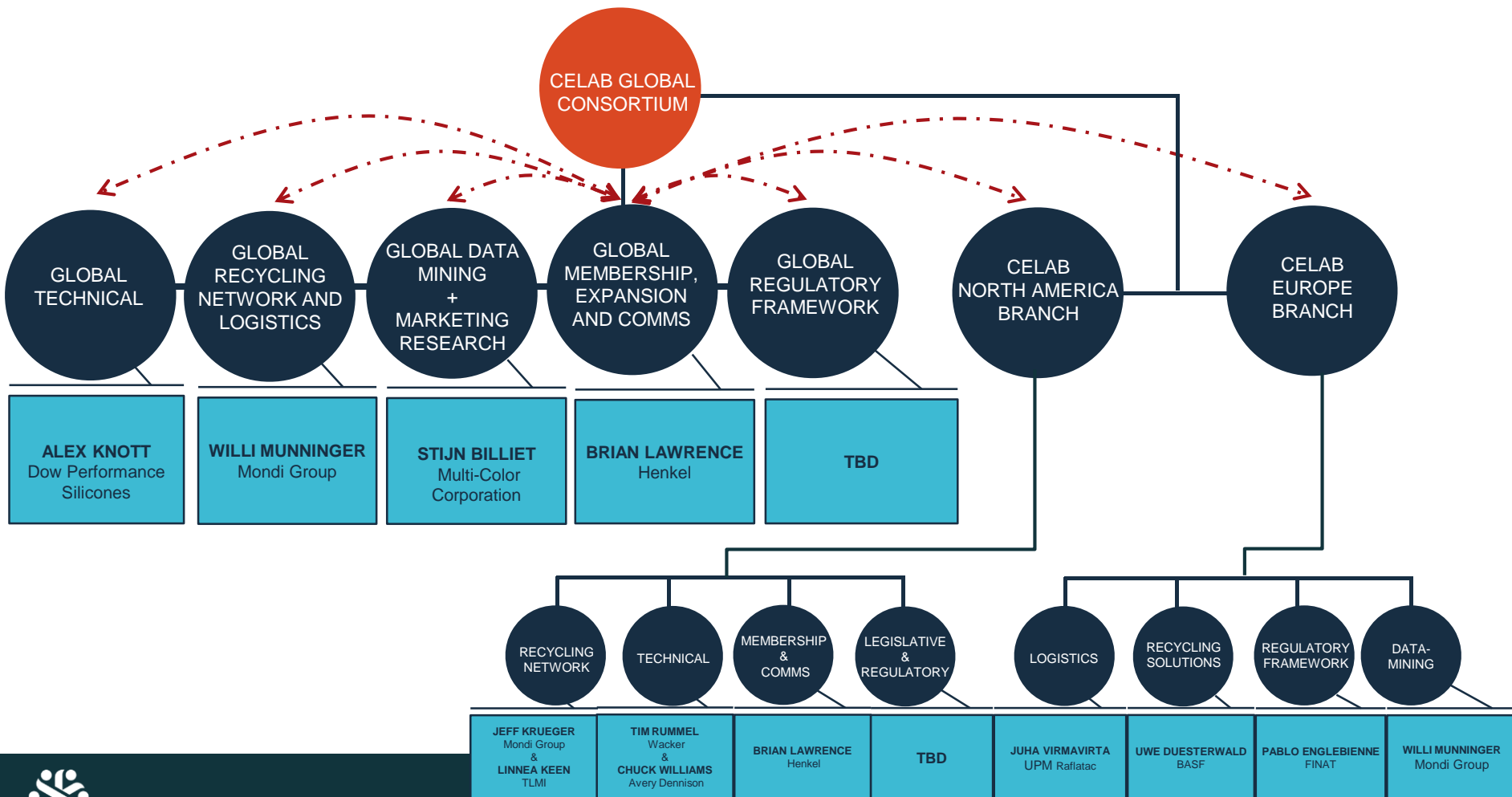
2019 AWA Release Liner Study, Paper Liner



Global release liner film recycling rate: Main countries

2019 AWA Release Liner Study,
Filmic Liner





CELAB Activities (Global and North America)

CELAB Workstreams meet on a regular basis and are actively planning numerous activities.

CELAB Global – Commissioned a major study, *Valorizing Matrix Waste produced by the Label Industry*, that is in the field and will be completed in the next several months.

CELAB Global Technical Workstream – published a new White Paper on Filmic Release Liner

CELAB North America Recycling Network Workstream – Working on a heat map of liner recyclers – Chicago area pilot program; participation in conferences; one pager for converters; outreach to other recycling organizations

CELAB North America Technical Workstream – Case Study: *Liner Recycling in the U.S. compared to Europe from an Applicator's Point of View*; other case studies underway



CELAB Global Members

Ahlstrom-Munksjö
Avery Dennison Corporation
BASF Corporation
Dow Performance Silicones
Elkem
Henkel
Loparex
Mactac

Mitsubishi Polyester Film, Inc
Mondi Group
Multi-Color Corporation
PolyPlex
UPM Raflatac
Sappi Europe
Siliconature
Wacker Chemie



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CELAB North America Members

Ahlstrom-Munksjö

Association of Plastic Recyclers

Avery Dennison Corporation

BASF Corporation

Dow Performance Silicones

Elkem

FLEXcon Company

Green Bay Packaging

Henkel

Innovia Films

Kruger Inc.

Loparex

Mactac

Mitsubishi Polyester Film, Inc

Mondi Group

PolyPlex

Sonoco Recycling

Sustana Fiber

Synthomer

TLMI

UPM Raflatac

Verso Corporation

Wacker Chemie

Wausau Coated Products, Inc.



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CELAB Europe Members

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AMC AG – Division Intercoat	Herma
Avery Dennison	ITASA
BASF SE	Lecta-Adestor
CCL	Lintec
Delfort	Loparex
Dow Silicones Belgium	Mitsubishi Polyester Film
Elkem	Mondi
Evonik Fedrigoni	Momentive
Group/Arconvert-Ritrama	Siliconature
Fredrigoni Group/Arconvert-	Taghleef Industries
Ritrama	Toray Films Europe
Felix Schoeller	UPM Raflatac
FINAT	UPM Specialty Papers
Gipea	Wacker Chemie



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CELAB Membership Dues



\$10,000 annually



\$10,000 annually: Pressure sensitive label manufacturers

\$5,000 annually: Supply chain manufacturers



For Europe membership information, contact Ophélie Gourdou (Project Manager) at ophelie.gourdou@cairn-consulting.com or Jules Lejeune (FINAT) at managing.director@finat.com



Anti-Trust Compliance Statement

CELAB: Creating the Circular Economy for Labeling is committed to full compliance with laws and regulations, including antitrust/competition laws. Accordingly, meeting participants should not discuss topics or share information that may constitute or result in possible anticompetitive behavior, including non-public information regarding pricing or items related to price, supply, capacity, bids, markets or market shares, customers or terms on which they deal with customers, or strategic plans. In order to avoid any wrongdoing or perceived wrongdoing as a result of participation in meetings sponsored or organized by this group, neither this group nor any of its members will use this forum as a means to sponsor, facilitate, or knowingly be a party to any agreements, whether express or implied (except where necessary to further the purpose of the group). Any views, opinions, or positions presented or discussed by meeting participants are the views of the individual meeting participants and their organizations and are not intended to represent an agreement between meeting participants. Each meeting participant will continue to make independent business decisions, and is responsible for ensuring its own compliance with antitrust/competition laws. No member will be required to provide any information regarding its business or competitive practices and policies. Each member should consult its own legal counsel should it have concerns or questions regarding antitrust issues or risks posed by the activities of CELAB. If you believe any group discussions or activities may violate these guidelines, you should object to the discussion, immediately disassociate from the activity in question, and leave the meeting if the discussion or activity continues.



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