



RafCycle™

PURE CIRCULARITY WITH RAFCYCLE

The label release liner waste recycling guide

WHY GO CIRCULAR?

The global waste issue is real. The unsustainable linear use of materials drives climate change. Growing product and packaging waste streams paired with tightening sustainability regulation and sustainable consumer trends call for concrete circular solutions.

For brands, the label release liner is an often overlooked waste stream. Put in proper circular use, it can positively impact the environment and business.



What is release liner? Release liner is the silicone-coated base substrate (paper or film) that is peeled away from the label during the dispensing process.

WHY RAFCYCLE?

The original label waste recycling service, RafCycle closes the packaging material loop for pure circularity. For over a decade, we've been helping companies around the globe tap into the circular economy for more sustainable business.

We know liner waste. We've recycled tons of it.

RAFCYCLE SUSTAINABILITY IMPACT IN NUMBERS:

TOTAL AMOUNT RECYCLED BETWEEN 2014 AND 2022 EQUALS:



The weight of over
three Eiffel Towers



463 000 trees
left for other use



334 long-haul flights
worth of CO₂e
emissions avoided
compared to landfill

RafCycle offers the sustainability impact of pure circularity in its most concrete form.
A substantial amount of waste is diverted from incineration or landfills and put
to work in the circular economy.

RAFCYCLE BENEFITS:

**SUSTAINABLE &
CIRCULAR**

COST NEUTRAL

EASY TO OPERATE

**BRAND & BUSINESS
VALUE**

RafCycle is label release liner recycling at its simplest. Collect your waste, and we'll arrange a pickup and take care of it for you. You'll have access to local, hands-on support tailored to your specific needs.

Beyond the simplicity and the service, RafCycle translates into real business impact. From reaching your sustainability goals to sharing sustainability actions and results in your storytelling and marketing, RafCycle delivers.

HOW DOES IT WORK?

In the end, perfecting circularity is this simple:

- 1.** Collect your liner waste.
- 2.** Let us know once the agreed amount is reached. We'll arrange the transportation to collect it.
- 3.** We'll ensure the waste is transformed into new paper or plastic products and other innovative circular solutions.

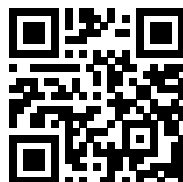




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CIRCULARITY
MOVEMENT.
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