

Avery Dennison
Graphics Solutions
Product Overview

Asia Pacific
July 2024

Avery Dennison Sustainable Graphics Solutions

Driving sustainable
change together



What does Sustainability mean for the Graphics Industry?

In today's rapidly evolving business landscape, sustainability has emerged as a critical focus for brands and converters alike. At Avery Dennison Graphics Solutions, we believe that sustainability is not just about reducing our carbon footprint—it's about driving meaningful change across the entire value chain. Our vision is to embed a culture of sustainability that permeates every aspect of our operations, from the products we create to the way we engage with our stakeholders.

How can brands and customers be sustainable?

We invite all our partners—distributors, resellers, converters, installers, and brand owners—to collaborate with us in making significant strides towards sustainability. Focus areas include providing sustainable films with lower carbon footprints, offering more waste reduction and recycling options, and addressing the growing demand for sustainable solutions, accountability, and reliable third-party certification in the graphics industry.

“ We are collaborators, change-makers, and community workers who work with our community to solve problems and explore new ways to lead our industry. As an industry leader, we commit to prioritizing innovations focused on circularity and reducing the carbon impact of not just our operations but also of our customers. ”

*Chris Kilgour
General Manager
Graphics Solutions Asia Pacific*

Our Vision & Goals

Avery Dennison Graphics Solutions APAC Vision

We are committed to becoming the partner of choice for all our stakeholders by focusing on innovations that drive circularity and reduce our carbon impact. Our vision is to minimise waste, reduce resource consumption, and support the well-being of our employees and the communities we operate in while building a strong, resilient business.

Goal 1

Deliver innovations that reduce carbon footprint & advance the circular economy



- Focus on non-PVC films and solvent-free adhesive platforms.
- Investment and collaboration to provide the industry with recycling outlets.

Goal 2

Reduce environmental impact through responsible sourcing



- Certified, deforestation-free paper liners.
- Packaging with recycled content from certified sources.
- Engaging suppliers on ESG policies covering waste, water, human rights, and business ethics.

Goal 3

Enhance the livelihood of our people and communities



- Annual Sustainability training and communication
- Improve Employee Engagement and participation in CSR activities within local communities.

Solutions for a better world

Our sustainable graphics solutions portfolio

Our Sustainable Graphics Solutions portfolio gives our customers access to a new generation of more sustainable products. Each product in the portfolio qualifies by meeting one or more of our criteria:



Reduced Carbon Footprint
Products that significantly lower carbon emissions during their life cycle.



Non-PVC and Solvent-Free:
Films and adhesives that eliminate harmful substances, contributing to a healthier environment.



Resource Efficiency
Items designed to minimize the use of raw materials and energy.



Reduce Environmental Impact During Use Phase
Products that enable customers to reduce their environmental footprint during use.



Recyclability
Solutions that are easy to recycle or made from recycled content.

- SP 1504 Easy Apply RS™
- SP 1503 Easy Apply™
- SP 1540 Ultra Clear
- SP 3522 Opaque Matte Removable
- SP 3523 Opaque Matte Permanent

- DOL 6460 High Gloss
- SL 4530 Anti-Graffiti
- SF 100 Ultra Clear
- SF100 Specialty Polyester range
- Solar Architectural Window Films



Sustainable Operations

Our dedication extends to maintaining clean, safe, and energy-efficient manufacturing facilities, ensuring compliance with or surpassing standards set by local country authorities. Aligned with our 2030 corporate sustainability goals, by 2030, we plan to reduce our Scope 1 and 2 GHG emissions by 70% from our 2015 baseline, and to work with our supply chain to reduce our Scope 3 GHG emissions by 30% from our 2018 baseline. Our ambition is to achieve net zero emissions by 2050. We are implementing various initiatives to achieve this significant milestone:

Reducing Energy Footprint

We are implementing renewable sources of energy. Recently, in India, we installed solar panels covering about 10,000 square meters, generating 800,000 kWh annually and reducing coal use by 288 tons. In our European arm in Belgium, our Turnhout facility's wind turbine provides 25% of its annual energy consumption.

Manufacturing Efficiency

We are optimising processes to minimise our carbon footprint in production. One major initiative is adopting more energy-efficient equipment across our facilities. For instance, we have upgraded to high-efficiency pumps significantly reducing energy consumption.

Waste Reduction

We are continually finding ways to reduce waste in our global operations to keep materials from landfill and reduce natural resource consumption. Our European plants have invested in advanced equipment to minimize waste and reuse solvents. Raw materials are efficiently recycled, underscoring our commitment to sustainability and stewardship.

Success stories: collaborative sustainability efforts

Our customers are creating remarkable stories with sustainability at their core, in cooperation with Avery Dennison. Here are some highlights:



Embracing Green Solutions in Vehicle Branding

Avery Dennison, in partnership with Dzine Signs, an Avery Dennison Platinum Partner and a leader in high-quality fleet wraps in New Zealand, has successfully utilised our PVC alternative wrapping film, SP 1504 Easy Apply RS™, in a standout project. This involved the application of this digital print film on a fleet of six Park Ranger vehicles for one of New Zealand's most environmentally conscious councils.

The SP 1504 Easy Apply RS film substantially reduces the carbon footprint of the print film, compared to conventional PVC films. Further, it is free of chlorine, phthalates, and other harmful substances, greatly lessening its environmental impact during its life. The council's decision to use SP 1504 Easy Apply for their Park Ranger vehicles underscores their commitment to community and environmental stewardship, especially in sensitive forested areas. This project highlights the significance of innovative approaches in which brands can minimise their environmental impact.



Partnering with customers
for sustainable success



Turning waste into wonder: how our recycling initiative transforms core plugs into durable outdoor products

Avery Dennison's innovative end cap recycling programme is revolutionising the way we approach graphics packaging waste in Australia by offering a sustainable solution to recycling plastic end caps.

In the programme Converters can easily contribute by collecting their end caps in Bulka Bags provided, which are then picked up for recycling. Once collected, the end caps undergo a process of cleaning and shredding into granules, which are then transformed into new products, including outdoor furniture.

By partnering with local entities in New South Wales, Queensland, and Victoria, Avery Dennison makes it convenient for businesses to participate in this programme, paving the way for a greener future.




Join Us in Driving Sustainable Change

Visit our website to learn more about our initiatives and resources.
Together, we can make a significant difference in our industry
and communities.



Avery Dennison - Leading the way in sustainability

For more information, visit graphics.averydennison.com/apac

Connect with us on:   



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