



Innovations for the planet

Avery Dennison Sustainable Graphics Solutions

Driving sustainable change together

Greenscape Innovations for the planet



Introducing Greenscape, an ethos that embodies Avery Dennison's dedication to creating a sustainable future.

Guided by Avery Dennison's heritage of innovation and responsibility, it signifies our commitment to reducing our carbon footprint, advancing the circular economy, and sourcing materials in ways that respect the planet. Greenscape is about more than preserving resources; it's about reimagining how business can create lasting, positive change.

Through smarter solutions, reduced waste, and meaningful community engagement, Greenscape embodies our promise to balance progress with purpose. Together, we aim to shape a future where sustainability and innovation work in harmony.

Join us in making this vision a reality, for a positive balance, for a better world.

“At Avery Dennison, we are collaborators, change-makers, and community partners, working hand in hand to tackle challenges and innovate solutions that lead our industry. We prioritise advancements in circularity and actively seek to minimise the carbon impact of both our operations and our customers.

– Chris Kilgour
General Manager, MG ANZ
& Graphics Solutions AMEA

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 Greenscape Portfolio

Our Greenscape 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.

Sustainable Print Films

- SP 1504 Easy Apply RS™
- SP 1503 Easy Apply™
- SP 1540 Ultra Clear
- SP 3522 Opaque Matte Removable
- SP 3523 Opaque Matte Permanent
- SP 3923 Opaque Matte Permanent

Sustainable Overlaminates:

- SL 6460
- SL 4530 Anti-Graffiti

Specialty Films:

- 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

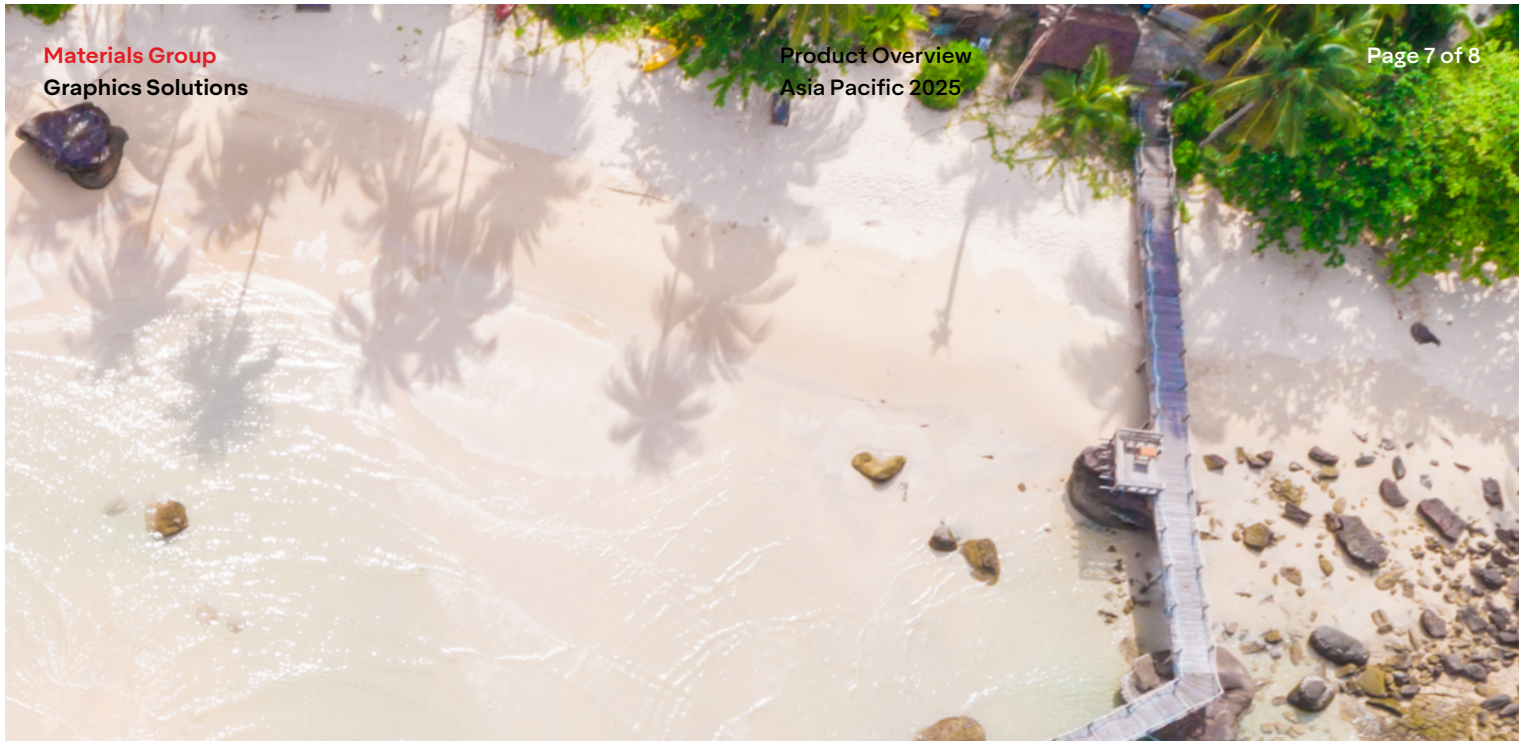
Our customers are creating remarkable stories with sustainability at their core, in cooperation with Avery Dennison. Here are some highlights:



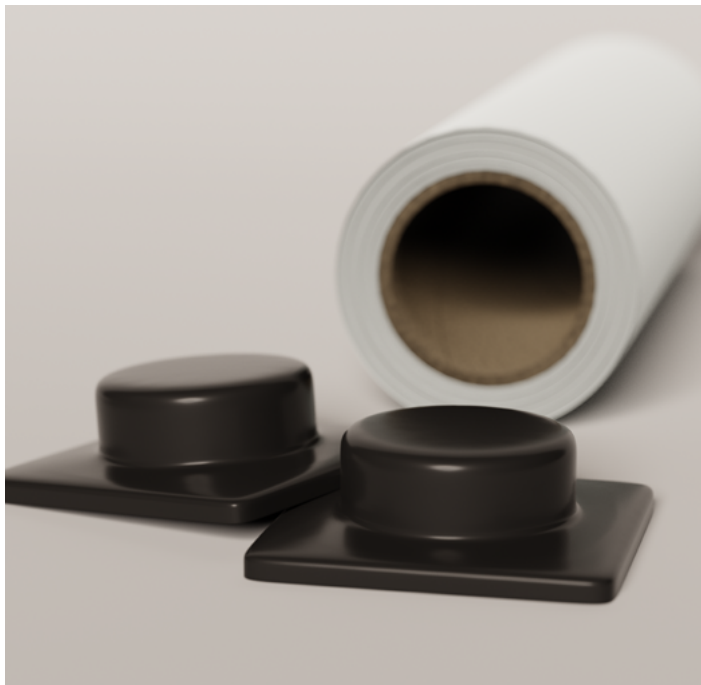
Embracing Green Solutions in Vehicle Branding

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

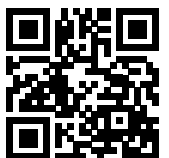
Avery Dennison's innovative end cap recycling programme is revolutionising the way we approach graphics packaging waste in Australia by offering a sustainable solution to recycling plastic end caps. In the programme Converters can easily contribute by collecting their end caps in Bulka Bags provided, 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.

Avery Dennison: Your Partner for Sustainable Graphics Solutions

As a leader in self-adhesive solutions, we deliver unmatched expertise to our partners in the graphics industry. Backed by decades of innovation and a deep understanding of real-world conditions, we design products that excel in performance and overcome technical challenges. Whatever your vision, we're here to help you create impactful, sustainable solutions.

Work with us

Our commitment to sustainability drives us to support both our customers and the broader graphics industry in meeting environmental goals. Whether you're seeking a greener alternative for an existing application or looking to transform your offerings, we're ready to collaborate and drive meaningful change together.



Find more graphics solutions at
graphics.averydennison.com/apac



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