



How To Show The World You Care About The World

In the textile apparel sector, graphic tags and tickets are being used to convey retailer and brand sustainability messages to today's consumers. It's a trend that makes substrate selection more important than ever.

More Options In EcoFriendly Papers

At Avery Dennison, we offer a broad range of eco-friendly paper stock for tickets and tags. Our selection includes single and two-sided coated and uncoated FSC- and PEFC-certified and certifiable papers, Kraft stocks and a variety of recycled boards with up to 100% post consumer waste (PCW). All these papers are available in a variety of finishes including smooth, gloss, felt and vellum, as well as a wide array of weights.

In addition to our core papers, we also have a selection of specialty paper stocks that offer a more unusual approach to garment tagging. These specialty stocks can be quite exclusive, high value items with varying levels of availability. However, when used appropriately, they add instant sales appeal to define selected items. Along with soy oil-based or water-based graphic printing inks, our eco-friendly papers create graphic tags that will complement any garment, especially organic apparel and items with an environmental focus.



FSC Chain Of Custody Certification



Avery Dennison's Information and Brand Management Division has received FSC Chain of Custody certification at over thirty sites in more than twenty different countries across the world. This means that ticket stocks supplied from those sites on FSC-certified paper can carry the FSC logo. Printing the FSC logo on tickets for garment collections presents an independent message to consumers about responsible sourcing and forest management.

About FSC Chain Of Custody Certification

The Forest Stewardship Council (FSC) is an independent, international, environmentally and socially oriented forest certification organization. It establishes international forest management standards and accredits and monitors third party certifiers. The intent of the FSC system is to eliminate the habitat destruction, water pollution, displacement of indigenous people and violence against people and wildlife that often accompany logging. The FSC Chain of Custody certification verifies the processes undergone in the production of FSC-certified products. The Chain of Custody (CoC) traces the route raw materials travel when moving from forest to end product, including all the processing in between, and confirms to the consumer that the final product is indeed legitimate and manufactured in line with FSC criteria and policy. In order to use the FSC logo, a company must have CoC certification. The FSC symbol (above) is representative of the logo that can be printed on paper products manufactured from certified paper stocks produced at any of our FSC CoC-certified facilities.





EcoFriendly Graphic Tags And Tickets

Countries Where Avery Dennison Sites Have FSC CoC Certification

Americas	Columbia, El Salvador, Mexico, USA
EMEA	Bulgaria, Germany, Mauritius, Romania, Turkey, UAE
South Asia	Bangladesh, India, Pakistan, Sri Lanka
Asia	China, Hong Kong, Indonesia, Korea, Taiwan, Thailand, Vietnam

Information correct as at 20 April 2009

Our EcoFriendly Paper Stock Options Include

- FSC- and PEFC-certified and certifiable paper stocks
- Paper stocks with recycled content including various percentages of post consumer waste (PCW)
- Coated or uncoated paper stocks
- Kraft and specialty papers
- Green Seal, Green-E, or chlorine-free certified stocks
- A wide variety of finishes including smooth, gloss, felt and vellum
- A wide array of weights

EcoFriendly Graphic Tags And Tickets: Core EcoPaper Stocks

Good – indicates that the product has some recycled content

Better – indicates that the product is a certified paper

Best – indicates that the product has both recycled content and certification

ECO QUALITY	CERTIFICATION	RECYCLED CONTENT
Coated one side		
Best	FSC	50% PCW
Better	FSC	
Coated two sides		
Best	FSC	50% PCW
Better	FSC	
Good		10%-100% Recycled
Uncoated		
Best**	FSC	100% PCW
Good**		20% Recycled

Additional eco-friendly paper stock may be obtained with variable availability and lead-times

**Global Stock – same stock available in all regions.

*Avery Dennison EcoFriendly is a trademark of Avery Dennison Corporation. This mark indicates that these products and materials were produced with environmentally beneficial features. For more specific information on Avery Dennison's eco-friendly product features and corporate philosophy on sustainability, go to www.ibmd.averydennison.com.

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