

ENSURING CUSTOMER SUCCESS:

*Recyclability and green packaging
for labeled PET bottles.*



Before
you claim
100% recyclability,
check the facts.

Fresh juice companies talk a lot about health and wellness. However, if you don't fully understand the components of the self-adhesive label constructions you're using, while making your customers healthier you might unfortunately be making our planet a sicker place due to your packaging ending up in landfills.

According to Euromonitor, the volume of packaged pure juice and smoothie consumers has doubled since 2010. Research analysts state that these premium categories are the fastest growing sectors in the U.S. beverage industry and companies increasingly want to differentiate their products to consumers and retailers by positioning themselves as health conscious, earth-friendly stewards of the environment.

The Association for Plastic Recyclers claims that pressure-sensitive (self-adhesive) labels are the leading source of contamination in today's recycling

stream of PET juice bottles. The reason? Beverage companies are not using the right label material construction and when the containers go through the recycling stream, label and/or ink residue is left on the package. Macaran can help you ensure you are using the best material constructions for your products, achieving superior application performance and adhesion while making sure your bottles are fully recyclable.

Macaran's RecyCLEAN Program brings together our team of material scientists and recycling application specialists to help our customers navigate the constantly changing demands of the recycling and sustainability value chain. We can help you make sure you're not only delivering health and wellness to your customers, but to the planet as well. Contact us today for a free consultation.



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