

ENSURING CUSTOMER SUCCESS:

Recyclability and green packaging
for thermoform containers.

Before you
claim **100%**
recyclability,
check the facts.



Organic produce companies talk about giving back to the earth, however if you don't fully understand the components of the self-adhesive label constructions you're using, you might unfortunately be giving back to the earth's landfills.

The Organic Trade Association claims that organic produce in the U.S. is a \$65.8 billion market and double-digit growth is projected over the next half decade. Organics is the fastest growing sector in the U.S. food industry and produce companies increasingly seek to differentiate themselves to consumers and retailers by positioning themselves as earth-friendly stewards of the environment.

According to the Association for Plastic Recyclers, pressure-sensitive (self-adhesive) labels are the leading source of contamination in today's recycling stream of PET thermoform containers and bottles.

The reason? Companies are not using the right label material constructions 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 products really 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 walking your green talk. Contact us today for a free consultation.



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