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EMPOWERING CIRCULARITY THROUGH PRODUCT DEVELOPMENT

Transitioning to a circular economy is not only vital to the preservation and protection of our planet's natural resources, but also to the success of the packaging businesses. As we transform to a circular economy, the industry has to take into account a product's lifecycle – from creation to use to disposal. In Europe, the Packaging and Packaging Waste Regulation (PPWR) will require all packaging to be recyclable by 2030.

While significant efforts have been made in design for recyclability for the main packaging components, there are still improvements to be done on the packaging decoration side. Specifically for self-adhesive labels, they need to provide essential product information as per country regulations requirements and customer convenience, but they also have to be cleanly removed to enable all packaging components recyclability and to maximize the value of our resources.

In this presentation, we will show Dow's new innovative water born adhesive solution for washable labels, which allows complete separation of all packaging components. This new solution has been externally validated at certified bodies following recycling guidelines. Specific data on technology, conditions for better detachment and recycling will be discussed, as well as industrial validation versus incumbent solutions.