

HERMAgreenGuide



***Pointing the way
to sustainable labelling***

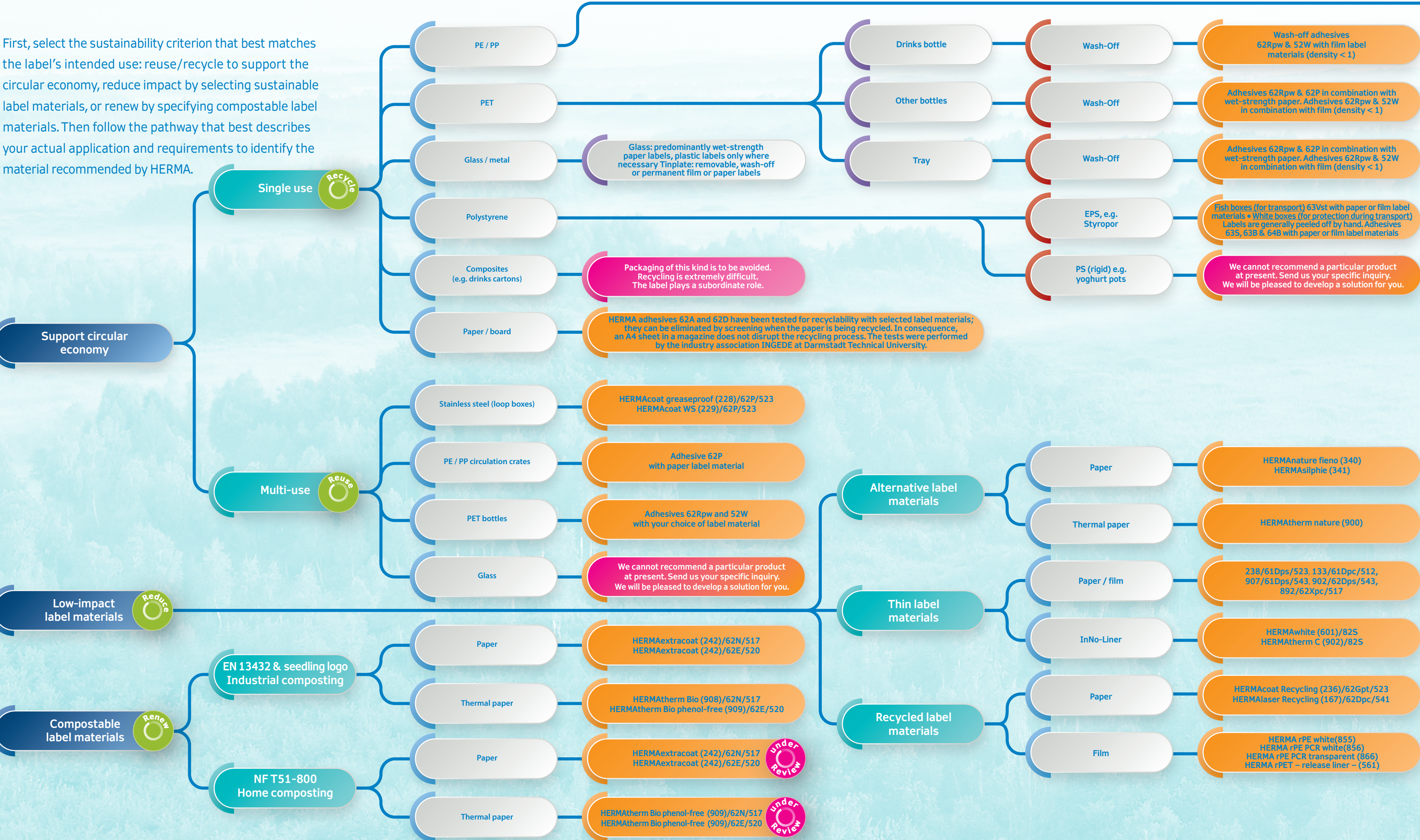
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HERMA's innovative adhesive materials enable you right from the start to make decisions about your product range that maximise sustainability. That's because HERMA rigorously pursues a policy it calls ReThink. By continuously searching for alternative and innovative raw and input materials, we can help you consistently to meet contemporary market expectations and calls to reuse, recycle, reduce or renew. On this basis you will be able to initiate a more extensive realignment and bring about a positive change with your customer and user solutions.

The ReThink approach perceives the life span of every product as a continuous cycle, which entails both the initial use of reprocessed materials and their recycling after use. Wherever gaps in the cycle are unavoidable, resource consumption and waste have to be kept to a minimum. And, whenever possible, the use of renewable raw materials is recommended. In label production, these considerations can be addressed from three different starting points. Either the label is to support the circular economy by way of its application and recyclability, or it is to be produced from either low-impact or compostable materials. For each of these three cases, you will find a pathway to the appropriate HERMA material in the decision tree overleaf.



First, select the sustainability criterion that best matches the label's intended use: reuse/recycle to support the circular economy, reduce impact by selecting sustainable label materials, or renew by specifying compostable label materials. Then follow the pathway that best describes your actual application and requirements to identify the material recommended by HERMA.



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Although these recommendations do not cover every use of the products in the HERMA ReThink range, they do shine a light on the wide diversity of sustainable labelling options, which include the award-winning (German Packaging Prize) label material HERMA rPE white. Its recycled polyethylene originates in equal measure from industrial and household waste.

Another example, provided by the HERMA wash-off adhesive 62Rpw, facilitates

continual material recovery. For recycling PET bottles, it achieves a wash-off score of 100 percent when used with film labels.

A further ReThink development combines thinner label papers with special adhesives, so that the label stock in the Thin Range likewise consumes exceedingly small quantities of precious resources. Examples of naturally renewable raw materials include grass and the cup plant.



The novel method of processing their dried fibres for use in paper production has a very low environmental impact. Measured against wood pulp, their use can reduce energy and water consumption by as much as 97 and 99 percent respectively.

Tell us about your specific label application. We will make it sustainable!

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