

Press Release

Go with the Float: CCL announces extended range of floatable polyolefin shrink sleeves that support PET recycling

- Design for Recycling: EcoFloat shrink sleeves support the recycling of the rigid packaging in the PET, HDPE and PP recycling streams
- Future-proof: Shrink sleeve material endorsed by the Association of Plastics Recyclers (APR)
- Alternative for widely-used PET-G or OPS sleeves that are still used and should be phased out to improve recycling and enable food grade recycling

CCL Label, a leading producer of labels and packaging solutions, has announced the extension of its award-winning low density, floatable polyolefin (PO) shrink sleeve that is a sustainable alternative for existing materials that are detrimental to recycling.

“We are proud to share our extended range of floatable shrink sleeves that work in established PET, HDPE and PP waste streams,” says Reinhard Streit, VP and Managing Director Food&Beverage at CCL Label. “We can now offer our local and multinational brand customers several options – from a high shrink version to a thinner version to a white version that is ideal for light-sensitive products like dairy, vitamins and supplements.”

To enable more mechanical recycling of post-consumer packaging, eco-design or design for recycling will be essential. As of today, there are still a lot of sleeve labels in the market that cause problems in PET recycling and are flagged by organizations like the Association of Plastic Recyclers that have created a comprehensive Design Guideline.

“EcoFloat sleeves made from low density material are an ideal alternative. They automatically separate from the PET flakes in the sink/float process step at recyclers and float to the top of the washing tank – while the heavier PET flakes sink to the bottom. This is an ideal density separation that leads to very clean PET flakes that can be recycled back into new bottles – closing the loop,” explains Marika Knorr, Head of Sustainability and Communication at CCL Label.

High Shrink Version – for more versatile bottles shapes

“In the recent years, brand owners have gravitated towards more complex bottle shapes. This calls for a sleeve that has a high shrink rate so it can contour to the bottle seamlessly. We have just released a new version where the shrink is well above 70 percent – which makes even



difficult bottle shapes work with shrink sleeves," states Aaron Henneger, Sales Director North America at CCL Label.

45 Micron Thin Version – for material efficiency

While the standard EcoFloat sleeve is 50 micron, a thinner 45 micron version is now also available. This downgauged sleeve material is ideal for many bottle and container shapes and comes with the benefits of efficient material usage and a lower carbon footprint.

EcoFloat WHITE – protection for products that are light-sensitive

"EcoFloat WHITE is a technology that enables greater recyclability for dairy packaging and other products that are light sensitive - we expect it to be a game changer. The dairy industry often uses opaque white bottles to protect products like milk, yoghurt and probiotic drinks.. However, these white bottles are rarely recycled back into food grade applications because they contain colorants- so the bottles leave the packaging loop or are downcycled," explains Henneger. "Shifting from an opaque bottle to a clear PET bottle with an Ecofloat WHITE shrink sleeve provides product protection and increases the amount of clear PET that can be reclaimed for bottle-to-bottle recycling. It is our goal to support this with a functional product decoration."

- End of press release -

Notes to editors

For further information on CCL please contact:

Marika Knorr

+491731536577

mknorr@cclind.com

About CCL Industries Inc.

A global specialty packaging pioneer, CCL Industries is the largest label company in the world with headquarters in Toronto, Canada and Framingham, Massachusetts. Established 1951, CCL has over CDN\$6.4 Billion (2022) in sales, over 25.000 employees worldwide, over 205 facilities in 43 countries, and is listed on the Canadian Stock Exchange.



CCL is the world's largest converter of pressure sensitive and specialty extruded film materials for a wide range of decorative, instructional, functional and security applications for government institutions and large global customers in the consumer packaging, healthcare & chemicals, consumer electronic device and automotive markets.

Products include: extruded & laminated plastic tubes, aluminum aerosols & specialty bottles, folded instructional leaflets, precision decorated & die cut components, electronic displays, polymer bank note substrate and other complementary products and services