



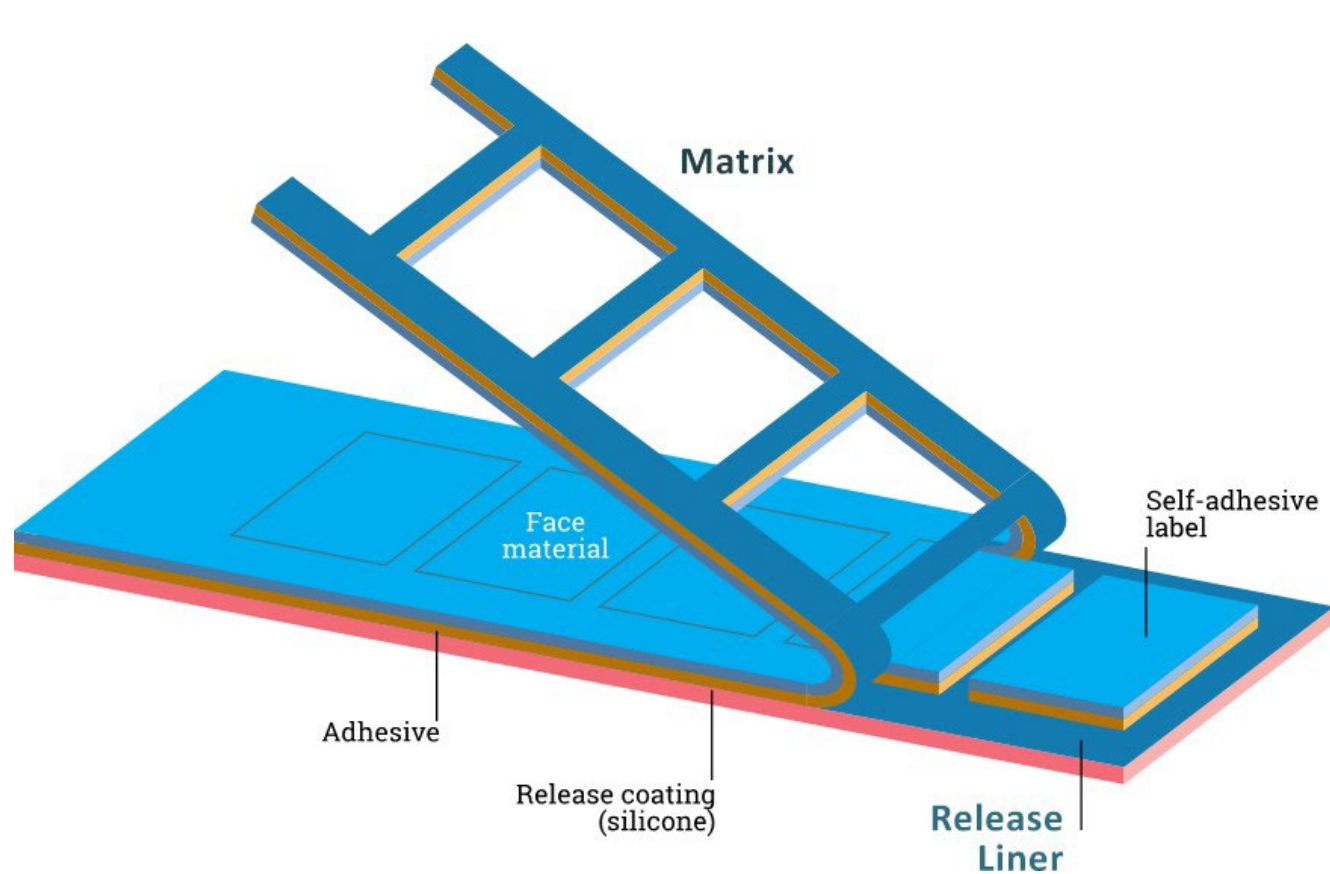
Europe

CELAB

Toward a Circular Economy for Labels

An industry initiative to build a Circular Economy for self-adhesive Label materials in Europe

Release liner and matrix are valuable industrial material that can be recycled or repurposed



CELAB-**Europe** is a collaboration of the whole self-adhesive label value chain to allow stakeholders to collect and recycle their used release liner and matrix material.

Image courtesy of The Label Academy



The CELAB-Europe collaborators

37 organisations have already confirmed their participation to the CELAB-Europe project



*FINAT acts as the legal entity of the initiative

Founding Members



Members



Vision, Target and Strategic Objectives



Vision

Create a self-adhesive label industry which is increasingly circular by offering solutions and providing education to enable liner and matrix recycling.



Target

For >75% of the used release liner and matrix material to follow a circular business model by 2025.

Strategic Objectives



Establish representative self-adhesive label value chain organization



Facilitate the development of cost-effective solutions



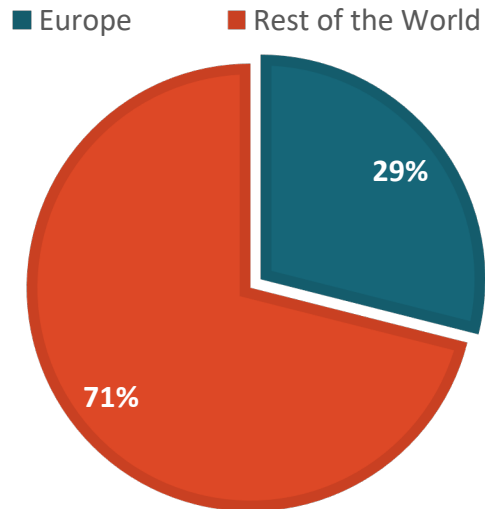
Utilize the value chain to build scale



Scale of “The Opportunity”

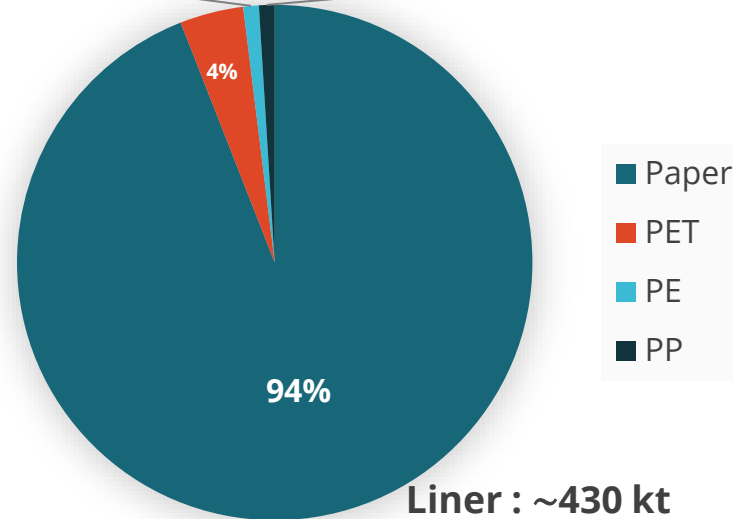
- Europe is responsible for one third of the quantity of the materials generated globally
- The major quantity of material is the paper liner (413 kt), followed by the paper matrix
- Filmic liner and plastic matrix represent relatively smaller fractions of the materials

MATERIALS QUANTITY



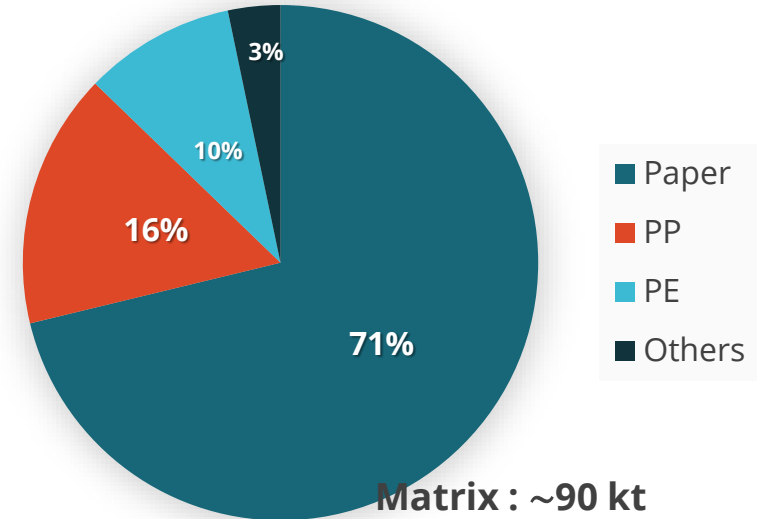
Estimated based on AWA study – liner study WW

<1%
<1%



Liner : ~430 kt

Reference: FINAT / CELAB-Europe Data Mining WS



Matrix : ~90 kt



Steering Group composition

Representatives of the 5 founding members



Alessandro Tronconi
(Fedrigoni)



Ralf Drache
(Herma)
Chairman since 1. Nov'22



Francesc Egea
(FINAT / IPE)



Juha Virmavirta
UPM Raflatac



Petra Gerritsma
(Avery Dennison)



Jules Lejeune
(FINAT)

Project Management (Sloop consulting)



Graham Houlder
Project advisor



Ophelie Gourdou
Project coordinator



CELAB-Europe Workstreams



Data mining



Recycling solutions



Logistic



Legal Framework



Communication



Aleš Krmela
(Delfort)



Uwe Dusterwald
(BASF)



Juha Virmavirta
(UPM Raflatac)



Pablo Englebienne
(FINAT)

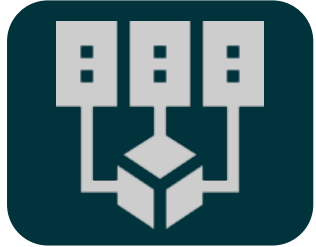


Marika Knorr
(CCL Label)

Workstream leaders



Deliverables per Workstream



Data mining

Geographical “heat mapping” of material usage to optimise logistics and to measure progress on the recycling target



Logistic

Connecting with the European transportation and recycling sector to develop and optimise collection systems for liner and matrix



Recycling solutions

Identifying, proving, and supporting the development of sustainable end markets for repurposed / recycled liner and matrix materials

Filmic liner and Matrix



Legal Framework

To monitor and advocate the development of regulations and guidelines that support the development of a sustainable business model for recycling in Europe



Communication

Raise awareness on the existence of CELAB Europe and its objectives and educate the value chain on the recyclability of the materials and existing recycling programs





The CELAB project exists also in other Regions

Already established



Being discussed

China

CN

LATAM





Becoming a CELAB-Europe member: Why and How?

Why?

- ✓ Join Europe's leading label industry initiative
- ✓ Be part of the solution to step up recycling in the label industry
- ✓ Participate in pilot tests for customised / optimised recycling solutions
- ✓ Demonstrate sustainability commitment to your customers and stakeholders

How?

- ✓ Annual contribution of € 5,000
- ✓ Sign the CELAB-Europe Governance Agreement
- ✓ Active participation in workstream(s) meetings and plenary meetings
- ✓ Being consulted by the WS





Toward a Circular Economy for Labels

Interested?

Contact us!



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