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News Release

Label and Packaging Materials

FOR IMMEDIATE RELEASE

## L'OREAL AND AVERY DENNISON COLLABORATE TO REDUCE ENVIRONMENTAL IMPACT OF LABELS

**MENTOR, Ohio, January 13, 2015**— L'Oreal Americas (OR:EN Paris) and Avery Dennison (NYSE: AVY) are collaborating to identify and reduce the environmental impacts of packaging labels throughout the entire label lifecycle.

The collaboration has already produced a comprehensive Avery Dennison Greenprint™ assessment showing how thinner label materials can reduce environmental impacts. Avery Dennison Greenprint™, a screening lifecycle tool launched in 2010, is the first of its kind in the label industry.

“We strongly believe in a sustainable supply chain, and this is ingrained in our business practices,” said David Wolbach, assistant vice president – Packaging Hair – L'Oreal Americas. “However, to achieve the ultimate goal of reduced-impact materials, we cannot work alone. It is essential that all facets of the value chain – material suppliers, printers, consumers, and recyclers – collaborate together to establish a clear and transparent low-impact product stream globally.”

When L'Oreal announced its strategy to meet tomorrow's sustainability challenges, *Sharing Beauty with All*, the company committed to a number of sustainability targets, including the continued improvement of its packaging's environmental profile. In doing so, L'Oreal is considering packaging in the most comprehensive way possible, including labels and their precise environmental impact.

According to L'Oreal, the Avery Dennison Greenprint™ method allows them to look at impact of its label materials, including the raw material extraction, manufacturing, and ultimately the label's end-of-life. This approach is able to identify where the biggest environmental impacts lie and to devise strategies on how best to mitigate these impacts.

This method guided L'Oreal in its decision to transition the labels for some of its leading products to Avery Dennison's Global MDO substrate, which is designed to lead to significant reductions in greenhouse gas emissions, water consumption and waste generated in disposal.

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“It is equally important that we have the necessary information available to understand the environmental impacts of the materials we are using,” Wolbach added. “This helps us immensely in our material selection process.”

By switching from Avery Dennison’s Global Co-Ex film product to Global MDO, L’Oreal has reduced environmental impacts from 7% to 19% across the categories of fossil material, water use, energy use, GHG emissions and solid waste.

Improvements in sustainability require collaboration across the value chain, including converters recommending the right material to brands,” said Rosalyn Bandy, Avery Dennison Sustainability manager, North America. “L’Oreal’s leadership in improving the environmental profile of packaging is driving the value chain to work closer together.”

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#### **About Avery Dennison**

Avery Dennison (NYSE:AVY) is a global leader in labeling and packaging materials and solutions. The company’s applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and 26,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Glendale, California, the company reported sales from continuing operations of \$6.1 billion in 2013. Learn more at [www.averydennison.com](http://www.averydennison.com).

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