THE CLEAR SUSTAINABLE CHOICE

UPM Raflatac Vanish™ PCR

Labeling a smarter future

Find the right solution for your brand at www.upmraflatac.com
The clear choice for rigid substrates

As the drive to reduce plastic waste continues to gain momentum, we are committed to finding solutions that champion the use of recycled and renewable content for a more sustainable future. Our UPM Raflatac Vanish™ PCR film face and PCR PET liner, both constructed with 90% post-consumer recycled (PCR) content, support the goals of some of the world’s best-known consumer brands as they push to increase the use of recycled material in their products. Vanish PCR offers our partners the market’s only clear film solution containing PCR content for a no-label look.

The Vanish PCR thin film portfolio is ideal for labeling rigid substrates in a variety of end-uses, offering the same clarity, performance and premium no-label look as our original Vanish products, but with an ecodesign that provides label converters and end-users with a sustainable choice that supports the circular economy.

The benefits are clear

- Replaces virgin fossil PET solutions with an ultra-thin, recycled PET 30 μm film face and liner
- Enables waste reduction, packaging reduction, fewer roll changes and lower transportation costs
- Helps brand owners and end-users achieve ambitious sustainability targets and recycled content goals
- Supports the circular economy with raw material sourced from recycled PET bottles
- Allows cans labeled with Vanish PCR to be recycled using conventional techniques
- Ideal for beverage, home and personal care applications
- Suitable for food packed in glass or metal containers where a functional barrier exists

The label stock is then sent to converters and printers, who die cut the material and print according to end-use specifications. The labels are applied to the bottle, and sent to the store for purchase by the consumer. This process reduces raw material use, offering a truly environmentally responsible choice supporting circular economy.

After the consumer is finished with the PET container, the containers may end up in recycling. When arriving at the recycling facility, the containers are sorted and ground into PET flakes. The flakes undergo a washing process and are pelletized. The PCR pellets are then transported to a film manufacturer. The film manufacturer converts the PCR pellets into new face material and liner. UPM Raflatac utilizes this PCR liner or face material, turning it into self-adhesive label stock.

*PCR = post-consumer recycled content

START

Make the clear sustainable choice with Vanish™ PCR
A premium brand appearance for home and personal care
In the home and personal care markets, making a lasting first impression is essential for brand success. A no-label look enhances packaging with an impression of quality and cleanliness, increasing both sales and customer loyalty. UPM Raflatac Vanish™ PCR film labels open up new packaging design possibilities for your brand – while making your sustainability credentials clear for all to see.

Highlighting freshness and product quality in food applications
Vanish PCR is suitable for food packed in glass or metal containers where a functional barrier exists. In food applications, Vanish PCR labels allow consumers to see the freshness of the food while maintaining high brand recognition — increasing purchases and developing brand loyalty. For food brands this gives an increased opportunity to stand out in ever-crowded supermarket shelf space.

Increasing material and logistics efficiency for beverages
For beverage manufacturers, pre-printed bottles and cans — with their high investment costs, large minimum order quantities and storage demands — can restrict the creation of small batches, seasonal brews or event-specific products. Vanish PCR offers a more flexible alternative, opening a whole new world of design possibilities from tactile elements and attention-grabbing patterns to irregularly shaped graphics.

The high-end no-label look Vanish PCR doesn’t affect aluminium recyclability, but enhances your environmental credentials even further. And with our water-whitening-resistant adhesive your products will look as good coming out of the cooler as they did when they were first picked off the store shelf.

### SUITABLE FOR RIGID SUBSTRATES
- Food
- Beverage
- Home care
- Personal care