

TURNING WASTE INTO A RESOURCE

with RafCycle® by UPM Raflatac
waste management concept

Labeling a smarter future



Find the right solution for your brand at
www.RafCycle.com

Thinking **CIRCULAR** is thinking smart



At UPM Raflatac the circular economy is seen as a way to secure a sustainable future and to enable businesses and societies to succeed. UPM Raflatac is actively developing new solutions to speed up the transition to a circular economy and the sustainable use of renewable materials.

Our RafCycle® by UPM Raflatac waste management concept is a good example of thinking and acting circular. We don't just recycle our own production waste but offer our customers and brand owners a recycling solution that gives their label waste a new life.

Paper label liner

Paper release liners can be de-siliconized and recycled back into pulp and paper. As the world's biggest user of recovered paper in graphic papers, UPM can utilise its extensive collection network to facilitate cost-effective release-paper recycling. The reuse of recovered wood fibres in label and graphic paper products is a closed-loop solution and a shining example of sustainability at its best.

PET label liner

PET liners can also be recycled through our partner network into new products such as fibre-based materials or pallet strapping. We support our RafCycle partners through the sorting and collection process to give PET liners a new life instead of sending them to incineration or landfill.

Other waste streams

The by-products from label stock production and label converting (coating and slitting waste, printer matrix waste and PP liner) are reused as raw material for UPM ProFi® composite products in Germany. In addition, label stock waste is used as fuel in the highly efficient combined heat and power (CHP) plants at UPM paper mills.

1. Labelstock manufacturers:
coating and trimming waste

2. Label printers:
matrix and start-up waste

3. Brand owners:
liner waste

Labels matter

Labels are everywhere in everything we consume. Wrapped around everything from food, cosmetics and medicines to tires, tools and oil cans, they build brands, tell stories and convey important information. As an element of consumer goods and industrial packaging they also produce a sometimes invisible waste stream.

UPM Raflatac is a frontrunner in solutions for managing the challenges of label waste. We look forward to developing new and existing partnerships with customers and brand owners on the road to zero landfill waste.

RafCycle Partnership

As a RafCycle partner, we will tailor our solution so that you can:

- Cut waste disposal costs
- Meet regulatory requirements
- Achieve your landfill reduction targets
- Reduce your environmental footprint
- Build your reputation as a responsible business
- Join our digital RafMore platform to optimize your waste collection. Learn more at www.rafmores.com.

**Did we get your attention?
Become a RafCycle partner.
www.rafcycle.com**



www.upmraflatac.com



Labels matter

Reduce, renew and recycle with RafCycle and learn why labels matter.