

Self-adhesive label companies launch a broad-based industry recycling initiative

The Hague, The Netherlands – 27th October 2020. *FINAT, the European self-adhesive labelling industry association, is pleased to formally announce the launch of ‘CELAB-Europe’, a significant new initiative designed to create a circular economy for self-adhesive label materials in Europe. By establishing a representative value-chain organisation, CELAB-Europe will work to identify and collectively scale recycling and re-use solutions for the self-adhesive label liner and matrix materials. The initiative aims to develop a sustainable and circular business model for over 75% of the used liner and matrix materials in Europe by 2025.*



The CELAB-Europe consortium is part of CELAB, a wider global self-adhesive industry initiative to create a sustainable self-adhesive labelling industry by offering solutions and providing education to enable matrix and liner recycling. CELAB-Europe (see <https://celabglobal.org/about/celab-europe/>) was created earlier this year by four labelstock suppliers (Arconvert-Ritrama, Avery Dennison, Herma, UPM Raflatac) and FINAT. Nearly 20 leading players from across the label value chain in Europe have since committed to support the initiative, including raw materials producers (papers, films, silicones, adhesives), labelstock producers, and label companies. As the association with the largest interest group, FINAT is proud to announce that it will host the project, with management undertaken by SLOOP Consulting of The Netherlands (who were also involved in the foundation and management of the flexible packaging consortium CEFLEX).

Initiated by label industry players, CELAB-Europe welcomes all partners from across the broad recycling and logistics industry value chain, as well as brand owners and retailers.

Workstreams

CELAB-Europe has created a set of deliverables to be completed by 2025 which have been assigned to four interconnected ‘workstreams’:

- **Data mining:** Geographical ‘heat mapping’ of material usage to identify where materials become waste, and in what quantities.
- **Recycling solutions:** Identifying, proving, and supporting the development of sustainable end markets for repurposed/recycled liner and matrix materials.
- **Logistics:** Connecting with the European transportation and recycling sector to develop and optimise collection systems for 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.

FINAT President Chris Ellison (OPM Labels & Packaging, UK) stated: “FINAT has always been active in raising awareness about the recycling of liner and matrix materials, and in promoting successful recycling solutions. I am proud and excited that our industry is now leveraging its resources collaboratively to take this important opportunity to the next level. Only with a collective effort that is shared across the value chain can we make a difference and contribute our part to achieving a circular business model for the labels and packaging industry in Europe.”

“The moment has arrived to create a globally focused platform for self-adhesive label recycling solutions,” said Paul Nathanson, a Senior Principal at Bracewell LLP and spokesperson for CELAB. “CELAB’s structure includes a Global Steering Committee that serves as a “clearinghouse” for best practices and solutions developed by CELAB-Europe and other regional Branches that will be promoted globally. With increased recycling capability gradually emerging from suppliers, producers, waste management, mechanical and chemical recyclers and others, we see a tremendous opportunity to facilitate collaboration globally with partners up and down the industry’s value chain.”

About FINAT

FINAT, founded in Paris in 1958 with headquarters in The Hague (The Netherlands), is the worldwide association for manufacturers of self-adhesive labels and related products and services. With more than 600 members in around 50 countries around the world, FINAT has much to offer to labels and package printing converters and all suppliers to the industry in terms of information exchange and in terms of international networking. www.finat.com

About the CELAB Consortium

The CELAB Consortium consists of global companies that are involved in all aspects of the self-adhesive labelling supply chain. These companies have come together to offer solutions and providing education to create a sustainable industry. The Consortium’s goal is that at least 70% of the self-adhesive label industry have access to matrix and liner recycling by 2025.

For more information, please contact:

For information about the CELAB-Europe consortium’s terms of engagement (‘Governance Agreement’), contact FINAT Managing Director Jules Lejeune (+31 70 312 39 10, Managing.Director@FINAT.com) or CELAB Europe Project Coordinator Ophelie Gourdou (+49 176 344 85 277, ophelie.gourdou@cairn-consulting.com).