



Brussels, 3 February 2020

The Technical Committee of the European PET Bottle Platform (EPBP) was requested to assess the effect of CCL Label GmbH low density pressure sensitive labelling system (EcoStream® and EcoStream® LV) on the quality of recycled PET. CCL Label's EcoStream® and EcoStream® LV solution are based on a duplex laminate of LD-polyolefin films with optional tactile relief varnish in conjunction with an acrylic pressure sensitive adhesive.

CCL Label's EcoStream® and EcoStream® LV pressure sensitive labelling systems are specifically designed to be fully removable in one piece from the PET flakes by the hot washing solution during the PET recycling process and the adhesive is designed to be completely removed together with the label substrate, leaving no residuals on the clean PET flakes.

Based on the EPBP assessment's outcome and current market's knowledge in 2020, the European PET Bottle Platform (EPBP) concludes that CCL Label's EcoStream® and EcoStream® LV pressure sensitive labelling systems will not have a negative impact on current European PET recycling provided they are used under the following conditions:

- (a) The density of the EcoStream® and EcoStream® LV pressure sensitive labels with the adhesive is below  $1 \text{ g/cm}^3$  (adhesive + label + ink), taking batch to batch tolerances into consideration;
- (b) The inks:
  - a. Are non-bleeding;
  - b. Have high chemical resistance;
  - c. Have low migration
  - d. Comply with European Legislation (e.g. Packaging and Packaging Waste Directive on the heavy metal concentration levels).
- (c) The combined concentration of EcoStream® and EcoStream® LV pressure sensitive labelled bottles is limited to a maximum of 10% market penetration for pressure sensitive labels. This market penetration rate takes local accumulation effects into consideration.

The EPBP reserves the right to update and change the conditions of this technical opinion at any time, upon prior notice to CCL Label, in accordance to the most recent technologies, assessments and experience.

*The European PET Bottle Platform EPBP is a voluntary industry initiative that provides PET bottle design guidelines for recycling, evaluates PET bottle packaging solutions and technologies and facilitates understanding of the effects of new PET bottle innovations on recycling processes. The EPBP initiative fully supports the economic and environmental sustainability of the European PET value chain.*