

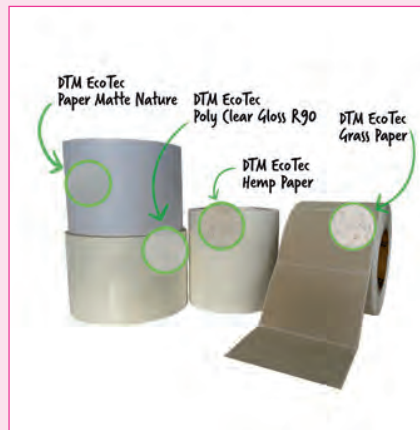
New EcoTec label line for eco-friendly product labelling

Labels are a crucial and important part of any packaging. They have a strong impact on the purchasing process of consumers by drawing attention to a product, either because of a special shape, structure or material, a certain colouring, photo-realistic printing or special metallic highlights. In addition, labels contain plenty of information, such as ingredients and allergens, that can influence consumers to buy a product or look for an alternative.

When buying a product, consumers also take into account how sustainable the product packaging and the label used are. Hence the question is plastic better than paper or vice-versa? There is no general answer to this question. When it comes to recycling, the recycling process needs to be looked at more closely. For example, having a paper label on plastic packaging means that the two materials can't be properly and automatically separated in the recycling process. This would then have to be done manually by the consumer when separating waste at home. If the material is not separated in advance, the only way to recycle is thermal recycling – in other words waste incineration.

Solution: Mono-packaging

However, if the same materials are used for packaging, for example a PET label on a PET bottle with a PET cap, or a paper label on a cardboard box, this so-called mono-packaging can be recycled as a whole and without the consumer having to manually separate different materials. In addition, the sustainability of packaging can be increased by using environmentally friendly labels. DTM Print, international OEM and solution provider for speciality printing systems, has bundled its selection of eco-friendly, recycled or



natural labels under the new label line DTM EcoTec. As of now, the following four inkjet materials are part of the EcoTec line; further substrates will follow:

1. DTM EcoTec Hemp Paper: This label consists of 100% hemp fibre. Hemp can be harvested up to three times a year, plantation trees only every seven years. Thanks to its fibres, which are five times longer than wood pulp, the material is particularly tear-resistant and can be recycled very often.

2. DTM EcoTec Grass Paper: The natural grass fibres of the label not only give the paper material its unique, natural look, but also reduce the amount of process water needed in the production process. The adhesive is an acrylic dispersion, permanent, solvent-free and can be in direct food contact according to EU regulation No 10/2011.

3. DTM EcoTec Paper Matte Nature: This paper label is made from 100% recycled backing from used label rolls.

4. DTM EcoTec Poly Clear Gloss R90: A glossy clear poly label, which consists of 90% post-consumer recycled (also known as PCR) PET material. It features the same clarity,



mechanical properties and printing characteristics as its non-PCR counterpart DTM Poly Clear Gloss. Using PCR material also establishes more recycling volume for the plastic production process and industry.

In addition, the water-soluble adhesive of the aforementioned labels is below 0.01%. That means it also passes the recycling process.

'To produce exceptional product labels for all kinds of applications you not only need advanced and resource-friendly print technology as integrated in our colour label printers but also high-quality material,' explains Albion Bekolli, label specialist at DTM Print. 'Every product leaves a footprint on our planet and using label material that is environmentally-friendly and sustainable helps to keep it as small as possible.'

More information about mono-packaging and DTM EcoTec Label Line is available at <https://dtm-print.eu/en/pages/dtm-green.html>.

