



SpearRC

Pressure sensitive labels Now recyclable

SpearRC is a pressure sensitive label that detaches cleanly from the bottle, making it completely compatible with the PET recycling process. Now, you can achieve premium shelf impact without sacrificing environmental consciousness or cost, as SpearRC is priced competitively with traditional pressure sensitive labels.



Constantia

Flexibles

we do Your best.



The Problem:

In the US in 2013, consumers used over 5.7 billion pounds of PET, the equivalent of 121 billion 20-oz plastic bottles. It is estimated that the average household consumes the equivalent of 945 20-oz bottles worth of plastic packaging per year. With the use of plastics at an all-time high, recycling is more important than ever.

As recycling grows, a new problem has emerged - contamination. Approximately 28% of all PET collected for recycling was contaminated, meaning it was not able to be recycled back into food-grade PET. The main reason for this contamination is bottle labels. Most pressure sensitive labels are contaminants due to adhesives not detaching cleanly and inks bleeding into the wash.

The Solution:

Constantia Flexibles has been working with the Association of Postconsumer Plastics Recycling (APR) for over a decade to create a pressure sensitive label that doesn't contaminate the recycling process.

**100%
Recyclable**

Affordable

**Same advantages
as standard pressure
sensitive labels**

**Available in clear,
white, and metalized
film materials**

In 2003, we were awarded the APR's "Partner for Change Award" for creating a pressure sensitive label that was compatible with the PET recycling process. At the time, however, the material was cost-prohibitive to most customers. Continued development, including sourcing our own material and creating a lower cost adhesive, has resulted in SpearRC, a cost-effective pressure sensitive label that is recognized by the APR and the European PET Bottle Platform (EPBP) to be fully compatible with the PET recycling process. Now you can have it all - low cost, high impact pressure sensitive labels that improve your brand's environmental footprint.

Product Benefits:

Same advantages as standard pressure sensitive labels

- Premium and impactful look
- Supports complex label shapes
- Increases productivity

Cost-effective

- Near cost parity with current pressure sensitive labels

100% Recyclable

- Recognized by the APR and EPBP as fully compatible with the PET recycling process
- Proprietary adhesive, film, and ink detach cleanly from the bottle so there is never contamination
- Improves brand's environmental status



Non-recyclable label after washing



SpearRC label after washing



Recognized by:
**The Association of Postconsumer
Plastic Recyclers**



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