

Environmental Objectives

Sustainable Solutions
for Labels and Liners

 **rapid labels.**



Licence Number: 807004

www.rapidlabels.nz

Rapid Labels' Environmental Objectives



As brand owners place increased value on investing in sustainable packaging solutions Rapid Labels has developed a portfolio of materials that are manufactured in an environmentally responsible manner.

Our Environmental Objectives offer sustainable solutions for labels and liners. Rapid's **Sustainable Solutions for Labels** include label materials produced from recycled and renewable materials, as well as a range of materials that are compostable and biodegradable.

Rapid Labels is FSC® COC certified. This means that we gained the Forestry Stewardship Council® Chain of Custody Certification. We can pass on the qualifications of FSC® certified product (paper) from our supplier to our client.

The benefits to you, our clients, when using FSC® certified label paper: When you choose to use FSC® certified paper for your labels you are supporting a much larger cause.

How you **communicate your support on your label** is by choosing to include an on-product claim, by using Rapid Labels' FSC® logo with our specific trademark licence code on the FSC® Certified label paper. This FSC® logo is included on your label prior to printing. Talk to us for more information about the process.



Environmental Objectives: RL0920.1



Rapid Labels' Sustainable Solutions – Labels

Rapid's 5 'R's to a Sustainable Future



Responsible Sourced: *Choosing materials sourced responsibly to ensure sustainable use of resources.*

Rapid Labels is able to offer a wide selection of FSC® certified paper stocks and glassine liners. Our FSC®, Chain of Custody (COC) certification allows us to promote responsible forest management, and pass on the qualifications of FSC® certified papers from our supplier to our clients.



Our material range also includes a number of materials manufactured from responsibly sourced alternatives to wood fibre including, cotton, rocks, grass, and waste streams from grape crops and the paper manufacturing process.

Rapid's approach to sustainability including our commitment to ISO 14001 Environmental Management ensures you are using a responsible sourced print partner.



Recycled Content: *Conserve resources by reusing what we have already used.*

Rapid Labels offers a variety of paper and synthetic materials that include recycled Post-Consumer Waste (PCW). Using materials with a portion of PCW reduces the amount of virgin resources used and often helps divert materials from landfill. The use of PCW is also available for Glassine and PET liners.



Reduced: *Conserve limited natural resources by using less of them.*

Choosing materials that use comparably less raw materials conserve the limited natural resources used in their manufacture. Often referred to as down gauging, using thinner facestocks and liners provides more labels per roll reducing the environmental impact in transportation storage and label application.



Re-purposed materials: *Giving materials or waste streams a second life.*

Rapid Labels' sustainable solutions include material options where the substrate is manufactured from re-purposed materials such as reclaimed burlap coffee bean bags or cotton.

Re-purposed materials are also created from the waste streams of other manufacturing process. These include facestocks manufactured from rock mining waste, and crop waste from grape, citrus, sugar cane, grass and a wood-based Polypropylene film material.



Recycling Enabled: *Making your product recyclable.*

Rapid Labels is able to offer a suite of materials which, when paired with the correct packaging and recycling infrastructure, makes your packaging recyclable.

These recycling enabled materials are designed to allow clean separation during the recycling process to improve recycling yields and they are at the foundation of our drive towards a circular economy.

Biodegradable and compostable materials with facestocks and adhesives compatible with industrial composting standards are also part of Rapid's **Recycling Enabled** materials.

The team at Rapid are knowledgeable on ensuring the correct match of label material to your packaging material. Talk to us about Glassine Liner Recycling too.

Rapid Labels' Sustainable Solutions – Glassine Liners

Included under our Rapid Labels' Environmental Objectives project is our **Sustainable Solutions for Liner Waste**. We offer a Liner Recycling service through one of our paper suppliers.

Rapid Labels' Liner Recycling Service

Contributing to a sustainable future.



Sign up for our **Liner Recycling** service when you order your labels



Rapid Labels prints and supplies your labels to you



You apply the labels to your product



We collect your box once it is full; contact us to arrange a pick up



Following our **Recycling Rules**, you begin storing the liner waste



We send you Rapid's Liner Recycling box and pallet



Rapid sends an invoice with confirmed freight and handling fees before sending a replacement box and pallet



Liner is shipped to our Liner Recycling Partner



Liner is recycled in India and it is used to make high quality tissue paper

For more information about our **Liner Recycling Service**, contact us:
0800 865 223 or thehub@rapidlabels.nz



Sustainability – The common definitions



Environmental Sustainability: Environmental systems are kept in balance while natural resources are consumed at a rate where they are able to replenish themselves.



Responsible Sourcing: A voluntary commitment to take into account environmental, social and ethical behaviours when selecting and doing business with suppliers.



Post Consumer Waste: Waste that's been used, disposed of and diverted from landfill – eg. aluminium cans and newspapers.



Recycle: Converting waste into a reusable material.



Biodegradable: A product that can be broken down without oxygen, turning into carbon dioxide, water and biomass within a reasonable amount of time.



Compostable: Products capable of disintegrating into natural elements in a compost environment, leaving no toxicity in the soil.



Circular Economy: A regenerative system in which resource input and waste, emission and energy leakage are minimised by slowing, closing and narrowing energy and material loops.



Sustainable Development: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."
– Brundtland Commission

**For more information about
Rapid Labels' Environmental Objectives, contact us.**

 **rapid labels.**

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